

### Donations cash/in-kind

Collecting in-kind resources was surprisingly fun! I got plenty of no's but I learned to ask better, how to follow up and loved how they enriched our fundraisers or supplied a need at shelter!

Included are some examples of past donation requests, with special on-going donation relationships we need to keep on top of, such as the Olympia Food Co-op.

#### **General rules to keep in mind...**

- Establishing a relationship in-person first is always best!
- Do a little research on the business before you make an ask; do they have similar values? What are their requirements? For example, while I LOVE Olympia Coffee Roasters Co, they only donate to food sustainability causes and organizations like GRUB.
- If you can't meet in person, try calling; always have a pen/paper available so you can be prepared to take down any directions for their donation request preferences or online forms they need to fill out. For example, places like Anthony's Restaurants have very specific requirements; must be completed 3 months in advance, and must have a follow up with a point of contact a week after sending the request!
- If you do end up filling out the online form, follow up with a call or email within a week after the request is made.
- Send a thank you note out right away after a donation is made! See if your supervisor will do some kind of special recognition on social media, depending on the situation!
- December and February are the best times to get donations!
- Try rehearsing your in-person/over the phone ask at least once or twice before hand. Your presentation will have a huge impact on how successful you are in securing any kind of help, and as far as they know you are representing the face of the organization.



"Building strong, healthy, self-sufficient families since 1992"

Website: [www.fscss.org](http://www.fscss.org)

201 Capitol Way N. - Downtown Olympia - Corner of State and Capitol Way  
PO Box 784, Olympia, WA 98507-0784 Phone: (360) 754-9297 Fax: (360) 528-2004

## Current Wish List: Summer 2015

The Family Support Center is always in need of in-kind donations to directly support the families we work with. Your donations will also support the families staying at Pear Blossom Place: A Family Support Community, our 24 hour homeless family shelter.

We are currently seeking:

- Snacks, non-perishable, child-friendly (i.e. crackers, energy bars)
- Drink boxes, water bottles
- Bus passes (monthly or daily)
- Gift cards to grocery & shopping centers (i.e. Safeway, Fred Meyer, Wal-Mart)
- Coffee (ground please)
- Coffee pots
- Can openers
- Bath towels
- School supplies and backpacks
- Car seats & booster seats (must not be recalled or expired)
- Hygiene supplies (shampoo, body wash, razors, deodorant, hand sanitizer, feminine hygiene products)
- Plastic Ziploc bags (quart & gallon size)
- Socks & underwear (boys, girls, and women; new in package only)
- Sleeping Bags
- Bed sheet sets (new, size twin) and pillow cases
- New office supplies (copy paper, pens, paper clips, etc.)
- Laundry soap
- Dish soap

We always accept donations of:

- Children's clothing (new or gently used, season appropriate)
- Children's shoes and jackets
- Professional clothing for men and women
- Non-perishable snacks
- Coffee, creamer and sugar

Your donations can be brought to our main office at 201 Capitol Way N in downtown Olympia Monday-Friday from 9am-5pm. There is a loading zone in front of the building; pull right up and we will help you!

Have something out of the ordinary you'd like to donate? Give us a call! 360-754-9297 x0

Your donation is tax deductible. Tax ID: 91-2003828

**"working together to strengthen all families"**

EXECUTIVE DIRECTOR: Schelli Slaughter OFFICERS: Sara Holt-Knox, Chair • Christopher Lanese, Vice Chair • Jane Field, Secretary • Christian Skillings, Treasurer  
BOARD MEMBERS: Neil McClanahan • Douglas McCudden • Brett Lorentson • Brian Martin • Tammy Ramsey • Michelle Harvey

## Donation Room Brainstorming Meeting

Aug 13, 2015 10am

Present: Suzanne Metcalf, Christy Austin, Ainsley Austin, Katherine Cox-VISTA

\*We took a brief tour of the donation room, hygiene closet and ready/set/go closet, then met in conference room.

### Topics discussed:

#### A.) Improving storage method

- Do we have funding for storage cubes or shelving? Is that something we could get donated?
- Shoe racks, or different way of organizing
- Location for off-season donation storage; how can we make that happen? Off-site possibility?
- Do we have connections to people who could build shelving for us?
- Are the cupboards in the hygiene area available for storage use?
- Do we have the option of relocating the birthday closet and/or hygiene area? Was interested in using for donation processing area; space is limited! Also, getting rid of unused items in area (printer, glasses, etc...) making most efficient use of space
- Thinking about using space more efficiently; currently there are a lot of unused racks in back

#### B.) Safety concerns

- Are we breaking fire codes? What can we do about creating pathways, making it safer?
- Considering weight/height/current for current methods; currently difficult/painful for volunteers...how to make it easier, won't require heavy lifting or maneuvering?

#### C.) Streamlining Donation Process & Sorting Guidelines

- Want to create standard way for volunteers to complete tasks; not having other volunteers come in and redo, making more work for others...would love to invite other donation room volunteers to partake in discussion, alleviate frustration = work together!
- Would like more authority and leadership from staff for management of donation room; checking in with volunteers with tasks or focus areas so volunteers can contribute and be useful
- Create inspection guidelines, such as; "Is it dirty/stained? Are there holes/damage? Does the zipper work? Would you let your child wear this—if no, get tossed!" etc...
- Would like guidelines for what donations can be accepted, which ones are NOT accepted
- Regular maintenance of "Ready Set Go" closet
- Setting up designated areas for toss/recycle, PBP delivery, keep & hang...

### Proposed idea moving forward:

- Would like to pick a date/time (half-day?) in August where we can have a "Purge Party"; would like staff with authority to be present for part of it and be able to designate what can go, what needs to stay, etc...also okay with staff putting post-it notes & prep work so volunteers can come in and take care of it.
- Would be willing to provide delivery service for PBP, recycle, dump, etc.

### Assigned Tasks:

- Ainsley will draft up proposed donation room guidelines
- Suzanne will do research on resources for donation delivery and pick up
- Christy is willing to take on donation dumping; also provided current donation list and will discuss possibility of donation drive with school in the Fall
- Katherine will discuss notes and meeting with Natalie and get some more answers, will coordinate date/time for Purge Party; will aim for end of August and recruit others to help, and will also debrief with new VISTA.

Wednesday, April 15<sup>th</sup> 2015

**Meeting Agenda, \*12:15-1pm**

Presenter: Katherine Cox, AmeriCorps VISTA serving Family Support Center of South Sound

Introductions—anyone new?

Topics; In-kind donations and leveraging new partnerships!

\*Review...anyone want to add anything?

**Topic 1: Building relationships/partnerships**

Think about the ABC's but backwards; Contact, Belief, Ability...

\*Contacts; Reach out to your current contacts; who do you know? Who do they know?

\*Beliefs; do you share common values with the prospect? Are they in line with your organization's mission? Is there a personal appeal you can tap into? Find the common ground, work from there- make it casual!

\*Ability; what are they able to contribute? Think creatively, how can this be useful? (Strive for win-win!)

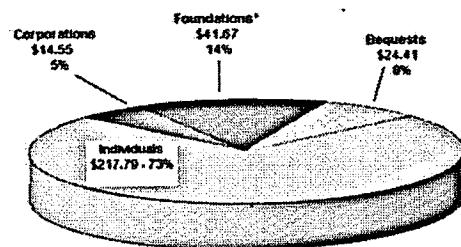
*Does anyone have a story to share about a partnership you established?*

**Topic 2: In-kind donations**

In-kind donations can be a valuable and potentially sustainable resource to nonprofit organizations that may not have extra funds to supply the need for a specific item(s).

Note the wheel of giving, source: <http://socialwatch.co/sample-palme-3/>

**2011 CONTRIBUTIONS: \$290.89 BILLION  
BY SOURCE OF CONTRIBUTIONS  
(\$ in billions - All figures are rounded)**



Q: What is an item that you always need at your organization? How does your organization currently support that need?

Q: What are some of the reasons/benefits that people & local organizations donate in-kind items instead of money?

Q: What sort of motivations or benefits do you think corporate businesses have for donating?

Review 10 Rules of "Corporate" (and general) Giving

Activity – "Why you should give me that item..." \*Make your pitch, your ask, look for an "in"

Feedback; Questions, Comments?



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September 15, 2014

[REDACTED]

Dear Mr. [REDACTED]

My name is Katherine Cox and I'm an AmeriCorps VISTA member with the Family Support Center of South Sound, located in downtown Olympia, WA. The mission of the Family Support Center is "Working Together to Strengthen All Families". We provide supportive services to families, including supervised visitation, housing case management, domestic violence advocacy, family resource services, basic needs, rental assistance, in addition to operating the largest homeless family shelter in Thurston County, Pear Blossom Place: A Family Support Community. On July 1, 2014 the family shelter relocated into a newly renovated and remodeled building, now providing over thirty adults and children with a 24-hour shelter space.

Because we value the quality of [REDACTED] products and your business contributions, we are asking if you could donate the remaining products of your upcoming October garage sale to our organization. We always accept donations of sleeping bags, pillows, floor mats, cots, blankets, coats, gloves, shoes, hats, socks, and any other basic necessity item that families need. With the colder months approaching our organization will support more low-income and homeless families in need of many of these supplies and basic necessities. Your donations would directly support families in our community.

Your donation is tax deductible and we will recognize you and your business for your support of families in Thurston County.

Thank you for your considering our donation request. The Family Support Center and our families appreciate your contribution for the betterment of our community.

With Kind Regards,

*Katherine Cox*

Katherine Cox  
AmeriCorps VISTA  
[katherinec@fscss.org](mailto:katherinec@fscss.org)

Tax ID: 91-2003828

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[katherinec@fscss.org](mailto:katherinec@fscss.org)

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\*Send backw/  
edits



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July 8, 2015

Anthony's Restaurants  
Attn: Donation Requests  
PO Box 3805  
Bellevue, WA 98009

To the Donation Request Committee:

As a 501c3 nonprofit organization, the Family Support Center of South Sound, depends on the support of caring business community members like you to carry out our **MISSION, working Working together Together to strengthen-Strengthen all All familiesFamilies**. The Family Support Center has been building strong, healthy, self-sufficient families in our community for more than 21-23 years, providing comprehensive services such as emergency shelter, advocacy, housing, financial assistance, childcare/family resource services, parent education, support groups, community outreach, supervised visitation for foster children, holiday assistance, food, adult and children's clothing, hygiene supplies, baby equipment, employment assistance, financial coaching, healthcare benefits assistance, resource coordination/domestic violence advocacy, and more.

We recognize that Anthony's Restaurants is very generous in our community and has many causes that you choose to support each year. **We would like you to consider donating a gift certificate to Anthony's Hearthfire Grill or Homeport HomePort Olympia Restaurant for as a raffle prize at our Annual Fall Breakfast Fundraiser.** We are interested in working together with you to help you obtain your business goals while making a difference in our community.

Our Annual Fall Breakfast Fundraiser is scheduled for **October 22, 2015 at Indian Summer Golf & Country Club**. Over 200 community members will be present to help raise funds for low-income and homeless families in our community. A gift certificate donation from Anthony's Restaurants will be a great addition to our raffle baskets that will be offered at the Breakfast. The Family Support Center's fundraiser includes complimentary breakfast, a raffle, and a program with family and community speakers. Over 200 attendees were present last year. Funds support low-income/homeless families of Thurston County.

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The Family Support Center is a strong and visible leader in our community with an excellent reputation, positive community relationships, and an extensive track record of successful events. Most importantly, we serve more than 2,000 local families with children in need each year with high quality, essential supportive services and we couldn't do it without YOUR HELP. We would greatly appreciate your generous support. Please feel free to contact me with any questions, for more information, or if you would like to discuss other ways in which we may partner.

-Thank you for your consideration!

Sincerely,

A handwritten signature in black ink, appearing to read "Schelli Slaughter".

Schelli-Slaughter, Executive-Director  
360-754-9297x211  
[schelli@fscss.org](mailto:schelli@fscss.org)  
Tax ID 91-2003828

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Comment [N1]: Not sure if it'll be me or Schelli-  
stay tuned



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July 16, 2015

Fisher Jones Family Dentistry  
Attn: Dr. Jim Jones  
2415 Pacific Ave SE  
Olympia, WA 98501

Dear Dr. Jones;

My name is Katherine Cox and I'm an AmeriCorps VISTA member with the Family Support Center of South Sound, located in downtown Olympia, WA. As a 501c3 nonprofit organization, the Family Support Center depends on the support of caring business community members like you to carry out our **MISSION: Working Together to Strengthen All Families**. We have been building strong, healthy, self-sufficient families in our community for more than 23 years, providing comprehensive services such as emergency shelter, advocacy, housing, financial assistance, family resource services, parent education, support groups, community outreach, supervised visitation for foster children, holiday assistance, food, adult and children's clothing, hygiene supplies, baby equipment, employment assistance, financial coaching, healthcare benefits assistance, domestic violence advocacy, and more.

Because we value your service to families and your commitment to providing quality dental care, we are asking for **in-kind donations of toothbrushes and toothpaste** to help us meet the demand for these specific hygiene products. We have families each day at our shelter and main office locations that need both adult and child toothbrushes, toothpaste and dental floss.

Your donation is tax deductible and we will recognize you and your business for your support of families of South Sound.

Thank you for your considering our donation request. The Family Support Center and our families appreciate your contribution for the betterment of our community.

With Kind Regards,

A handwritten signature in black ink, appearing to read "Katherine Cox".

Katherine Cox  
AmeriCorps VISTA  
[katherinec@fscss.org](mailto:katherinec@fscss.org)

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#### referral information

Child's Name: \_\_\_\_\_

Child's Age: \_\_\_\_\_

Parent/Guardian: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

#### referred by

I acknowledge that all the information provided on this entry is true and accurate.

Print Your Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

#### submit application

Submit application to your local Ashley Furniture HomeStore  
or mail your application to:

#### Ashley Furniture HomeStore

1431 FM 1101  
New Braunfels, TX 78130

#### visit us online:

[www.AHopeToDream.com](http://www.AHopeToDream.com)

#### written recommendation

Please describe the child in need of a new twin mattress set  
(100 words minimum). Print legibly or type on a separate piece  
of paper.

# refer a child

You'll be coordinating in-kind resources across the board, and sometimes will be asked to research further.  
Ashley furniture ended up being a great resource for families, where we can apply to get a child a free  
mattress!



**providing mattress sets to  
children get the sleep they need**

 For every mattress sold, \$5 will be donated  
to A Hope to Dream. Help a local child in  
need with your mattress purchase.



**Thank You**

HomeStores are independently owned and operated. ©2011 Ashley HomeStores, Ltd.

- Children do the majority of their sleep, the better they concentrate and behavior in school.
- Sleep deprivation in children, leading to poor hyperactive behaviors in children, leading to poor concentration and behavior in school.
- Children do the causes of waking sleeping time. The deeper the sleep, the more the cycle.

**for their health and well being**  
**our mission**  
 The mission of A Hope to Dream is to help less fortunate children get a good night's sleep.

**our vision**  
 We believe by helping a child sleep well, they are poised to lead a healthier and more importantly, a place to dream.

For every mattress set that is donated to provide a child in need.

**who is eligible**  
 We provide mattress sets to local needy children who have reached the age of 3 and are under the age of 16.

**application process**  
 Completed applications will be reviewed by a selection committee. Recipients will be notified and given 30 days to respond. Unresponsive recipients will forfeit the mattress set and another applicant will be kept for one year and will be reviewed for consideration at the next selection.

Please contact [AHopeToDream@ashleyfurniture.com](mailto:AHopeToDream@ashleyfurniture.com)

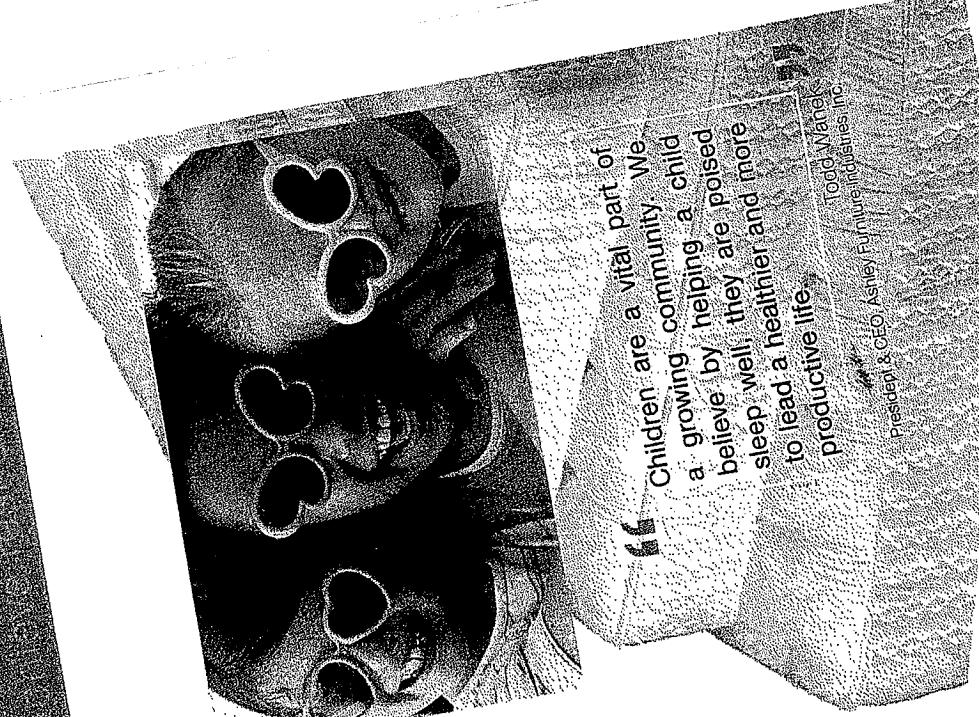
#### **additional questions**

Please contact

**\$5**  
 For every mattress sold, \$5 will be donated to  
 A Hope to Dream. Help a local child in need  
 with your mattress purchase.

Children are a vital part of our growing community. We believe by helping a child sleep well, they are poised to lead a healthier and more productive life.

Todd J. Mather  
 President & CEO, Ashley Furniture Industries, Inc.



#### **for a child**

Referring a child for consideration to receive a mattress set is where we need your help to accomplish our mission. A Hope to Dream person refers a child in need. Please see rest if a caring Furniture HomeStore staff to learn more about your Ashley Furniture HomeStore.

However, if something doesn't "feel right" it probably isn't. Anytime you have suspicions about whether or not you want to work with another organization, be sure you talk to your supervisor and immediately document any concerns about your experience.

## Community Drive

8 messages

Tue, Feb 10, 2015 at 4:35 PM

Katherine Cox <katherinec@fscss.org>  
To: rileyanneteam@yahoo.com

Hello Jennifer,

A letter and pamphlet for Riley Anne's Team came across my desk yesterday, and I wanted to follow up regarding the services you offer.

It appears that you gather donations and deliver them to local Thurston County Resources, is that true? If so, would love to be the recipient of such donations, as we serve low-income and homeless families of Thurston County.

I would love to know more about your nonprofit; please feel free to share. :) I have a special place in my heart for autistic children; I was a care giver for a peer with nonverbal learning disorder for 6 years, and am still in touch with her.

Thank you for the work you do!

## Katherine Cox

AmeriCorps VISTA, proudly serving Family Support Center of South Sound  
PO Box 784/ 201 Capitol Way N, Olympia 98507  
Pear Blossom Place: 837 7th AVE SE Olympia, WA 98501  
katherinec@fscss.org work phone: 360-628-4585

Tue, Feb 10, 2015 at 5:58 PM

Jennifer Kish <rileyanneteam@yahoo.com>  
Reply-To: Jennifer Kish <rileyanneteam@yahoo.com>  
To: Katherine Cox <katherinec@fscss.org>

Good evening Katherine,

I appreciate your getting back to me. We do what we call a community drive as part of our non profit functions. heres how it works....We reach out to organizations and resources that serve our local area and inquire for a donations wish list. Once we receive those lists, we post the lists on our website ([www.rileyanneteam.org](http://www.rileyanneteam.org)), and our facebook page (RileyAnne Kish) as well as our page (RileyAnnes Team). We ask members of our local community to donate items that are listed on our wishlists to us rather than taking them to the local good will store, so that we can support other local resources that help community members in a time of need. When donations come in, we take the on hand wishlists and separate donations out to be prepared, cleaned, and delivered to the receiving organizations. We run this drive throughout the year.

As for a little bit about our organization, it is run by only my husband and myself so that we can focus more on giving back then funding assistance. We began back in 2012 after working closely with Seattle Chapter of Autism Speaks. Over the years we we had raised over \$2,000.00 for the Autism Speaks team. We decided to branch out realizing that while Autism Speaks is a great charity and organization, it focused more on the Seattle area, and more on raising funds than actually giving back. We applied for our non profit license and kicked into gear. We participated in walks and runs raising donations by offering fundraiser products and donating 100% of the proceeds raised to causes. We created facebook pages and profiles as a way to keep constant support only a click away. We encourage others to post advice, questions and things on the pages and interact with eachother so that they are never alone in their journey.

We offer and create autism awareness products, and use the money raised to help fund play dates for local youth with disabilities. By doing this, the children get social therapy and a chance to interact with other children with disabilities while the parents and care takers get an opportunity to meet and build a bigger support network.

Another thing we do is launch new programs that help incorporate community members and youth in our mission. We launched Youthful Design Program (YPD) to support local artists under the age of 18 and giving autism awareness a new trendy facelift. YPD participants submit a design they create using a puzzle piece and our saying (seen below) and we turn them into T shirts. This helps get youth involved in autism awareness while giving them the self confidence boost they need to continue

We participate in local events and fairs to help get our name out there and build support/relationships with community members to help provide awareness and donations to others who need it, as well as encourage community members to help by getting their kids to write their experiences for others to learn from. Currently, we are doing a change drive until March 12th, where we have asked people to collect the change from their purses, pockets, pouches, and ground then donate it to us. On March 15th we will be participating in the St. Patty's Day Dash and turning all of the change collected into a big donation for Seattle Childrens Autism Guild which provides financial assistance to families who cant afford care from the Seattle Childrens Autism Guild.

We keep busy, but our main focus and mission is to EARN wupport rather than expect financial support. We believe that it can take just pennies to create a great change within our local community. We opted out of going 501C3 so we dont have to ask for financial assistance.

I know this is alot, we definitely keep busy, but we enjoy doing more for our community and our children with disabilities more than ANYTHING else. THEY are the ones who make us realize how special we are to live the autism lifestyle. We have grown immensely from where we were when we started. This last year we provided over 10 truckloads of donations to our recipients, reached out to thousands of community members, held over 10 play dates, and raised over \$100.00 in donations for different causes, and participated in 4 major events both outreach and product available (on top of working full time jobs lol)

I hope this helps, we would be more than happy to schedule a meeting to better discuss ways we could be of assistance for your organization and how to build a better partnership as well.

**"AUTISM IS NOT A DISEASE.....IT'S A WAY OF LIFE"**

Jennifer Olin  
RileyAnne's Team Owner  
1401 Marvin Rd NE  
Suite 307, PMB 423  
Lacey WA 98516  
360-888-6334/fax: 360-878-8101  
FB-RileyAnnes Team OR RileyAnne kish

Family Support Center of South Sound Mail - Community Drive

6/8/2015

kindly reminded her that we'd been in contact just 8 days ago and that I had spoken to my supervisor about the possibility of working together, and I would greatly appreciate some additional information.

Jennifer explained to me that her organization in support of advocating for the Autistic community and differently-abled persons partaking in bettering the community (website: <http://www.rileyannesteam.org/>) and they run year-round community drive where they gather donations and bring them directly to nonprofits/social services in need rather than bringing donations to places like Goodwill, which make a profit off of them. Her intention and mission was "making a difference for pennies"- her wording. She insists there's no ties, fees or strings attached, and when I asked her how this benefits her organization she seemed ambiguous in my opinion, and explained it was just that they wanted to help, and that all she needed from us was a wishlist- she seemed very insistent and almost "pushy" about it to be honest.

However when I asked who her other group contacts were, she mentioned Safe Place, Salvation Army (also included on their website) and Drexel house; she mentioned she was in touch with "Bary" ([baryh@ccsww.org](mailto:baryh@ccsww.org), 360-753-3340) and "Mindy" from Union Gospel Mission: 360.709.9725. Jennifer also provided her UBI license#: 603280198. Jennifer said they are not a 501c3 nonprofit, but they are advertised as a nonprofit on their Facebook: [https://www.facebook.com/pages/RileyAnnes-Team/117025118426439?sk=info&tab=page\\_info](https://www.facebook.com/pages/RileyAnnes-Team/117025118426439?sk=info&tab=page_info) and Washington Corps website. <http://www.washingtoncorps.com/corp/165761.html>

\*This is just me being ignorant; I didn't know there were different types of nonprofit codes.

When I was doing a general search I didn't find any negative feedback being listed about them. When scanning through the Facebook their were several informative posts that demonstrated awareness of resources for the homeless/low-income community, posted news articles, and call-outs for donation requests. If you feel it would be appropriate for me to try and get in touch with Bary and Mindy to inquire further about their experience working with Jennifer and RileyAnne's Team I'd be happy to do that.

Let me know if you need anything else, I hope this information was helpful. I said I would respond to her request by next Friday 2/27.

Thank you!

## Katherine Cox

AmeriCorps VISTA, proudly serving Family Support Center of South Sound  
PO Box 784/ 201 Capitol Way N, Olympia 98507  
Pear Blossom Place: 837 7th AVE SE Olympia, WA 98501  
[katherinec@fscss.org](mailto:katherinec@fscss.org) work phone: 360-628-4585

[Quoted text hidden]

Thu, Feb 19, 2015 at 12:18 PM

Natalie Moran <[nataliem@fscss.org](mailto:nataliem@fscss.org)>  
To: Katherine Cox <[katherinec@fscss.org](mailto:katherinec@fscss.org)>  
Cc: Patty Gregory <[PattyG@fscss.org](mailto:PattyG@fscss.org)>, Rachel Scharber <[RachelS@fscss.org](mailto:RachelS@fscss.org)>, Doris Sanchez <[doriss@fscss.org](mailto:doriss@fscss.org)>

Katherine-

Thanks for getting more information. I'm going to defer to Patty and others to see if we should collaborate with them. I don't think you need to call for "references" in the sense, but just make sure it aligns with our mission and is a good fit. We also want to make sure we're prepared to accept whatever donations they bring, and that it's truly things we need.

-Natalie

---

Natalie Moran M.S.  
Program Coordinator  
Family Support Center of South Sound & Thurston County Family Justice Center  
Contact #: 360-754-9297 x218  
[www.fscss.org](http://www.fscss.org)  
**Save the Date! Mother's Day 5k- Sunday, May 10 @ Hands On Children's Museum REGISTER TODAY!**

[Quoted text hidden]

### Grants Research & Resource Development

Unless you already have plenty of experience with grant writing, it is highly unlikely that you will be invited to partake in the all-night grant writing process! However, you will be asked to research grants that we might be eligible for!

I've included notes from my Grant & Resource Development VISTABlend online course; I highly recommend that you take it!

Also, review my tracking notes to see what grants are coming up; give your supervisor advanced notice so they can research it and see if the agency is fit to apply, based on their values, mission and qualifications.

# Grant Seeking Steps

\* relates to Activity 4-08-B

PLAN

- Identify which needs are you trying to fund.
- Determine what type of funding should you seek.
- Research your organization's recent history of grants (last 3-5 years) including those that received and denied funding.
- Identify funds that have already been secured for this need (list sources).
- Determine when the funding is needed.
- Identify roles (who will do the work at each step) and determine what is a feasible time period to be able to complete all the steps.

RESEARCH

\* relates to Activity 4-08-C

- Find foundations and agencies that make grants in your area.
- List grantmakers whose mission and interests align with yours.
- Review limitations or conditions that would eliminate your project.
- Determine if your organization has any connections with each grantmaker.
- Verify grantmakers offer support for your funding needs. (Call or email if contact name available.)
- Determine how much funding is appropriate to request from each source.
- Make sure there is time to complete all the steps required.

INQUIRE

\* relates to Activity 4-09-B

- Draft Letters of Inquiry for grantmakers who require them as the first step.
  - Follow the standard outline and address any details requested by the grantmaker.
  - Have a colleague proofread the letter, and correct all spelling/grammar errors.
- Submit the letter before the deadline.
- Keep track of when you sent the letter, and when you should hear back.
- **Do not pester the funder.**

APPLY

- Carefully and fully read all instructions for each grant opportunity.
- Develop a full proposal for grantmakers who require them as the first step, or for grantmakers who have extended an invitation to apply.
- Use the format, form, or outline provided by the grantmaker, or use a standard outline if none is provided by the grantmaker.
- Be specific and address all requirements outlined in the instructions.
- Submit the proposal well before the deadline.
- Keep track of when you submitted the proposal, and when you should hear back.
- **Do not pester the funder.**

# **Government Funding Sources**

by Beth Senger

While government funding can be a tremendous source of revenue in providing services to people in your community, there are a number of things to consider when it comes to seeking funding from federal, state, or local government entities. I've tried to cover some of the key information, based on my experience, that you will need moving forward:

- A basic understanding of some of the different levels of government funding (state, federal, and local)
- The good, bad, and ugly lessons learned, both from my experience and the experiences of others
- My "Top 10 Pointers" for writing government grant proposals
- Gauging your readiness level for pursuing government grants
- Specific advice on how to get started

It's impossible to be all-inclusive on this topic; most of what I've included is simply based on lessons learned (often through agonizing trial and error) in our program.

## **Why Would an Agency Choose To Seek Government Funding?**

The better question is: Why not? You have almost nothing to lose by applying for these funds and so much to gain. Government funding can be a vital source of revenue, both for start-up efforts and for established programs that are looking to grow, expand, or try a new idea. Often, government funding provides the most substantive opportunities for multiyear revenue. If your resource development plan involves multiple funding streams, as it should, government funding should never be overlooked. There's plenty of diversity within the world of government funding—it's not unusual for a program to rely solely on government funding, yet consider itself quite diversified.

For example, in the first year of our program operations, I was fortunate enough to secure a three-year federal grant (JUMP), a three-year state grant (through our Department of Protective Services), a two-year state grant (through our Criminal Justice Division), and a one-year local grant through our Juvenile Probation Department. That seemed pretty diverse to me! Government funding sources provided 95 percent of our program's operating budget the first year. Six years later, those initial funding sources have ended, but

### State and Federal Government Funding

The Good	The Not-So-Good	The Concerns
<p>Reasonable, sometimes generous, multiyear dollars for your program.</p> <p>Detailed guidelines for completing your proposal—a treasure map to the money.</p> <p>Unless your project is enormous, you're unlikely to have terribly burdensome accountability and evaluation requirements or monitoring visits—especially on federal grants.</p> <p>Completely impartial review process means your proposal is truly evaluated on its merits alone.</p> <p>Just the process of writing the proposal is a good exercise in defining and selling your program.</p>	<p>Once the project is finished, you're facing a big gap in your budget.</p> <p>Tailoring your program to their guidelines and requirements may mean you have to incorporate new elements into your project and revise forms, policies, and procedures accordingly.</p> <p>Sometimes require matching funds.</p> <p>It can be challenging coordinating your project with funding sources that are not local.</p>	<p>These proposals usually require tremendous amounts of paperwork and details. Putting together a winning proposal can be very time-consuming.</p> <p>If you're not very well prepared, you could find yourself struggling to maintain accountability and meet the project requirements.</p> <p>If you didn't have a lot of input into the grant proposal, you may find that the terms, the project design, or the government's demands are beyond your capacity.</p>

To see what's coming down the pike, or what already has received federal funding, check out the Catalog of Federal Domestic Assistance (<http://www.cfda.gov>). This enormous database lists all the programs being funded by the federal government, and some for which funding is anticipated in future budget cycles. Another "catch-all" Web site is grants.gov (<http://www.grants.gov>), which acts as a portal to many federal grants and their downloadable application packets.

You can also check for funding opportunities within the federal departments themselves. Even if you find an opportunity via grants.gov, sometimes the specific departments' Web sites have additional information. Specific departments and "offices" are usually housed within larger federal agencies, but most provide opportunities to check their sites individually for grant opportunities.

Once you've found a source, download the guidelines and application forms. You can call to request hard copies if your agency doesn't have access to the Internet, but you're better off if you can find someone who will download all the materials for you. State and federal grant application guidelines are most commonly called RFPs (Request for Proposals) and are generally pretty substantial documents in themselves. The nice thing is you can use the RFP during breaks in writing to tone up with a few bicep curls! The other nice thing, though, is that the RFP gives you extremely detailed guidelines on preparing your proposal—it's really a treasure map to the money.

## The Top 10 Tips for Responding to Government RFPs

People might think that working for an established organization like Big Brothers Big Sisters means that securing government funding is easy. The reality, as is often the case, is quite different. Every Big Brothers Big Sisters agency is an independent 501(c)(3) nonprofit organization required to sustain itself. This means each BBBS agency is competing against other BBBS agencies, along with countless other similar organizations—most offering high-quality, comparable programming. When competition is so high, it's especially important to pay attention to the critical, small details that will help your application survive the process and receive the highest possible score.

Think of it this way: You work for the federal government and have to do a preliminary eligibility screening of proposals before divvying them up among dozens of grant reviewers. Your desk overflows with more than 1,500 three-inch sets (one original and two copies, please, from each applicant!) of grant proposals from well-meaning, and probably deserving, programs across the country. What to do? Well, you screen out as many as possible on technicalities! Missing a form? Margins too narrow? Forgot your page numbers? The RFPs makes no bones about this: If any of the requirements are not adhered to, your proposal will not be reviewed. It's the circular file for you. The good news about this? You may end up beating out one-third of your competition simply by playing by the rules.

Whether it's national, state, or local, the following are the most critical pointers I can think of for approaching your government proposals and getting those government dollars.

### 1. Seek and find

Generally speaking, anyone in a nonprofit organization can be the catalyst to seeking out and securing government grants. If you're reading this chapter, you probably have the passion for the mission that is so necessary to securing services for the people in your community.

In addition to the Web sites and listservs mentioned previously, ask yourself: "Who in our community cares about our clients? Who has an interest in the results our organization produces?" Once you answer those questions, you'll find a wealth of potential funders whose missions can be supported by your work. Also, be sure that you are tapped into other national resources that announce government dollars, such as listservs, e-newsletters, and state or local volunteerism message boards.

### 2. Carefully read the request for proposal

Reading, word for word, every page, every form, every footnote of the RFP has to be the single most important step you take before even thinking about researching or beginning to write your proposal. Many a time, I've downloaded an RFP that seemed just perfect only to find that on page 53, paragraph 3, there's a statement that either makes the grant unrealistic or my agency ineligible. So read it thoroughly. Highlight key points and develop an outline of required documents (don't trust the one they provide you—they miss things

### Self-Assessment Questions

Are you ready to pursue government funding?

If you've found a government funding source you think is a good sustainability opportunity for your agency, here are some questions to ask yourself:

- Do you have the buy-in from the Executive Director and other team members for pursuing the grant?
- Is the deadline reasonable for completion of the application? Does your agency have the expertise to write the grant, or must it be outsourced?
- Is the project's scope realistic in your community and with the targeted population you intend to serve?
- Does the budget offer reasonable dollars for the services you intend to provide?
- Do you have the capacity and infrastructure to support the project in ways the budget will not stretch to cover?
- If you'll be facing a gap in time between major funding sources, do you have resources to sustain yourself in the interim?

truly flying solo, everyone can help with some aspect of the proposal: filling in forms, gathering data and statistics, working on the budget, figuring out how to structure the project. The more buy-in and investment you have from those who help you prepare the grant, the more success you'll have when the project is funded. It also means that everyone on your team will have a better understanding of exactly what it means to write one of these proposals.

#### **6. Fill in forms first!**

The forms—I can't emphasize this enough—are not to be left to the last minute. Of course, you would probably never dream of doing that, but I once did. In the first federal proposal I put together, I left the forms for the last two days before the deadline. After all, they were just simple fill-in-the-blank things and checkboxes—how hard could they be? I was so very wrong to make that assumption. Not only did one checkbox lead me to have to research and write three additional pages on how I was planning to approach the protection of the participants, another checkbox meant I had to include an attachment—an approved motion by my board of directors stating that they supported the proposal and would accept responsibility for financial accountability. Oops. Thank heavens for my background in research and a flexible and accessible board of directors or else the many, many hours of labor I'd already poured into the 25-page narrative would have been lost.

#### **7. Create a realistic budget**

The budget forms can also look deceptively simple—another case of filling in the blanks. But you may find that a detailed budget *narrative* often must accompany that simple, one-page fill-in-the-blanks budget. This was puzzling to me at first: how do you go about writing a narrative about numbers? Well, this cycles back to Tip 3—get a sample. Or call the point of contact listed on the proposal and get clarification. The level of detail required varies greatly from funder to funder. You may have to actually type out calculations for each line item or may only have to give a broad descriptor. For example, one grant I wrote required extensive detail and justification of the dollars spent on every position proposed for funding (see Sample 1 on page 8), while another allowed very little detail or description (see Sample 2, same page). In addition to the staffing budget, most grants require itemization of benefits, cost of living increases, and facilities. Many require a three-year budget.

#### **8. Identify elements of the narrative**

You've read the RFP, you have buy-in from stakeholders, and you've completed your forms and started the budget. Now the real writing of the proposal begins. The narrative is the heart and soul of your proposal; it's your sales pitch. In this section, you have to pull out all the stops and knock the socks off neutral grant reviewers, scattered all over the country, who have never heard of you.

Most narratives have numerous formatting and length requirements. One of the most common I've run across is a limitation of 25 pages, double-spaced in 12-point font. That sounds like a lot of space to fill ... until you really start describing everything they want you to share with them!

My first step before I start writing the narrative is to build an outline based on their description of what is required. That way I have a skeleton and all I have to do is flesh it out. I use the RFP's own words and phrases as much as possible. For example, if the RFP says that the mission in providing funding is to "improve academic opportunities for marginal, underprivileged, or underserved youth," well, I say that our program is going to "improve academic opportunities for marginal, underprivileged, or underserved youth by ...." That way the grant reviewer can simply check off that box on their checklist. The less you make the grant reviewers dig through or have to read between the lines of your proposal for the key elements, the more likely you are to receive maximum points. This is not about simply jumping through verbal hoops to get dollars; it just means that you are working *with* the grant reviewer in a sense, focusing your information in a way that facilitates a positive review process.

There are several common elements you can expect to find in virtually every government grant you prepare. You should be able to recycle at least some of what you write over and over again—even for other purposes, such as your agency's marketing materials. The length of the sections, sometimes even the number of words you can use is often dictated by the RFP. Stick within their guidelines or you'll get rejected. The five most common elements to the narrative are the:

- Statement of need
- Goals and objectives
- Program design
- Key staff qualifications/agency's capability
- Plan for evaluation

Each section generally has a different weight assigned out of 100 points. As a general rule of thumb, you'll probably want to give more space in the 25 pages to those categories with more weight. Here are my suggestions regarding each of these sections (the starter questions on page 12 can also help guide your content).

**Statement of Need:** Base this on the focus of the funder (academics, violence prevention, etc.), and conduct research to find the most compelling statistics related to that focus. Get information that demonstrates your impact to build a compelling picture of need for services in your community.

**Goals, Objectives, and Outcomes:** Often, the funder has established these for you in the RFP. You have to decide how your program can address the funder's needs and quantify the results you anticipate. Discuss these with your staff and make sure you come up with measurable goals that they feel they can achieve if the project is funded. Don't overextend or overinflate your projections. Shooting for the moon means you'll have to reach the moon on a shoestring budget.

*Program Outcome Evaluation (POE) tool, a Likert-scale questionnaire administered to mentors, teachers, parents, and match support specialists to assess the individual progress of each child on 21 asset indicators at the 6 and 12 month point of their match, 2) compilation of program assessment surveys administered in conjunction with the POE form, 3) compilation of baseline data through records reviews of enrolled youth to include historical data of tardiness/absenteeism, academic performance, disciplinary referrals, etc., and 4) periodic collection of the same data at the grading intervals of each school district. Project professionals will meet quarterly to review quantitative and qualitative data collected. Plans for strengthening project implementation will be devised as necessary, as implicated by the performance feedback.*

#### **9. Know what you do well and prove it**

A big piece of successfully applying for government funding is knowing your program. Young programs sometimes struggle with really knowing and “owning” what they do. It’s impossible to argue effectively for dollars unless you’ve truly spent time thoroughly examining your capacity and ability to carry out services. Once you know what you do well, prove it. In our first year of operations, I knew I wanted to be able to say what *our* agency did well—not just what other similar agencies did well. I wanted to be able to personalize our grant applications with local findings. To help your program get started building your case, take the time to come up with even a simple survey instrument or questionnaire that your staff can easily administer to program participants. Keep track of how many people attend activities and events. Write down quotes from participants that are particularly meaningful. Take time to write anecdotes about your most touching stories. Keep a file with the results of all these things so you can pull out personal quotes.

Not every grant proposal will lend itself to a personal touch, but you can often find ways to integrate customer satisfaction survey results and meaningful scenarios to help your proposal “come alive.”

#### **10. Proofread, proofread, proofread!**

I list this three times because that is the minimum number of readers who should go through your full proposal and checklist before you stick it in the mail. Tell them you want them to verify the following:

- Grammar and spelling are correct
- Page numbering is sequential
- Forms are completed
- Table of contents matches the correct page numbers
- All attachments are accounted for
- Narrative flow makes sense and reads well
- Budget is calculated correctly and the budget narrative matches the forms
- Budget is feasible
- Goals, objectives, and outcomes make sense and are livable

calling upon providence, karma, mother nature, and gods from every faith to give it the final push to success! It's been working for us in El Paso so far ....

*When Beth is not hiking or hanging out with her kids and mentee, she is the CEO of Big Brothers Big Sisters of El Paso. She has written the state and federal grants that provide over 90 percent of the funding for her agency since 2000. Beth has a master's degree in social work and has been a professional writer and trainer for 20 years.*

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Senger, B. (2008). Government Funding Sources. In M. Garringer (Ed.), *Sustainability planning and resource development for youth mentoring programs* (pp. 50–64). Washington, DC: Hamilton Fish Institute on School and Community Violence, and Portland, OR: Northwest Regional Educational Laboratory, National Mentoring Center.

### **Steps To Getting Started**

Open a dialogue with key members of your organization about exploring government funding.

Offer to help search for appropriate opportunities among local, state, and federal agencies that might support your organization's cause.

Examine opportunities with your eyes wide open. By all means, look the gift horse in the mouth if the reins are too tight.

Have a good idea of how far a budget can stretch.

Invest the time it takes to produce a quality proposal the program can find success with.

# Foundation Funding

by Phyllis McGrath

As you continue your search for support to carry on your nonprofit organization, one possible source is foundations. But what are foundations? And how does a small nonprofit program or agency approach a foundation? How do successful programs get money from foundations?

In my career, I've worked on both sides of the foundation fence—as someone who was seeking funds, as well as someone who held the purse strings on substantial amounts of foundation money. Based on my experience, many nonprofits begin their pursuit of foundation money from the same starting point:

*You've heard people talk about charitable foundations, and you've heard that foundations give away money. Just this morning you saw a picture in your local newspaper, of a smiling person presenting a check to the head of a not-for-profit education program. The caption said the check giver represents the local ABC Family Foundation, which you've never thought about, or even heard of.*

*Envious? Of course you are. You, your staff, and your board are concerned about the sustainability of your program and have had many meetings discussing possible solutions.*

*Is it too late to call the ABC Family Foundation and ask if they'll give you money, too? Probably.*

*You shrug your shoulders and think, "Oh well, another missed opportunity."*

You're right, there's a chance that you have missed an opportunity. But you also weren't prepared to take advantage of that opportunity. As you well know if you're reading this guide, raising funds isn't easy, whether you're asking an individual, the government, a company, or a foundation. As with any potential funding source, the keys to successful fundraising from foundations are doing your homework, being prepared, and having patience.

## What Is a Foundation?

A charitable foundation is a nonprofit organization. Like your own nonprofit organization, a charitable foundation is recognized by the IRS as a 501(c)(3), but it is a grant-making charity rather than a grant-seeking one.

and which are the best prospects for grants? The answer is simple: **Do your homework.**

The successful fundraiser does his or her best work behind the scenes, long before any contact is made with a foundation. Research, research, research. Know your target. You have to go back to the basics and answer the questions:

- Where?
- What?
- Who?
- When?

Let's begin with the first two—*where* and *what*—and how to explore this information.

#### **Where: The Geography Must Fit Yours**

A corporate foundation based in Oregon is not likely to consider giving money to a nonprofit program in Tennessee if the corporation has no business interest there. A community foundation typically only gives in its own or neighboring communities, unless a donor makes a specific request. And family foundations usually make their donations in the location where the family is based. Sure, every so often you come across a family foundation with a distant but powerful cousin living in another part of the country. However, the general rule of thumb is that foundations make grants to nonprofits that are located *where* the foundation is based.

Once you have isolated those based in your state or region, you need to narrow the list down further. That Oregon-based foundation may only fund in one part of the state, or in one city or county.

A good starting place is conducting a search on Google (or another quality search engine). Use terms like “foundations,” or “charitable foundations.” I recently helped a Connecticut-based client investigate funding possibilities. We typed in “Connecticut Charitable Foundations.” Even a simple search such as this can find sources and help develop a long list of initial possibilities.

Collect details as you conduct this research. Find the contact information on the foundation websites you visit. Keep a record of which ones you research—if you find a foundation that meets your initial screen, you’ll be going back to it. It may be helpful to develop a spreadsheet like the one on page 4. Start with these columns and add others for additional contact information, networking details (for example, information about the person who helped you initially approach the foundation), and ongoing activities (such as scheduled follow-up meetings). The spreadsheet should become an ongoing list of the foundations you have contacted, those you’ve rejected, and those you might contact in the future. You may choose, at some point, to go to a more sophisticated fundraising software package, such as Raiser’s Edge or one of the many others on the market. Customize any software used to incorporate and continue tracking the information from your initial spreadsheet.

### **What: Finding Matching Interests Between You and a Funder**

You've developed a list of foundations that fund in your location. But, sharing a location doesn't mean you share interests. In all my years as a funder, the most annoying e-mails and calls were from nonprofits outside our funding scopes and interests. Those programs were hurting themselves through poor research.

Read the foundation's site *carefully*. Let me repeat that—read the site carefully. If the foundation only funds health care and you are an education nonprofit, you shouldn't bother writing or calling them. If the foundation's instructions say e-mail inquiries only, don't phone them, and if they say call first, don't waste the postage on a letter.

Larger foundations hire staff whose job it is to do the initial screening of incoming letters, calls, and e-mails. One of the corporate foundations I worked for was the charitable arm of a very well-known company. Because the company name was a household word, every morning the mail carts would come rumbling down the hall overflowing with mail. The foundation received more mail than any other department at corporate headquarters. And no one was counting the e-mails and phone calls. Hundreds of requests for money poured in, most from very worthy organizations and causes, and most were never going to get read by a person with grant-making authority or get a dollar from the foundation because they simply didn't meet the funder's basic criteria. Do not let your inquiries find a similar fate.

"How much time do I spend on this part?" is a question you have to ask yourself as you proceed with your research. What I have described so far is basic web surfing and reference work. But there is additional information out there, if you're willing to pay for it:

- You could hire a research firm to do the digging for you—there are many for-profit businesses that do this type of work.
- You could purchase a resource like *Foundation Fundamentals* from the Foundation Center (<http://www.fdncenter.org>). This book gives you a good basic education in the funding research process, how to use research databases, and good proposal writing.
- You could also purchase one of the packages that provide access to their Foundation Directory Online (<http://fconline.fdncenter.org>). There are also regionally focused versions of their particular database available.
- For individual states, you can purchase one or more directories. For example, if you are looking for California foundations, you might try the *California Guide to Grants Online*, which provides online profiles of more than 5,000 foundations and corporations. *Foundation DataBooks* are available for California, Iowa, Kentucky, Louisiana, Nebraska, Oklahoma, Oregon, and Washington. For each state, they provide listings of all the grantmaking foundations, all the grants they made in the most recent year, and the purpose of the grants. These resources range from \$100 to \$175, depending on the length and if there is a CD-ROM version included (<http://www.foundationdatabook.com>).

*Dear Mr. Decker: Paula Spring, my son's kindergarten teacher, thought you might be interested in my program. She's one of your neighbors and she suggested I get in touch with you.*

Trust me, that letter will get to Mr. Decker. This is what's called getting your foot in the door.

#### **When: Following the Foundation's Timeline**

"When" is a crucial part of your homework. Pay attention to the timelines associated with foundation funding cycles. Many foundations review proposals on a specific schedule. Some do it quarterly, some annually. Whatever their schedule, make sure you have submitted your request well in advance of their deadline. Then give them enough time after that deadline to send you a response.

That brings me to a very important lesson. Don't be impatient. Don't hound the program manager or the foundation head. Do not send a proposal and call three days later to ask whether they received it. And don't call after 10 days to find out whether they liked it. Give them breathing space. Remember that huge cart of mail that is delivered to their offices. Your proposal is the most important thing in your world, but it's not in theirs.

Wait several weeks before calling or e-mailing to see if they received it and if they need any additional information or material. You can ask when you might get a reading at this time, but you shouldn't ask anything more.

### **How To Construct a Formal Proposal**

The basic rules for writing proposals apply whether you are approaching an individual, corporate, or community foundation.

Your proposal must be clear, well organized, free of spelling and grammatical errors, and written in the format requested—i.e., single space, number of pages, etc. It should be sent on stationery that has your organization or program letterhead (preferably with the list of your board of directors down the left hand side). You should also enclose a copy of your 501(c)(3) letter with every proposal as well as any other documentation required by the foundation.

Every proposal should have an executive summary of no more than one page or, at least, a blurb at the top describing the project for which funding is being sought. There are not enough hours in the day or week for a foundation staffer to thoroughly read every word of every proposal they receive, so you have to help them out. In a short executive summary or introduction, cover the following:

- A very brief description of your project
- When your project will begin and how long it will run
- Why they should favor your program over other options

#### **Formatting Guidelines Matter Too**

I once issued an RFP (Request for Proposals) specifying that proposals should be three to five pages long. When I received one that was 10 or 20 pages long, it was automatically turned down. As a program manager, I felt that if the requester couldn't follow instructions on submissions, they would probably be difficult to work with if they became a grantee. So pay attention to any formatting requirements and follow them to the letter.

## Meeting With the Foundation

Congratulations! You have passed the first test. A program manager at the foundation has read your proposal and wants to meet with you and perhaps make a site visit.

Be cool! It's very tempting to get overly excited at this point. I worked with a nonprofit that jumped when they got the call. I had to stop them as they began congratulating one another—they were still a long way from approval of a grant.

No matter how busy you are, or what your calendar looks like, set up the appointment with the foundation program manager at his or her convenience. This is important enough for you to be flexible.

Find out the names and positions of the person or persons who will be meeting with you. Learn anything you can about their experience in philanthropy.

If the meeting is to be held at the foundation, be on time. In fact, get there about five minutes early. Do not bring a large team. My rule is one or two people, but I will make one exception—if your organization helps children, by all means bring one to the meeting. Kids are the greatest assets you have. They tug at the heartstrings of adults.

Rehearse what you plan to say and what each of the people you bring with you is to say. Don't read from a script. If you have a PowerPoint presentation, call ahead to be sure the foundation has any equipment you will need. If you have handouts, bring extras just in case you get a larger audience than you anticipated. Plan to talk for no more than 20 minutes. If the funder has allotted an hour for your meeting, you should spend five minutes on introductions and pleasantries, then make your 20-minute presentation, and then answer questions and talk for the remaining time. If the funder interrupts your presentation, don't get flustered. Keep track of where you were in your remarks. At the end of the hour, prepare to leave.

If the foundation folks visit your site, you should also plan carefully. Find out how many are coming and who they are. Send them clear travel and parking directions. Find out how much time they can give you.

Bring the visitors into your office and spend 10-15 minutes giving them the lay of the land. Introduce them to staff as you pass them. Sit them down and go over the highlights of your program. If you have a videotape about your program, you can show it to them if it is short. Then take them out to see the program in action. Have them observe the volunteers, clients, and staff. Let them chat with whomever they want, but stand by in case you need to help with the answer to a question. At the end of the tour, find a quiet place to answer any final questions, reinforce the points you want them to leave with, and ask them what the next step is. Also ask them when you might expect to hear some news from them. Conclude the visit within the time they allotted.

## Should We Pursue Multiple Foundation Sources?

A question many nonprofits ask is whether they can approach several foundations simultaneously. The answer is a definite "yes." If you didn't, it would take you much too long to raise the money you need.

The proposal process is typically a long one—from identifying targets to getting the final approval or rejection, the process typically takes months. You don't have that much time to spare if you have to begin all over again.

Funders assume you are not giving them an exclusive and, in fact, may ask you who else you're soliciting. Often they are open to partnering, although corporate foundations will want right of first refusal for particular partners because they won't, or can't, team with a competitor.

McGrath, P., *Foundation Funding*

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McGrath, P. (2008). Foundation Giving. In M. Garringer (Ed.), *Sustainability planning and resource development for youth mentoring programs* (pp. 38–49). Washington, DC: Hamilton Fish Institute on School and Community Violence, and Portland, OR: Northwest Regional Educational Laboratory, National Mentoring Center.

## The Ways People Give: Fundraising Methods

What it involves	What the benefits are	What to consider
<b>Door to door canvassing</b>  The more direct and personal a fundraising method, the more effective. This puts door-to-door canvassing at the top of the list.	Gifts may be small, but there will be many of them.  Creates awareness of your organization on a grassroots level.  People remember the causes they support, regardless of the amount they donate.	Must be well staffed by paid or volunteer solicitors.  Your cause should have wide appeal.  You must be willing to commit time to planning and management.
<b>Phone-a-Thon</b>  Less direct than door-to-door, a phone-a-thon permits a personal appeal for contributions. Volunteers are recruited to donate a set number of hours or days for telephoning potential givers.	Because the costs are small, phone-a-thons are often profitable.  Creates many of the same benefits as door-to-door canvassing.	This method requires a firm commitment of volunteer time and good organization.  You may be able to find a business willing to donate office space, telephones and other needed equipment.
<b>Direct Mail</b>  Less personal than the canvass or telephone, direct mail still offers individual communication with prospective donors. An organization develops a mailing list, writes a form letter, and mails it, bulk rate.	An excellent way to reach large numbers of people, some of whom will become regular contributors; a few others may become major givers.	Direct mail is expensive, involving printing, paper, postage and staff time.  It has a low rate of return—only 1% of the initial mailing. It requires thorough planning and follow-through.

<p><b>Annual Giving</b></p> <p>Every organization needs a core of loyal supporters who can be counted on for a gift every year. These givers usually are developed over a period of years and include individuals and companies.</p> <p>Once a year, the contributor is sent a personal letter requesting a pledge for a specified amount. The pledge may be paid in a lump sum or in payments. Regular contact is maintained to keep donors informed of the organization's activities and need for continuing support.</p>	<p>Provides a dependable revenue source. Everyone is a potential major giver. An annual pledge of \$10 monthly is \$120 per year.</p>	<p>Organizations differ on what constitutes an annual campaign and the best time to solicit. If a gift is substantial, the contributor may be honored with a special award. Inexpensive, creative reminders of the nonprofit's purpose often are the most valued.</p> <p>Add new prospects to your list regularly. Possibilities include directors, other contributors, corporate and business contacts. Ask community and religious leaders, bankers and estate attorneys for recommendations.</p>
	<p><b>Memorial/Tribute</b></p> <p>Many nonprofits benefit from the custom of honoring a friend or loved one with a memorial (deceased) or tribute (living) contribution. Memorial and tribute donations can be solicited through reminders in newsletters and other regular communications with members and friends. Suggest occasions for making tribute gifts, e.g., birthday, anniversary, retirement.</p>	<p>Some organizations also publish memorials and tributes in newsletters or annual contributor reports.</p> <p>Naming a special fund, room or section of a building after the person in whose name the gift has been made is a common way of recognizing a major memorial or tribute gift.</p>

# **Individual Giving: Building a Powerful Constituency**

by Craig Bowman

## **Part I: Changing the Game**

If nonprofit organizations are going to get serious about sustainability they need to get serious about asking people for the resources they need to do it. In this section, I hope to change the way you think about fundraising. I am going to convince you that asking people for money is easier than you think and the rewards are always greater than you expect. And I'm going to show you how to do it.

Let me begin by telling you up front that I love asking people for money. You think I'm crazy, but I really do enjoy it. It creates an opportunity to strengthen relationships and build a broader base of support for the critical work being done in our programs.

Throughout this section, I will be talking about raising *money* because that is what most of our programs need. Sometimes, however, we could benefit from other kinds of resources. So when I write about money here, go ahead and think *time, talent, and money* (or rather, *treasure*).

I want to help you find new and creative ways to identify and recruit new volunteers; tap into their wisdom, experience, and skill sets for the benefit of your program; and most important, raise all the money your program needs to both survive and thrive!

### **Heart + Head = Passion-Raising**

I believe that raising money from individuals involves two key elements. The more important of these elements involves the heart (yours and theirs) and speaks to the passion, caring, and commitment that people bring when stepping up to get involved with issues and concerns they care about. The second element involves your head and requires a commitment to creating the right system for managing your resource development program.

Let's start by talking about passion—the true heart side of this equation. Most of us get into nonprofit work because it connects us directly to things we care about. In my workshops, I ask folks to include in their introductions one thing about which they are passionate—personal or professional. What gets them up in the morning and is in their thoughts as they go to sleep at night.

Take a moment and ask yourself, right now. What drives you to push yourself, to exceed expectations, to dream big dreams?

## Part II: Shifting the Paradigm

When I'm teaching people how to raise money from individuals, I spend a lot of time proving to participants that it is worth the effort to shift their thinking when it comes to raising money. I'm going to do the same here and I ask that you really spend some time thinking about what you are going to read. Suspend your disbelief for a few minutes and imagine that what I am going to share with you might actually be true!

Now if you were with me in a workshop, I would begin by asking you if you know where the money that funds your program actually comes from—how it breaks down by source or stream. Do you know?

This is information that you need to have regardless of your role in the organization. If you don't have the answers, the next time you're in the office, ask someone who does. Why is this breakdown important? Where the money comes from usually affects how the program has developed, how it operates, and how decisions get made, all of which may affect sustainability.

Knowing where your money comes from *now* is a key to helping you make better-informed decisions about fundraising strategy in the future. Specifically, the percentages I will discuss are important indicators of your potential for creating a diversified—and therefore more sustainable—resource base.

For most organizations, the percentages from private sector sources are heavily skewed in favor of corporate and foundation dollars<sup>2</sup>. Assuming this is true of your organization as well, let's get started by taking a few minutes to help you understand how you measure up against actual giving statistics in the United States.

### Paradigm Shift One: Show me the money

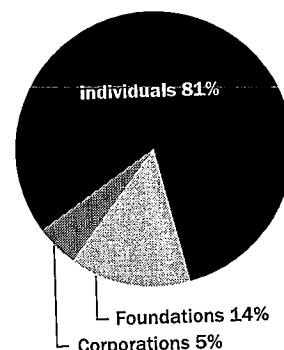
If you're like most people, you'll be surprised at just how much private money is donated to charitable organizations (including religious institutions) on an annual basis. This is money that comes from individuals, foundations, and corporations. It does not include government money.

There are many great sources for these data, but I prefer the analyses offered by two organizations, Independent Sector (<http://www.independentsector.org>) and the Giving USA Foundation of the American Association of Fundraising Counsel (<http://www.aafrc.org>).

According to the Giving USA Foundation, Americans gave just over \$290 billion dollars to charitable causes in 2010. This is a lot of money!

Now that we know just how much money is out there for us to tap into, we need to know who's giving it:

### Who Gives 2010?



<sup>2</sup> Source: Giving USA, a publication of Giving USA Foundation™, researched and written by the Center on Philanthropy at Indiana University. <http://www.aafrc.org/gusa/>

**Paradigm Shift Two: Excite their passions and raise more money**

Our spiritual leaders understand the necessary connection between resources and making the world a better place. They have gotten over the fear of asking by trusting their faith and believing that raising money from people is not "a necessary evil," as many of us often think. They know that raising money is part and parcel of the mission of their church. It is why they have missionaries. Giving control of one's self over to a higher power and giving of one's resources to the church has become a sacred part of the tradition and an integral component of the faith for millions around the world (regardless of the denomination).

Our work of service is sacred, too. We know that people want to be a part of something wonderful that is larger than themselves. They want to direct the abundant resources they have in their life toward the things they care about most. They want their own lives to have purpose and meaning and they want to uncover and discover their own passions, hopes, and dreams. Some may already do this from within their faith tradition and that is wonderful. They probably love the way that makes them feel and they want to experience that feeling more often. They will step up when asked.

Others whose spiritual practices are more private may be longing for a public way to express their own desire to be a part of the solution, part of a community's response to the problems facing it. Your role with these folks is to take a powerful stand with your own life. Remember that who you are and how you live your life speaks more loudly than the words you say. Make your life an intense example. Let yourself feel the love you have in your heart for every person whose life is changed by your program; and demand of yourself every action that you can take to help your prospective donors experience that same love.

I promise you that when you bring your authentic self into those asking moments, you will always elevate the quality of the relationship. You may still hear your prospect say no, but they will have changed. You will have brought them closer to their own passion and that is powerful. That is your mission in action. That is you building a community of committed, passionate, concerned individuals who want the world to be better. If they don't ultimately invest in your work, they will find the right and perfect place to share their abundance. Your role in this powerful result will be rewarded.

One of the best ways to excite someone's passion is through the art and practice of storytelling. In the "Getting Started" section below, I'll help you think about the stories that capture the essence of your organization's powerful work. You'll learn to tap into your own authenticity and use your passion to move prospective individual donors into powerful relationships with your program.

**Paradigm Shift Three: Embrace sufficiency, forget scarcity and suffering**

Using leading government sources (such as the World Bank and the U.S. Federal Reserve) for the most recent data available, we can estimate that in 2003 there was a worldwide money supply of approximately \$47 trillion with \$11

You get the idea.

These are all probably true statements, but they are also all excuses based in the mentality of scarcity. Don't get me wrong. I have been in that moment where it feels like nothing will ever change, that we just need a break, a bit of good luck, a little more money. In the end, though, I got through that moment when I focused on doing better with what we already had. Refocusing people's time. Changing priorities. Giving people room to be creative.

Richard Bach, one of my favorite authors, writes in his book, *Illusions*, "Argue for your limitations, and sure enough, they're yours." I have come to believe that we need to re-orient ourselves from within a condition of sufficiency—a "place" or condition where we have enough and where enough is just the right amount to meet our needs. Believe that you have everything you need to start building a constituency of individual donors. Your passion will get you started and people will notice the change. We want to be around people who are hopeful, who have faith in change.

So your job is to change the conversations you have with yourself and that you permit others to carry on around you. Help them to see the unbelievable bounty you already have. Later, I'll give you activities to do with your team that will show them all the people who are already connected to your organization and who already care about what you're doing.

#### **Paradigm Shift Four: It's not about knowing rich people**

If I could choose to change just one misperception about raising money from individuals it would be the notion that not knowing people with wealth is a roadblock to being successful in your efforts. Wealthy people have money to give and you should ask them. That's easy. We agree.

What frustrates me about this conversation, however, is that most of that \$260 billion in annual charitable giving comes from middle-income, working-class, and poor people. This also happens to be most of the nation's population! Your universe of prospective donors is huge. There are 300 million people living in the United States and most of them have incomes like yours and mine.

Another person who has significantly affected my thinking about individual giving is Kim Klein, publisher of the Grassroots Fundraising Journal (<http://www.grassrootsfundraising.org>) and author of several books, including *Fundraising for Social Change*.

*3 By now, you've noticed that I use the word *investment*, rather than *gift*, most of the time. This is intentional and you should do the same when talking with your prospective donors. You are not interested in charity. You don't want guilt money. You don't want to take money from people who you wouldn't want to go for a walk with in the park.*

*You want people to invest and to become involved. You want donors who share your values, your excitement, and your passion. They are directing their abundance to you and placing their dreams for a better future in your hands. You are becoming partners. They are investing in your work. They are investing in you.*

If you agree with my premise above, that the worst they can do is say no, then you are ready to embrace some new ways of thinking about asking people for their time, talent, and especially their treasure. I want you to accept the following:

1. It is your job to boldly ask. It is the prospective donor's job to decide yes or no. Ask and then be quiet. Listen. Answer their questions. Thank them genuinely, regardless of their answer.
2. You will not define your success by the number of people who say yes and give, but rather by the number of people who say no!
3. You will not avoid asking your friends and family.
4. You will not be afraid to ask people for what your organization needs.
5. Whenever you are asking someone to invest, you will speak only 25 percent of the time and really listen during the rest of the conversation.
6. Your belief in your organization will always exceed your fear of asking.
7. You will always remember that if you don't have the time to express your gratitude, you don't have the time to have real people as donors.

These rules are simple and straightforward. If you follow them, you will be successful in raising people's passions and the resources you need. It may not happen overnight, but you'll be surprised at how quickly you can transform your giving program using these strategies.

#### **Paradigm Shift Seven: The power of gratitude**

If there is anything I have learned from raising money these many years, it is about the awesome power present in simple acts of gratitude: Taking someone's hand and looking them in the eye while you thank them for their investment. A handwritten thank-you note. A phone call for no other reason than letting someone know how important they are to your organization.

You would be surprised at how these simple acts can transform your organization's constituency of donors. I promise that more than anything else you can do, learning how to thank people will make the most profound difference in your efforts.

Melody Beattie said that "gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos to order, confusion to clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend. Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow."

The case study beginning on page 13 illustrates one idea that's worked for me.

### **Activity: Reflect on Your Own Giving**

It is important that each board and staff member individually take stock of their own relationships, identify potential prospects from their list, develop an asking strategy, and then go forth and ask! Not only will this generate new revenues, it will also help you address the anxiety around asking. These are people they know and who know them—friendly faces.

One way of doing this step is to have each person get a blank sheet of paper and turn it horizontally. On the sheet, have your team members draw vertical lines to create seven columns. Make columns one and five a little wider. Allowing two–three minutes for each step (a little longer for steps one and five), tell them to do the following (one step at a time):

1. In column one, write down the names of the first 25 people who come to your mind—friends, family, colleagues, politicians, bankers, teachers, clergy. Don't censor yourself. This will begin to create a list of donor prospects, but don't put someone on the list, or leave them off, because of what you know about their ability to give or your concerns about asking.
2. In column two, put a checkmark next to the names of people you know and who know you. Circle the checkmarks for the 10 “strongest” relationships. You decide what strongest means.
3. In column three, put a checkmark next to the names of people that you personally know give of their time, talent, and treasure (to any organization).

4. In column four, put a checkmark next to the names of people you think would be interested in the work of your organization.
5. In column five, next to any name you checked in the last step, write down what you think is that person's self-interest for getting involved or investing in your organization. Be really candid here. This person won't be seeing your list!
6. In column six, I want you to set a financial goal for what you could ask this person to invest in your organization. If you had to do it, knowing what you know now, how much could you ask them for? Take a deep breath. Write it down.
7. Finally, look at the amounts you just wrote down. If you wrote down an amount \$200 or less in column six, triple it and write it down in column seven. If the amount is greater than \$200, double it and write that down in column seven.

Now spend a few minutes asking people to process this activity. What did they learn? What were the surprises or the “Aha!” moments for them? How did it feel to put target amounts next to people's names? How did it feel when you told them to aim higher?

After a few minutes, give your team members the following homework. Have them look at those checkmarks they circled in column two. These are the people they need to ask very soon. At least three asks within the next week. Some prospects may need more cultivation. That's fine. But all of us have at least three people who are ripe and ready right now.

7. Review (or develop) a one-page external case statement to assist you in approaching donors. The case statement is essentially your organization's mission, vision, and values in writing. It should be passionate and powerful. You want this statement, which is often the only thing prospective donors will read, to spark their imaginations by showing them exactly how their involvement and their investment will make a real difference. When she trains fundraisers, my friend Lynne suggests we motivate donors by asking them to stand with us in “the gap”—the space between the amazing work

### **Case Study: NYAC Thank-a-Thon**

The end-of-the-year holidays are a great time to ask people to invest resources in your organization. Most people are starting to wind down a bit at work and generally seem a little more receptive to thinking about others. Some will be experiencing the “joys of the season” and others will just be grateful the year is over!

If you've invested the time in cultivating your individual donors and prospects, the end-of-the-year holidays (it is also the end of the tax year) can be an appropriate time to ask people to invest in your organization's important work. You'll want to plan ahead as you aren't the only one who hopes to benefit from the holiday spirit.

There are countless ways to do an end-of-the-year appeal and it really just depends on the resources available to you. As has become a consistent theme for me here, I would recommend a simple approach. We used this two-step method (based on an idea from Terry Axlerod and *Raising More Money*™—more about Terry and her work follows later in this section) in my own organization, the National Youth Advocacy Coalition (NYAC) this past year and it was a phenomenal success.

This is the e-mail I sent to our staff explaining step one of the concept and defining the parameters of the activity:

To: All Staff and Board  
From: Development Team  
Re: Holiday Thank-a-Thon

I know Thanksgiving is here and we're all very busy, but let's remember what this season is all about! We've had a tough year like so many, but we're still here and our work is better than it has ever been! Fortunately, we have had a lot of people in our corner helping us.

Most of us remember when someone tells us “Thanks” and really means it, and as the holiday season begins, what could be better than expressing our gratitude to the people who make our work possible. NYAC has had hundreds of donors this past year, and we are going to call them all.

YES! All of them—just to say THANKS!

Holiday cards are great (and our biggest supporters will be getting those and handwritten notes, too), but a personal phone call makes an impression, it leaves a warm feeling behind.

So our development team is pulling together the list and we have scheduled next \_\_\_\_\_ for NYAC's First Annual Thank-a-Thon!! We'll start at 11 a.m., break for a potluck lunch at 12:30 p.m., and then finish the calls between 2 and 5 p.m.! Board members will be making calls from their homes in the evening that same week.

We want everyone to be excited and well organized. It is important that we all tap into our own holiday spirit and bring our most positive energy that day! Everyone will be participating. We'll all be making calls from our desks and leaving messages will be fine.

We don't expect to reach everyone in person.

What are you telling the donor with this call?

- We noticed you invested in NYAC.
- It means a great deal to us.
- We appreciate you very much.

### **Activity 3: Write a Two-Minute Speech**

I want you to come up with a new story. A story from where you sit within your program. I don't mean you had to necessarily experience it firsthand, but you need to have been close to it and it needs to have touched you, personally. What have you experienced in your program that chokes you up, that makes you mad or hopeful, what is it that brings you to work every day with an unstoppable desire to do more for the people you serve. This is the story you should tell. This is the one that will cause your prospective donors to stand in the gap with you, investing and involving themselves in the amazing, life-changing work of your organization.

There is no real formula for the activity of developing the story—your two-minute speech. I suggest you find an hour or two where you can sit alone without interruption. Get yourself into a space where you can be reflective. Relax. Think about why you do what you do. Try to remember why you got involved in the first place. Think about those moments when the work is unbearably difficult—when you might be thinking about changing jobs—what keeps you there? What motivates you to tough it out?

Is there a person that comes to mind? A person who said "thanks" one day? A kid whose life was a mess when he first came to your program and now he is succeeding in ways unimaginable? Is it a volunteer who pops into your head? Is there a client whose life has been changed? Make a few notes. Draw a picture. Let yourself feel the emotion you want to cultivate in the person you'll be asking.

When the story becomes clear (and it will), write it down and practice telling it. First, practice in front of the mirror. Then in front of a colleague or two, practice in front of a friend or your significant other.

Ask them for their feedback. You want this story to be powerful. It needs to be brief—two minutes at most! And you want to tell the story in a way that will move even you every time you tell it. It can't be phony—I don't want you to pretend to cry. This isn't about making people feel guilty or sorry for the kids you're working to help. This is the real deal—heartfelt emotion turned into passionate commitment. You don't need to fake it. When it's real, you'll know it, and the people listening to you will know it, too.

### **Telling Your Story**

Most of our organizations already have them—they are the stories that we tell over and over again. The ones that still bring tears to our eyes. They have become mythical. We don't even know sometimes if they are true, but they have awesome power to move people to action. The activity on page 40 can help you develop a story that speaks to your organization.

Don't wait until the system is perfect—it will never be perfect. And don't let your fear about hearing no stop you from asking for what you need. Get out there and ask again. And again. Ask until your program has all it needs to carry on its life-changing work!

*For over 15 years, Craig Bowman and his firm, Common Ground Consulting™, have been providing world-class consulting services for community-based and national nonprofit organizations. Craig is an expert in organizational assessment, development, and management issues; and has provided on-site technical assistance and capacity building to nonprofits in the United States and abroad. On the Web at <http://www.consultcommonground.com>.*

# **Direct Support From Corporations and Business**

by Dr. Susan Weinberger

Corporate support of nonprofit organizations is on the rise, especially in those corporations with a long history of social responsibility and giving back to the communities in which they do business. They are responding positively to the call for increased support of social causes and are eager to get involved—when properly courted. This section explores their motivations for involvement and what your program can do to encourage corporate support.

## **What Does Corporate Support Look Like?**

Corporate support can come in the form of direct dollars, in-kind donations of materials and supplies, or volunteer from among their employees. All are valuable, and you'll need to decide which will be most useful to ask for from corporate partners.

### **Direct Corporate Support**

In my experience, corporations and local businesses would prefer to give to a specific cause or need, rather than to your general operating budget. Some may be interested in exploring how they might earmark a gift to a specific aspect of your program. This might include such things as contributing to activities for clients in your program, arranging transportation to and from various program functions, funding specific programs, or sponsoring group activities for your matches.

### **In-Kind Support**

Even if they can't give you dollars, corporations may still be able to help you through in-kind donations. This can include space for activities, equipment (such as computers or furniture), or *pro bono* services (designing your brochure, or hosting your website, for example). Just about every business has something they can contribute if you help them figure out the logical connections. Take some time to brainstorm all the material things your program needs, both for day-to-day operations and for one-time events, and see how many of them you may be able to get free as an in-kind donation.

Whatever kind of corporate support you get, make sure that all gifts are properly acknowledged, both privately and publicly, unless the corporation wishes to remain anonymous. And always remember to say "thank you"—it goes a long way to ensuring continued support of your program.

This is public information that you can request. The annual report of the company will contain the specifics that can help you determine if they are a good fit for your “ask.”

**Rule 2: Timing is everything**

If your research shows the company to be a good fit, call for an appointment at least six months before the beginning of their fiscal year. You need to get in on the ground floor with their budget cycle. If you are submitting a formal proposal, do so during the first two quarters of the fiscal year. At the end of the year, there are typically few philanthropic dollars left to give out, even if the company likes your mission. Make sure you ask for an opportunity to make your presentation in person whenever possible. Written proposals and e-mails are too easily ignored.

**Rule 3: Send supplementary information about your program in advance**

If they do agree to meet with you, send a cover letter acknowledging when and where you will be meeting with the company representative. Make sure to include any articles, newsletters, awards, or testimonials about your program, which will help to familiarize the company’s decision makers with who you are. It would be a good idea to include your current budget and anticipated income and expenses, as well as the current sources of your revenue. If the company already has employees involved in your program, make sure to brainstorm with these connections about the best way to approach the company. Perhaps one of their employees wants to give your contact a “heads-up” about how great you are or even join you at the meeting.

**Rule 4: Invite the key contact to visit your program**

While there is no guarantee that they will accept your invitation, it is a real plus if the person whom you will be visiting, or even their designee, is also able to see what your program is all about for themselves. Seeing your program in action is often much more effective than just talking about its successes. If the contact is unable to do so before your visit to their headquarters, you can always extend the invitation at your meeting.

**Rule 5: What you know is less important than how you communicate it**

People often spend many nervous hours preparing for the presentation to corporate representatives. No matter how well you know your subject matter, the needs of your clients, your financial status, and your measurable outcomes, if you cannot make these things understandable to other people, they will not serve any purpose. Prior to the meeting, find out how much time you have been given. Stick to that timeframe! Never go over the limit. Most likely the person you are meeting with is very busy. Even though you are excited, enthusiastic, and passionate about your program, keep your message brief.

In my mind, presentations are 50 percent visual (how you look), 40 percent oratory (how you talk and sound), and about 7 percent verbal content (what you say). That doesn’t mean you don’t need to know subject matter, but it does mean your presentation skills are very important. Professionalism is at a premium during an “ask.”

- And the *closing*, which finalizes what you are looking in terms of a commitment.

At the beginning of the meeting, you may decide to tell a story about one of your matches that is relevant to your discussion and solicitation. Make it short and sweet, so you can get to the point of the meeting. It might be equally powerful to end with a line that relates to the opening, so that the listener will remember that initial story. If you open with a “grabber,” such as an incredibly powerful statistic, you may want to mention it again at the end of the discussion. I always like to end with my favorite quote, from Margaret Mead: “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” It works almost every time ....

#### **Rule 10: Never leave a presentation without “next steps”**

You will want to end by asking or telling your audience where you might go from here. It is important to bring some sort of closure to the discussion. There are a number of alternative endings to the meeting. If your contact indicates that they will think about your “ask,” find out when or how you can check on their decision. If they indicate that the amount you have suggested is not within their budget, this is the time for a possible negotiation. Remind them that a moderate level of giving over a longer term can also have a tremendous impact on the program.

But what if, in spite of all your efforts, the proposal is rejected? While this may be disappointing, it could be for a lot of legitimate reasons. When this is the case, do not feel dejected, and do not give up. Keep the following in mind if your proposal is rejected:

- Find out what could have been improved in the proposal.
- Ask about a potential date to resubmit the proposal.
- Continue to touch base with the corporation, informing your contact of the program’s milestones and progress. Give them room to change their mind down the road.

You may be disappointed if your corporate “ask” did not turn out the way you hoped. Sometimes the corporation is just not interested in supporting a program’s operations.

Maybe they are looking for a different kind of fit. When this is the case, remember that you should have a prepared laundry list of ways that the company may be able to assist you other than writing a check.

#### ***Good luck!***

Remember that you are the face of your program. If you are going to win corporate support, it’s going to be because of the personal connections you make. So maximize your community connections and start practicing your “ask.” There’s a whole world of support in those corporate boardrooms. You just need to engage in some “friend-raising.”

#### **Corporate “Ask” Checklist**

- Demonstrate proof of your nonprofit status
- Rely on members of your Board of Directors to open doors
- Become familiar with the company’s mission and giving history
- Learn the dates of the budget cycle; don’t wait until the end of the cycle
- Practice your “ask” more than once, and keep it brief
- List ways the company will receive a potential return on its investment
- Bring closure to the “ask”
- If you are denied, try, try again

# Introduction to Resource Development

As nonprofit organizations have increased in popularity over the last decade, so has the competition for funds to support programs. While nonprofit programs come in all shapes and sizes—from small grassroots efforts with shoe-string budgets to multimillion-dollar organizations—all face the constant challenge of finding sufficient funds to deliver their services over time. With program staff focused on providing quality services, resource development and sustainability planning are tasks that occasionally fall through the cracks. Even with concerted effort by program staff, the road to program sustainability can be filled with unexpected challenges and tough decisions.

## What Is Sustainability?

Sustainability, capacity building, resource development, fundraising—these are terms that often are used interchangeably to describe the work that nonprofit organizations do to survive and thrive. To begin our discussion of sustainability it will be helpful to briefly define these terms and shed some light on how each is related to the other.

**Sustainability** refers to the overall stability of the organization: its ability to weather temporary challenges, provide quality services in the present, and maintain a solid foundation for its future. Sustainability is affected by all the key activities and functions of an organization and all major activities are, in turn, affected by the ability of an organization to sustain itself.

**Capacity-building** is the process by which an organization strengthens its foundations in order to increase its ability to carry out its mission. Organizations can build their capacity by strengthening boards, building technological resources, engaging volunteers, raising funds, building partnerships, and developing staff skills and knowledge. Agencies with strong organizational capacity are more likely to be sustainable.

**Resource development planning** is the intentional process of setting short- and long-range goals for obtaining the financial resources needed to support the organization. By planning a set of activities to reach a stated goal, programs can avoid last-minute fiscal crises and haphazard responses to every new fundraising idea that comes along. The resource development plan offers a road map to fiscal stability.

Fundraising gets down to the nuts and bolts of obtaining financial support to carry out the activities of a program or organization. It is one piece of capacity building—albeit a very important one—and is usually most successful when



# Puget Sound Grantwriters Association

Dear Natalie,

Thank you so much for volunteering to be a table steward at today's **Funders Forum**.

You are assigned to **Walmart**. **Deborah Herron** will be the representative.

The table steward duties include:

- Greet your funder at the registration table and ensure he/she has found his/her name tag;
- Escort her/him to her/his table;
- Check in periodically between sessions to find out if your funder needs coffee, tea, water, etc.;
- After a couple of sessions, please ask the funder if the attendees are following our "etiquette rules" that we will announce at the beginning of the program;
- Mail a thank-you card with a personal note to your funder after the event. Please use the enclosed thank you card with postage affixed. If you can get it in the mail this afternoon, we would really appreciate it.

Thanks again for your help!

Parke Nietfeld  
Co-Chair, 2014 Funders Forum

Leanne Hofford  
Co-Chair, 2014 Funders Forum



Natalie Moran &lt;nataliem@fscss.org&gt;

## PSGA Table Steward Instructions

1 message

PSGA Office <psga@sbims.com>  
To: PSGA Office <psga@sbims.com>

Mon, May 4, 2015 at 1:35 PM

Good afternoon,

Thank you so much for volunteering to be a table steward at Friday's **Funders Forum**.

We will have packets at the registration table with your name badge and the Table Steward materials. Stop by registration near the sign that says "Table Steward Check-In".

The table steward duties include:

- Greet your funder at the registration table and ensure he/she has found his/her name tag;
- Escort her/him to her/his table;
- Check in periodically between sessions to find out if your funder needs coffee, tea, water, etc.;
- After a couple of sessions, please ask the funder if the attendees are following our "etiquette rules" that we will announce at the beginning of the program;
- Mail a thank-you card with a personal note to your funder after the event. (*card included in table steward packet*). If you can get it in the mail this afternoon, we would really appreciate it.

Thanks again for your help!

Please let us know if you have any questions.

See you on Friday!

**Puget Sound Grantwriters Association**  
2150 N 107th St, Suite 205  
Seattle, WA 98133-9009  
206-209-5274 office

206-367-8777 fax

**U.S. Bank****Grant Guidelines***Sharon Hughes  
Iman Arbab - Art/Culture/  
Edn*

The U.S. Bancorp Foundation giving program is designed to respect the diversity of our communities. We are actively involved in our communities, partnering with local nonprofits to meet specific needs within each community.

Within our funding guidelines, we consider grant requests without regard to race, gender, disability, religion, ethnicity, age or sexual orientation. While The U.S. Bancorp Foundation generously funds many nonprofit organizations in our communities, it is impossible to fund every request received.

**Mission**

U.S. Bancorp contributes to the strength and vitality of our communities through the Foundation charitable contributions program. We seek to build strong partnerships and lasting value in our communities by supporting organizations that:

- improve the educational and economic opportunities of low- and moderate-income individuals and families
- enhance the cultural and artistic life of the communities in which we live and work

**General Guidelines**

Through the U.S. Bancorp Foundation, we support organizations and programs that advance the funding priorities described under the "Funding Priorities" section below and that are located in a community with a U.S. Bank office.

Organizations must have tax-exempt status under IRS section 501(c)(3).

*Affordable Housing  
Economic***Types of Support**

Within these general guidelines, we consider the following requests:

**Unrestricted General Operating Support**

We consider unrestricted general operating support requests from organizations that:

- deliver effective programs with measurable outcomes in response to community needs
- are financially stable
- receive and provide strong leadership
- collaborate to maximize effectiveness
- involve constituents in planning

**Program Support**

We consider requests to support programs that are highly effective or innovative and do not duplicate other programs or services. *\*Data needed*

**Capital Support**

We consider a small number of requests for capital support from organizations that meet all other funding criteria and with which we have a pre-existing relationship. We do not make lead gifts, and grants generally do not exceed one percent of the campaign contribution goal.

**Contributions of Equipment and Property**

U.S. Bancorp provides occasional in-kind contributions of miscellaneous office equipment and property when available. For information about available items, contact the charitable contributions contact in your local area.

**Funding Priorities****Economic Opportunity**

Through the U.S. Bancorp Foundation, we support the creation of economic opportunity through grants to organizations that provide affordable housing, encourage self-sufficiency, and assist economic development.

**Affordable Housing**

We support:

- organizations that support the preservation, rehabilitation and construction of quality affordable housing that assists low- and moderate-income populations

- programs that provide home buyer counseling and related economic education to individuals and families with low and moderate incomes

**Self-Sufficiency**  
We support:



\*financial  
\*education

Know your competitor  
vision house - look

- programs that assist low- and moderate-income individuals in development of work and life skills essential to self-sufficiency, with a focus on work-entry programs, specific skills training, employment retention, and personal financial management training
- broad child-care and transportation initiatives designed to help people transition from welfare to work (no funding is provided for direct service providers or individual child-care providers)

**Economic Development**

In low- and moderate-income areas, we fund programs that support small business development and expansion, commercial revitalization, and job creation.

- how do you empower

**Education**

We support:

- innovative programs that help low-income and at-risk students succeed in school and prepare for post-secondary education
- financial literacy training
- effective mentoring programs

Priority is given to programs that reach a broad number of students, bring together community resources, support curriculum innovation, and can, if successful, be replicated.

**Cultural and Artistic Enrichment**

We fund organizations and programs that:

- build audiences for the arts, especially among underserved populations
- bring select and limited civic amenities to underserved, rural communities
- promote the arts in education

**Human Services**

U.S. Bancorp supports the United Way as an effective means of meeting human service needs. Organizations receiving primary funding support from a United Way organization are not eligible for a direct grant from the U.S. Bancorp Foundation.

**Employee Community Involvement**

U.S. Bancorp is committed to working in partnership with our employees to strengthen the community. We consider employee involvement in evaluating contribution requests, and we support volunteer involvement programs for employees in our communities.

**U.S. Bancorp Foundation Matching Gifts Program**

The U.S. Bancorp Foundation matches qualifying contributions of cash and stock made by U.S. Bancorp employees to nonprofit organizations or higher education institutions on a dollar-for-dollar basis from a minimum of \$50 up to an annual maximum of \$1,000.

**Funding Restrictions**

The U.S. Bancorp Foundation charitable contributions program will not provide funding for:

- organizations that are not tax-exempt under Internal Revenue Code section 501(c)(3)
- fraternal organizations, merchant associations, chamber memberships or programs, or 501(c)(4) or (6) organizations
- section 509(a)(3) supporting organizations
- fundraising events or sponsorships
- "pass through" organizations or private foundations
- organizations outside U.S. Bancorp communities
- programs operated by religious organizations for religious purposes
- political organizations or organizations designed primarily to lobby

- individuals
- travel and related expenses
- endowment campaigns
- deficit reduction
- organizations receiving primary funding from United Way
- organizations whose practices are not in keeping with the company's equal opportunity policy

[Back to Top](#)

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[Privacy Pledge](#)



*These are some working draft examples of a "Letter of Interest" and examples of what it's like to get feedback on your writing. Always take it as an opportunity to learn and improve!*

April 5, 2015

Clif Bar Family Foundation

(\*If a contact is listed, you want to put Attn: Mr./Mrs. First & Last Name)

1451 66th St.

Emeryville, CA United States 94608-1004

To the Program Director of the Clif Bar Family Foundation (or Mr./Mrs. Last Name);

(Introduction; who you are, what you're asking for) On behalf of Community Kitchen, I would like to thank you for the opportunity to be a considered recipient for one of your small grants in the amount of \$8,000.00 to aid our Summer Community Garden Project.

(2<sup>nd</sup> paragraph; info about your organization, what you do, your pitch) Community Kitchen is more than just an after school program. As a dedicated and passionate nonprofit community organization, we nourish the young minds, bodies and community around us. As we share the skills and instill the habits of healthy eating, our participants prepare meals from fresh ingredients donated by local farmers and take home healthy meals for their family dinner. Our one-of-a-kind program ensures that students from schools with the highest poverty rates in the area have a nutritious meal and the skills to continue these habits into adulthood. Additionally, Community Kitchen strengthens community ties by bringing in volunteers who serve as role models for our students. Our unique Kitchen Cadet program provides mentoring, teaching and volunteer opportunities for former Community Kitchen students. As ambassadors of healthy eating, our Kitchen Cadets share the skills and knowledge they learned at Community Kitchen, breaking the cycle of unhealthy eating habits in our community.

(3<sup>rd</sup> paragraph, give more info w/ stats, pull numbers, present scope of need) We at Community Kitchen are getting to the root of resolving the food security concerns in our local neighborhood through the Summer Community Garden Project. Our plan is to work side-by-side with families in constructing a new vegetable garden with the support of nutritional program staff, who will teach low-income students and families how to grow and maintain their own food supply. During the summer when school is out for the summer session, there is no guarantee that 85% of our students in the local school district on the free/reduced lunch program will have the same access to full, nutritious meals as they reside in an impoverished area with limited food supply sources, including local produce sites and healthy food options. The goals for this new Summer Community Garden Project will be to offer local, organic food options and free lunches during summer; engage and educate the surrounding communities in the building of the garden; and nurture meaningful learning opportunities through a fun summer program; and ultimately bring families together.

(4<sup>th</sup>: what you need, why; how will it help the organization? What will \$ go to?) With the help of your funding, you will support one of the many needs our organization projects for the successful implementation of this new Summer Garden Community Project. Some of the costs we predict will need to cover; operational costs for the summer lunches; building materials and gardening tools; nutritionists and educators; curriculum development; building volunteer recruitment; environmental review for soil testing, among a variety of other costs that amount to an estimated \$200,000 total.

(Conclusion; end strong with a 'kiss!') We believe that grassroots change starts with the seeds you sow; our up-and-coming generation have the right to the best basic human need: food...and not just any food: quality, nutritious, wholesome food. The seeds of education we sow will not only generate a reliable source of food; they will change the way our children and our families think about food, and will hopefully carry on the sustainable practice of growing, sharing, cooking and caring.

(Express gratitude in 1-2 lines; invite dialogue) Thank you for your thoughtful consideration of this proposal for your support. Please do not hesitate if you have any further inquiries.

Yours respectfully,

*Katherine Cox*

Other factors to take note of;

- 1.) READ THE DIRECTIONS!!! Are there specific questions they want to you answer?  
Essay format or LOI?
- 2.) What can the funds be used for? Most are NOT for direct service funds!
- 3.) Is there a word count limit? Preferred margin spacing or font? Some are particular about this!
- 4.) Review for grammar, spelling—be prepared to make more than a few drafts!
- 5.) Black/white and on FSC letterhead is best; excessive color or fancy pictures are unnecessary and will often go straight into the trash; waste of ink and resources.
- 6.) Hurry up and wait; get it in on time, and wait for response. Don't harass donor!

**1. Please share your mission statement and briefly describe how you carry out your mission.**

The Family Support Center of South Sound is a 501c3 nonprofit organization located in the heart of historic downtown Olympia, Washington. Since 1992, the Family Support Center has provided comprehensive on-site supportive services to South Sound families and children in collaboration with community partners. The Family Support Center's programs, such as Parent & Children's Education, Family Resource Services, Supervised Visitation for Foster Children, Pear Blossom Place: A Family Support Community, Homeless Family Services, and the Thurston County Family Justice Center, promote our MISSION "Working Together to Strengthen All Families." We envision a community where all families are valued and nurtured and have the resources to be strong, healthy, and self-sufficient. Founded to provide a "one stop shop" for families to access multiple supportive services in one centralized location, the Family Support Center offers homeless, at risk, and low income families with children services including: coordinated intake/assessment, rapid re-housing, emergency shelter, shelter/housing screening, search, & placement, advocacy, emergency financial assistance, crisis intervention, food/snacks, children's clothing, professional adult clothing, toys, baby equipment and supplies, hygiene supplies, diapers, breastfeeding support, holiday assistance, family resource navigation services, confidential community-based domestic violence/sexual assault advocacy services, emergency cell phones, access to computer/phone/printer, supervised visitation services, life skills education, parenting classes & support groups, notary services, childcare resources, onsite Washington Connections Kiosk, onsite Protection Order Kiosk, employment assistance, benefits application assistance, financial education, and on-site coordinated access to civil legal aid, crime victims advocacy, acute medical care, and many other individualized services as needed through our community partners. The Family Support Center values building partnerships with others to improve family safety, health, and resilience; promote protective factors for children; and increasing family economic and residential stability.

Beginning in 2009 the Family Support Center began operating Thurston County's largest homeless family shelter out of a local church basement from 5:00pm- 9:00am daily, staffed 100% by volunteers nightly. Recognizing the need for a larger, more family friendly, 24/7 shelter facility, in addition to addressing our community's need for permanent affordable housing for severely low income families, the Family Support Center embarked on a two year capital development project to creatively and effectively continue to meet the needs of homeless and low income families in Thurston County. On July 1, 2014 Pear Blossom Place: A Family Support Community opened to include a 6 shelter unit first floor, with each unit equipped with bathrooms, bunk beds, kitchenettes, with onsite laundry facilities, supportive staff services, computer work station, children's play and reading area, GRuB garden space, and outdoor play area. As the only ADA accessible family shelter in all of Thurston County, Pear Blossom Place provides up to 36 adults with children a safe, warm, welcoming space to call home for up to 90 days. In addition to the shelter, Pear Blossom Place provides seven permanent affordable apartments subsidized through an innovative partnership with the Housing Authority of Thurston County, enabling families to pay just 30% of their income. Pear Blossom Place was built based on Evergreen Sustainable Standards, and will serve homeless and low income families in Thurston County for at least the next forty years.

**Briefly describe the projected budget, scope and timing of your proposal. --If you plan to ask for multi-year support please include this in your answer**

The Family Support Center is asking for \$300,000 over three years to support this project. The Family Support Center would ask for \$100,000 annually to provide a consistent funding stream . \$55,000 annually would support a 1.0FTE Pear Blossom Place Program Manager, responsible for the direct oversight of the shelter, staffing, supervision of work-study students and volunteers, and overall program development. \$30,000 would support fund development planning, fundraising training, and identifying new sources of support for the program through a Development Director.

What I'm trying to say is....

Program Manager

Volunteer Program Coordinator

Training for board, staff & volunteers

April 2, 2015

Attn: Mr. Brian Zongolowicz, Program Manager

The Satterberg Foundation  
825 Securities Building  
1904 Third Avenue  
Seattle, WA 98101

Mr. Brian Zongolowicz;

On behalf of The Family Support Center of South Sound, I would like to thank you for the opportunity to be considered for sustainable funding in support of strengthening all families of Thurston County.

The Family Support Center of South Sound is a nonprofit 501c3 multi-service agency, developed in 1992 to provide coordinated supportive services in one centralized location to help families raise healthy children, strengthen family relationships, and develop economic self-sufficiency. Our mission is "*Working Together to Strengthen All Families*". The Family Support Center seeks to build strong, healthy, self-sufficient families through a variety of collaborative programs and supportive services. Our goal is to reduce the impacts of family and child poverty, homelessness, child abuse & neglect, and family violence in our community by working together with other co-located and community partners to promote protective factors for children and families. With the intention of providing a "one-stop-shop", families have access to on-site supportive services and assistance navigating multiple services through programs such as: **Parent & Child Education** providing free evidence based parent education classes, community cafés, family engagement activities, early learning, and on-site childcare for workshops and support groups. **Homeless Family Services / Pear Blossom Place**, is the coordinated entry point for ALL homeless families with children in Thurston County, offering the largest 24 hour emergency homeless family shelter, in addition to 7 permanent affordable housing units, and rapid re-housing. Additionally, during the cold weather season Nov. 15-April 15, we provide overflow space to additional families in need of shelter when outdoor temperatures drop below 38 degrees as a life-saving measure. **Family Resource Services** provides families with access to basic needs including clothing, food, shelter, affordable healthcare, holiday assistance, transportation, diapers, and a kiosk connecting families to mainstream social services benefits. **Family Justice Center** is the second of its kind in Washington State, providing best practice collaborative and collocated community based and criminal justice services to domestic violence and sexual assault survivors, and partners closely with our organization. **Supervised Visitation Foster Child Support** provides safe visitation, sibling visits, and transportation.

To aid and strengthen our capacity to continue meeting the many needs of our families, we are proposing a request for (*\*we have a choice; a one-year Open Grant up to \$100,000 or a multi-year Open Grant up to \$300,000 over 3 years.*) As a one-stop social service providing a variety of resources to families in need, our funds are quickly depleted through rapid-rehousing as we aim to provide stable housing to Pear Blossom residents within 20-30 days best practice; through rental or utility assistance; through transportation costs; through enhancing bilingual and

cultural supportive services to underserved communities; through maintaining safety and security of the shelter facility; among a variety of other costs that exceed our current annual budget of (\$\$\$).

We feel very fortunate to passionately serve our families with dignity, respect, compassion and with the belief that all families deserve opportunities for growth; families are the fabric of community and the human experience. Your funding will enable us to preserve our mission of serving each family in need of supportive services, and will ultimately impact the life-long outcome for future generations overcoming the challenges of poverty; through unconditional love, education and resiliency.

We sincerely thank you for your consideration of our proposal for funding, and for learning more about the Family Support Center of South Sound. Please do not hesitate if you have any further questions or concerns.

Yours respectfully,

(signature)

April 2, 2015

Attn: Mr. Brian Zongolowicz, Program Manager

The Satterberg Foundation

Attn: Mr. Brian Zongolowicz, Program Manager

**Comment [N1]: Put it on FSC letter head**

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825 Securities Building  
1904 Third Avenue  
Seattle, WA 98101

Mr. Brian Zongolowicz

**Comment [N2]: Address to Mr/Ms \_\_\_\_\_ don't use first names in it**

**Formatted:** Font: 12 pt

On behalf of The Family Support Center of South Sound, I would like to thank you for the opportunity to be considered for sustainable funding in support of strengthening all families of Thurston County.

The Family Support Center of South Sound is a nonprofit 501c3 multi-service agency, developed in 1992 to provide coordinated supportive services in one centralized location to help families raise healthy children, strengthen family relationships, and develop economic self-sufficiency. Our mission is "*Working Together to Strengthen All Families*". The Family Support Center seeks to build strong, healthy, self-sufficient families through a variety of collaborative programs and supportive services. Our goal is to reduce the impacts of family and child poverty, homelessness, child abuse & neglect, and family violence in our community by working together with other co-located and community partners to promote protective factors for children and families. With the intention of providing a "one-stop-shop", families have access to on-site supportive services and assistance navigating multiple services through programs such as: **Parent & Child Education** providing free evidence based parent education classes, community cafés, family engagement activities, early learning, and on-site childcare for workshops and support groups. **Homeless Family Services / Pear Blossom Place**, is the coordinated entry point for ALL homeless families with children in Thurston County, offering the largest 24 hour emergency homeless family shelter, in addition to 7 permanent affordable housing units, and rapid re-housing. Additionally, during the cold weather season Nov. 15-April 15, we provide overflow space to additional families in need of shelter when outdoor temperatures drop below 38 degrees as a life-saving measure. **Family Resource Services** provides families with access to basic needs

April 3, 2015

The Satterberg Foundation

Attn: Mr. Brian Zongolowicz, Program Manager  
825 Securities Building  
1904 Third Avenue  
Seattle, WA 98101

Mr. Zongolowicz;

On behalf of The Family Support Center of South Sound, I would like to thank you for the opportunity to be considered for sustainable funding in support of strengthening all families of Thurston County.

The Family Support Center of South Sound is a nonprofit 501c3 multi-service agency, developed in 1992 to provide coordinated supportive services in one centralized location to help families raise healthy children, strengthen family relationships, and develop economic self-sufficiency.

Our mission is "*Working Together to Strengthen All Families*". The Family Support Center seeks to build strong, healthy, self-sufficient families through a variety of collaborative programs and supportive services. Our goal is to reduce the impacts of family and child poverty, homelessness, child abuse & neglect, and family violence in our community by working together with other co-located and community partners to promote protective factors for children and families. With the intention of providing a "one-stop-shop", families have access to on-site supportive services and assistance navigating multiple services through programs such as: **Parent & Child Education** providing free evidence based parent education classes, community cafés, family engagement activities, early learning, and on-site childcare for workshops and support groups. **Homeless Family Services / Pear Blossom Place**, is the coordinated entry point for ALL homeless families with children in Thurston County, offering the largest 24 hour emergency homeless family shelter, in addition to 7 permanent affordable housing units, and rapid re-housing. Additionally, during the cold weather season Nov. 15-April 15, we provide overflow space to additional families in need of shelter when outdoor temperatures drop below 38 degrees as a life-saving measure. **Family Resource Services** provides families with access to basic needs including clothing, food, shelter, affordable healthcare, holiday assistance, transportation,

diapers, and a kiosk connecting families to mainstream social services benefits. **Family Justice Center** is the second of its kind in Washington State, providing best practice collaborative and collocated community based and criminal justice services to domestic violence and sexual assault survivors, and partners closely with our organization. **Supervised Visitation Foster Child Support** provides safe visitation, sibling visits, and transportation.

To aid and strengthen our capacity to continue meeting the many needs of our families through our multiple programs and supportive services, we are proposing a multi-year Open Grant of \$250,000 over 3 years. If awarded these funds, it will support our organization through investments such as; updating to modern technology that will maintain safety and security of our shelter facility; updating appropriate modern software and management services to support our volunteers who operate our shelter and main office; enhancing bilingual and cultural supportive services and staff to aid our underserved families; apply for programs, resources and strengthen partnerships that will enhance our capacity to advocate for survivors of domestic violence; among a variety of other costs that exceed our current projected annual budget of (\$\$\$) for the 2015-16 fiscal year.

We envision our agency as one that can serve families from all walks of life, inviting them to know that they will receive the help they need to be healthy, strong and supported in times of crisis and economic turmoil. We are proud to passionately serve our families with dignity, respect, compassion and with the belief that all families deserve opportunities for growth, with the shared understanding that families are the fabric of community and the root of human experience. Your funding will enable us to preserve our mission of serving each family in need of supportive services, and will ultimately impact the life-long outcome for future generations overcoming the challenges of poverty; through unconditional love, education and resiliency.

We sincerely thank you for your consideration of our proposal for funding, and for learning more about the Family Support Center of South Sound. Please do not hesitate if you have any further questions or concerns.

Yours respectfully,

(signature)

### Self-Care

They say in order to take care of others, you must first take care of yourself...and yet, most people in human services and care-related professions are notorious for neglecting that! Self-care is essential for recharging your battery so you can continue to be of service through-out your term.

Start with the basics:

- 1.) Get a good night's rest
- 2.) Drink water through-out the day
- 3.) Pack a lunch, and take a full lunch break! DO NOT eat while you're working!
- 4.) Do some kind of movement every day; walk, jog, yoga, stretch...
- 5.) Make time for fun activities and events, even if you have to schedule it!
- 6.) DO NOT check your work email/phone after 5pm or on the weekends!
- 7.) Take a mental health day if you need it, and don't come to work sick!

I suggest making a vision board with motivational phrases/imagery or a list of things you can do to take care of yourself, and put it in a place where you'll always see it. For example, I put pictures of my family, friends and my boyfriend at my cubical, and I put up a list of affirmations that I would always see and remind myself of my strengths and unique qualities; sometimes the messages in life make us question and doubt our worth, but you don't have to accept it!

I included some additional resources for you to keep in mind as well. ☺

# The Life Balance Pyramid

- Use this guide to help create balance in your life.

- When all areas of the pyramid are working in harmony, you'll have the greatest sense of well-being and satisfaction in your life

## IMMEDIATE COPING SKILLS

- Relax with deep breathing
- Use positive self-talk
- Envision a pleasant place

## DAILY SUPPORTIVE ACTIVITIES

- Practice selections in each of the pyramid levels that best fit your needs, lifestyle, and values
- Create your own ideas for variety.

- Pleasurable Joys
  - Listen to music
  - Enjoy a warm bath
  - Laugh often
  - Watch a movie
  - Five and get hugs
- Physical Nourishment
  - Be physically active
  - Get plenty of rest
  - Eat a variety of foods

## DAILY SUPPORTIVE ACTIVITIES

To build your coping abilities so you can feel balanced emotionally and physically, practice one or more of the daily activities listed from each of the four categories in the middle of the pyramid.

- Emotional Well-being
- Think optimistically
- Nurture a positive self-image
- Express feelings in honest, fair and direct ways
- Write in a journal

## LIFELONG FOUNDATIONS

- Social Connection
  - Volunteer time to a worthy cause
  - Spend time with family, friends, pets
  - Do kind deeds for others
  - Care for children, elderly, pets
- View life's changes as opportunities
  - Connect with a higher power
  - Reflect on your personal values, goals, and choices

- Develop a sense of fulfillment from hobbies or work
- Make time for meditation/prayer
- Connect with nature

 Lancaster General

By your side.

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# Employee FRONTLINE

A newsletter from the WA State Employee Assistance Program

## Five Pathways for Managing Stress



Consider five pathways for managing stress: Focus, Interpret, Prepare, Process, and Distract. "Focus" means giving attention to what you can control (e.g., finding ways to make dollars stretch further so you worry less about bills). "Interpret" means redefining stress (e.g., looking on the bright side of a problem). "Prepare" means taking action to ward off stress in the future (e.g., doing holiday shopping early). "Process" means communication (e.g., discussing stress and solutions with others). "Distract" means diverting attention from the stress (e.g., listening to pleasant music, taking a walk, etc.). When under stress, consider these pathways of intervention and you are more likely to find the one that works best.

## When Stalking Comes to Work

No employee wants to bring problems to work, but some problems may not stay away—like a stalker. Have you feared for your safety because of someone making unwanted phone calls, sending unsolicited letters or e-mails, or following you, perhaps at work, for no legitimate reason? Stalking is a serious criminal offense with over three million victims per year. Stalkers often appear at work because the victim must show up there. About one-fourth of stalking victims have experienced lost income or work time dealing with a stalker. Workplace stalking is not your fault—accountability lies with the stalker, not you the victim. Seek and expect help in the same way that you would expect for any threat or risk occurring at work. The worst thing you can do is try to handle this problem alone.



## Improving Your Relationship

Do you enjoy more good times than bad with your significant other? Do you know your partner's hopes, dreams, and fears? Do you talk through conflict rather than bury it in silence in order to keep the peace? How you answer these sorts of questions may point to whether you could stand a bit more happiness between the two of you. Problems in these areas are treatable, but they often fester for years. Don't remain frustrated. Consider moving your relationship forward from "so-so" to "doing great" by using self-help, couples counseling, or another enrichment plan.

## Internet Gaming Disorder

Internet Gaming Disorder (IGD) affects 3 to 10 percent of internet and video gamers—mostly young adults. Although not yet a mental disorder, IGD is characterized by preoccupation with internet gaming; feeling unable to stop gaming, feeling guilty because one can't quit, experiencing neglect of physical health, decreased academic performance and a decline in social and normal recreational pursuits. IGD is treatable, but seek help with an assessment from a counselor you trust. Many online internet help resources are not reliable, and it's better to be followed by a professional who can evaluate and monitor your progress in recovery. Your EAP can assist you in locating a counselor who specializes in IGD.

# How to Turn Distress into De-Stress

*Stress sneaks up on us — which means we spend less effort on prevention than we do on coping with anxiety. But we must deal with stress in our lives because it's more than a headache and a bad mood — stress can kill you. Stress is one of the key factors in heart attack and stroke, and leads to obesity, high blood pressure, a compromised immune system, and a whole host of emotional problems.*

We don't overtly choose stress, which means we can't just close our eyes and make it go away. Stress is a response to real life, but the filter between what's really going on and the meaning you assign to it can, in fact, be part of the problem. In other words, putting your challenges into the right perspective and remaining positive is a key element of coping with stress. There are ways to get there, but when they don't work there are professionals who can help.

## The Three Forms of Stress

■ There are three primary ways we experience stress, each with separate responses and healthy, proactive approaches to de-stressing for what might otherwise compromise our health. They are physical stress, emotional stress, and "work" stress, the latter involving time management and conflict resolution. These areas overlap, sometimes until the lines blur. But when you work toward de-stressing one area, the others benefit.

## Coping with Physical Stress

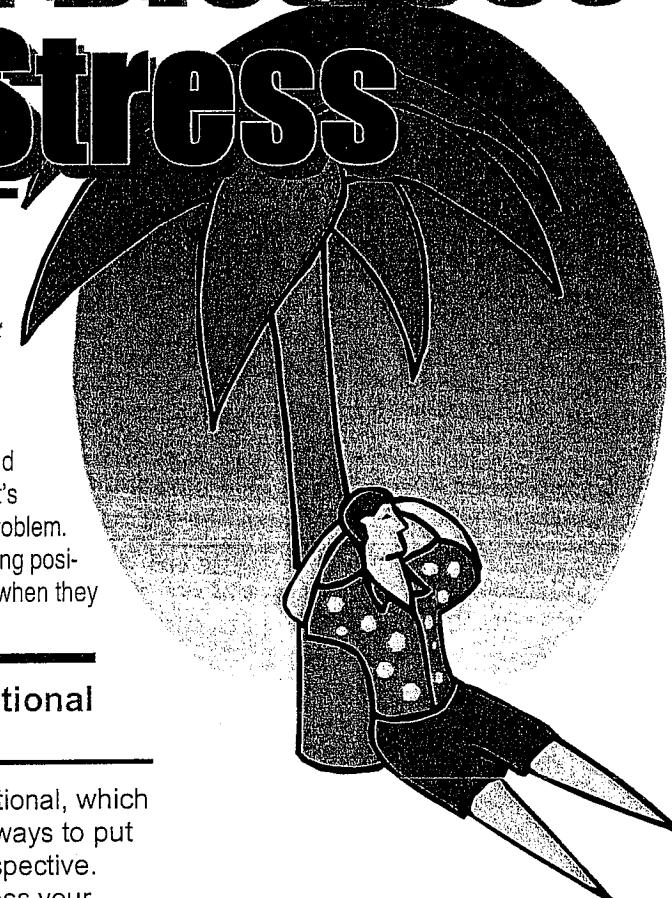
■ We hold stress within our bodies, creating very real consequences. Much like an overinflated balloon on the verge of bursting, we need to relieve the pressure of stress with physical activities, the more strenuous the better. Find a sport, even a hobby, that takes your mind off your problems and allows you to exert yourself in other ways, and your body will thank you for it. If that doesn't work, find a way to completely relax and unwind on a regular basis.

## Coping with Emotional Stress

■ Stress is always emotional, which is why you should find ways to put your problems into perspective. The best way to de-stress your emotions is to face the problem and to make a plan that provides hope of a positive outcome. When you allow stress to manage you, it wins. So take charge of your challenges and the stress will dissipate. Don't hesitate to get counseling from a professional. If you don't get a handle on your emotions, physical consequences are right around the corner.

## Coping with Work Stress

■ Work and personal relationships are the most common sources of stress, both physical and emotional. It usually involves our inability to accept a situation and the loss of hope for improvement. The most stressful response is to do nothing, to just endure. Take charge of your life and address the issue — talk to your employer about what concerns you. If you



can't see light at the end of the tunnel, consider changing positions or even companies. Change can involve pain, but when it gives you hope for better things, stress quickly melts away.

Some approaches work to de-stress all three areas: meditation techniques, less sugar and caffeine in your diet, relaxing music, and breathing techniques, especially when you feel anxious. And most of all, find a way to bring laughter back into your life. It's the best de-stressing technique there is.

# Refreshing Rain

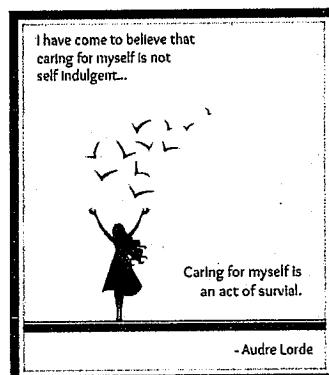
## Wellness and Healing Arts



# Family Support Center

## Self-Care Workshop

Wednesday July 29, 2015 - (1pm-3pm)



### Self-Care Definition:

Self care includes any intentional actions you take to care for your physical, mental and emotional health. Good self care is a challenge for many people and it can be especially challenging for survivors of interpersonal violence and abuse. It can also be an important part of the healing process. Self care is unique for everyone. Below are some ideas to get you started in developing your own self care plan. It can be overwhelming to consider taking on many new things. It may be helpful to start with a couple of ideas and build on that.

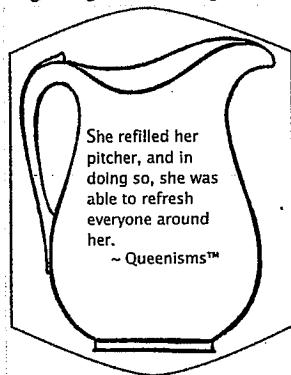
-University of Kentucky, student affairs handbook

### Self Care Recipe:

#### Simple Basic Ingredients

Breath  
Fresh Air  
Sunlight  
Movement  
Awareness  
Gratitude  
Journaling  
Water  
Stillness  
Rest

#### Give from overflow



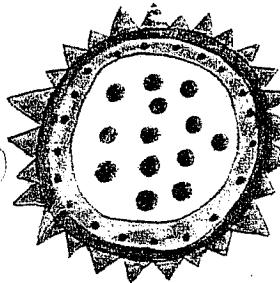
She refilled her pitcher, and in doing so, she was able to refresh everyone around her.  
~ Queenisms™

#### Lead by Example

An empty lantern provides no light.

Self-care is the fuel that allows your light to shine brightly.

PiperLarson.com



# Emotional Scale

Excerpted from the Teachings of Abraham-Hicks

## Appreciation

Joy • Knowledge • Empowerment • Freedom • Love • Passion

Enthusiasm • Eagerness • Happiness

Positive Expectation • Belief

Optimism

Hopefulness

Contentment

Boredom

Pessimism

Frustration • Impatience • Irritation

Overwhelment

Disappointment

Doubt

Worry

Blame

Discouragement

Anger

Revenge

Hatred • Rage

Jealousy

Insecurity • Guilt • Unworthiness

Fear • Grief • Depression • Despair • Powerlessness