

INTRODUCTION

This document is to outline the fundraising goals for 2015 and the strategies to accomplish them. It will serve as the guiding force through which all fundraising and communications efforts will be determined; ensuring that our efforts are strategic, effective and efficient.

MISSION STATEMENT

To foster healing for grieving youth, their families and the community through peer support programs, counseling, training, education and outreach.

FUNDRAISING PLAN GOALS*

- I. Goal 1: Increase revenue from grants, individuals, corporations and events to \$973,000 in 2015. \$958,000 was raised in 2014; however \$100,000 was unsolicited from memorial gifts. Therefore our 2015 goal is reflective of a true 13.4% increase over 2014.
 - i. Objective 1: Increase revenue from Foundations
 - i. Strategy 1: Increase proposal submissions by 20%
 - ii. Strategy 2: Rewrite case for support
 - ii. Objective 2: Increase revenue from events
 - i. Strategy 1: New event (run) in October 2015
 - ii. Strategy 2: Become beneficiary of third-party events
 - iii. Strategy 3: Provide sponsorship opportunities at Sisterhood Soiree event
 - iii. Objective 3: Increase revenue from Individuals
 - i. Strategy 1: Expand geographic focus of donors
 - ii. Strategy 2: Support, encourage and expand Friends' initiatives
 - iv. Objective 4: Increase revenue from Corporations
 - i. Strategy 1: Develop sponsorship packet
 - ii. Strategy 2: Target 3-5 new businesses per month to make contact with
 - iii. Strategy 3: Connect businesses with volunteer opportunities at the Center

- II. Goal 2: Increase retention of donors with good stewardship initiatives
 - i. Objective 1: Increase retention of Foundations
 - i. Strategy 1: Routine stewardship reports on utilization of funds
 - ii. Strategy 2: Personal contact from board and staff
 - ii. Objective 2: Increase retention of Individuals
 - i. Strategy 1: Make all communications donor-centered
 - ii. Strategy 2: Personal contact from board and staff
 - iii. Strategy 3: Welcome packet for new donors
 - iv. Strategy 4: Routine stewardship reports on utilization of funds

**To achieve these goals, the following assumptions are made. We must continue to operate with a strong Governing Board and leadership among Resource Development Committee members that provide direction, focus and diligence in pursuing specific activities related to the fundraising plan goals. An Advisory Board and Friends membership must also be in existence that offers community connections as well as resources. The Center's leadership team and staff must exceed expectations from granting entities. We must all work together to position the Center as a unique and valuable resource in our community. We anticipate a capital campaign in the next two years that will require energy and resources in addition to maintaining program operational funds.*

CASE FOR SUPPORT/ KEY MESSAGES

- The Children’s Bereavement Center serves over 1,400 children and their caregivers through peer support and counseling.
- The Center offers groups for children specific to type of loss including; chronic illness, sudden death, homicide or suicide. There is a special “Little Hearts” group for children (3-5), as well as those who have lost a sibling or other family member.
- The Center has experienced significant growth since 2013 with demand for additional services.
- New initiatives of the Center have included the Grief Education Institute, Camp Heroes and off-site grief support services at Healey Murphy Center, Lanier High School, etc.
- Peer support groups are open-ended and offered at no cost to families.
- 1 in 7 children will experience the death of a parent or sibling before age of 20.

SOURCES OF FUNDING

	2014 Actual	% of Total	2015 Target	% of Total
Private Foundations/Grants	\$307,000	29%	\$360,000	31%
Individual donors	\$365,000	34%	\$310,000	27%
Corporate	\$100,000	9%	\$128,000	11%
Events	\$190,000	18%	\$215,000	18%
Community Health Charities	\$0		\$10,000	
Program Fees	\$15,000		\$16,000	
Unrealized gain on investments	\$20,000		\$37,000	
In-Kind Materials/Services	\$70,000		\$92,000	
TOTAL REVENUE	\$1,067,000		\$1,168,000	

