

HOPE AACR
Fund-Raising Committee Report for Annual Meeting
6/20/08

Purpose Statement:

To maintain on going financial strength for HOPE AACR so we may better assist the communities we serve.

Goals:

To help all the regions financially so they may expand HOPE Animal-Assisted Crisis Response and its mission.

Committee members:

Harry Adler – PSW

Richard Lowy - PNW

Bill Hatherly – EUS

Taryn Hefler – Chair –PSW

Dave Valentine – Ex-Officio

The Fundraising committee began in January 2008. It has been established that this committee would focus on national fund-raising only. We will help the regions in their fund-raising efforts through information and idea's.

Old Business:

Still need Letters of Appreciation, Thank you letters and/or pictures from kids from all the regions to place in our Donor Information Packet. By having each region represented it will show a “National” organization and a busy organization. The PSW uses these packets as “Information Packets” or “Media Packets”. I have given each of the fundraising committee members a copy of this packet to show their regional directors. I will be bringing additional packets to the annual meeting in case you did not receive one. These packets are stocked with Thank You letter and/or certificates from various call outs we have been on. We have our 501c3 determination letter and a copy of our insurance.

It is important that the Board make a decision on HOW the money will be used i.e., will the money be divided equally among regions to be used for approved expenses, will the money be for national to pay for training, workshops etc. This way we can assure the prospective donors that most of our money (a higher percentage) goes for programming and not for overhead.

Wish List: the few we received were quite similar: paid executive assistant/director, training, Travel, Open Houses, Workshops, equipment, uniforms being among the top. This will guide us in our grant writing and donation request.

Need current financial statements: such as all 2007 tax returns, 990's, National Budget. We also need the current 2008 financial information, quarterlies, 2008 budget, etc.

Place a designation for funds on web-site / PayPal such as: “Unrestricted donation” – example: HOPE could use the money where it needs it. “Restricted donation” – The donor requests the money to be used a certain way, such as for a particular region or for a particular training, example: CISM training for our handlers. It appears that the web-site has been up-dated but I could not tell if the PayPal had been yet. **(Add special instructions to the Merchant) is on the PayPal screen when you pay. - Dave**

New Business:

On June 1st, 2008 Taryn and Harry had the opportunity to meet with an experienced and professional “Development Director” which is a fancy name for fundraiser. Her name is Corine Couwenberg. Corine was the “Development Director” for the Special Olympics until she branched off and started her own company to help other non-profits. Corine offered to place HOPE on her Non-Profit Shopping Mall internet link. This has been done and there is now a link both on HOPE’s web site and the www.nonprofitshoppingmall.com site. This site has over 100 assorted stores that many of us use every week such as Amazon.com, Home Depot, Target, Macy’s, Nordstrom, Staples, and many others. By going on HOPE’s web site and clicking on this link (at the bottom of the opening page) you make your purchase a certain percentage will be donated to HOPE. This donation percentage varies from store to store but it tells you on the store link. If we tell our family and friends to shop this way HOPE would have an on-going source for donations. We need to remind our members of this monthly.

- **Can this monthly reminder be put on the calendar that pops up every once in a while to remind us like it does to remind us of our BOD meetings?**

Because most foundations and grant makers/givers require an independent annual audit it would make sense to have our taxes, end of year and possibly quarterlies done by an outside independent CPA, one who is knowledgeable in non-profits. Non-profits have different criteria to focus on than regular businesses. Hence it will probably cost us more (we pay nothing now). Quite a few of these grants have certain time constraints. They either need to be in by a certain time, for example, if we miss the deadline we have to wait another year or quarter to apply, or at the least require a 3 month lead time. With these time constraints we need to have current financials available at all times to keep up with the ever increasing flood of non-profits running for the money.

- **I would like to make a motion to find a CPA to do our quarterly and/or annual financials if we can decide to keep the fee under \$? Can anyone recommend a good CPA that knows non-profits and is VERY reasonable cheap!**

Corine suggested that we subscribe to “GuideStar”. GuideStar is an organization that connects non-profits with foundations / grant makers with each other. Each entity can go to this web-site, (for a fee) and find a specific type of grant or non-profit to approach. The subscription fee’s range: the premier package annually is \$1,000 **OR** the monthly fee is \$100. The premier package has all the bells and whistles. The next step down, Select, would cost \$300 annually **OR** \$30 a month. Back in 2004 Amy, our Vice President, went on this site and entered HOPE into their data base. I have just asked Amy if she would update the info or give me the password and I would do it. She responded immediately and will help in up-dating this information.

- **I would like to make a motion that HOPE subscribes to Guidestar on a monthly basis for 6 months and to be re-evaluated at the end of the 6 months to determine its effectiveness.**

Other valuable information that was given:

- ✓ Follow the money, each of us in our cities and/or states have the “wealthy” neighborhoods. This is where you will concentrate 75% of your energy.
- ✓ Private Family Foundations are the best places to find money.
- ✓ We need to write a “Compelling Program” to show why HOPE does what it does and how we help. I told her of the article in the “Latham Letter” magazine that Claudine Singer’s friend wrote the wonderful article for. She has taken a copy and is looking it over. She will give us her feedback as her time allows.
- ✓ Good Grants are only 3 pages long. Any longer than that and the grant reader will get bored and put the application down.
- ✓ NEWSLETTERS – this is a great way to not only keep the members informed but also the possible donors that are looking at our web-site for possible financial rewards informed.
- ✓ Streaming Media is another good way to grab the consumer’s attention whether for donating money or for joining our organization.

The committee also would like to help the regions with ideas on fundraising. There are a lot of cute fun things that the regions can do to raise money, to name a few:

- ❖ Miniature Golf tournaments
- ❖ Garage Sales
- ❖ Give the goat away: This is really cute. You sell “insurance” tickets to not win the goat.

There are so many ways to hold fundraisers; it does take time, energy and bodies to help. Please feel free to call anyone of us on the fundraising committee and we will help as best we can.

At present one grant has been applied for (Wal-Mart) and two are pending additional information before we can send them in.

Submitted by: Taryn Hefler, chair