



Fundraising 101



True/False: Only wealthy people give.

FACT: 30% of people have disposable income, yet 70% of people give to charities!

FACT: 85% of money given is by households with incomes of \$60,000 or less

True/False: People only give for the tax break.

FACT: 80% of people who give to non-profits do not deduct it on their taxes.

True/False: Corporations and big businesses give the most money to non-profits.

FACT: The single largest contributor are INDIVIDUALS. Last year they made up 71% of total giving in the US.

2015 was America's most-generous year ever!

\$373.25 billion



Giving to international affairs increased 17.5 percent in 2015 after two consecutive years of decline. That large increase may be attributable to growth in the number of active international charitable organizations; use of more strategic fundraising methods; and increased focus on international issues among foundations.



While the percentage of total charitable contributions given to religion has steadily shrunk for decades, from 2014 to 2015, this subsector held firm at 32% of total giving.

Where did the generosity come from?

Where are all of the charitable dollars going?

Contributions by source
(by percentage of the total)



(as a percentage of the total)



The growth rate in giving to educational organizations exceeded 5 percent in 2015, a trend also seen in four of the five years between 2010 and 2014.



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2016: The Annual Report on Philanthropy for the Year 2015*.

* All figures on this infographic are reported in current dollars unless otherwise noted.



Giving USA™
Shared intelligence.
For the greater good.



THE Giving Institute™
Shared intelligence.
For the greater good.



IU Lilly

LILLY FAMILY SCHOOL OF PHILANTHROPY

Giving/Fund Sources

Individual Donors

Grants

Organizations | Small Businesses

Corporations

Sale of Products

Special Events





Success

Stewardship

Action & Cultivation

**More
stewardship**

Planning / Strategy

Future

New Donor Prospects

Planning the Connection

Giving by Individuals

In Person Meeting/Conference Call, Direct Mail Appeals, Campaigns, Bequest Giving, Payroll Deductions, Donation Drives, Sponsoring a Program, Third Party Events, Call-a-Thon, Newsletter, Volunteer

Grants

From: Government (Local, State, Federal), Foundations, Corporations and National Religious Agencies

Organizations | Small Businesses | Corporations

Networking, Direct Mail, Sponsorship Opportunities (Program/Special Event), Bequest Giving, Volunteer, Payroll Deductions, Corporate Social Responsibility, Donation Drives

Fund Sources | Planning the Connection

Sale of Products

T-shirts, Buttons, Signs, Pinwheels and Pinwheel Gardens

Special Events

External Sponsor, Third Party Events



T-Shirts with Imagine Logo

Hanes Tagless White T-Shirt made with 6.1 oz pre-shrunk 100% cotton with a full color digital process imprint of the PCAIN "Imagine" design on the front of the shirt.

Add to Cart

Size: Small ▼

Quantity:

Price: \$15.00



Full Color KeyTags

Full color soft-touch flexible vinyl keytag with silver split-ring keychain w/ PCAIN Pinwheel Logo Measures: 1-1/4" x 2-1/2" x 1/8"



Success

Stewardship

Action & Cultivation

**More
stewardship**

Planning / Strategy

Future

New Donor Prospects

Stewardship is MORE than just a thank you letter



Silent Auction Donation Request

Chef JJ's Downtown
Donation Request
42 W. South Street
Indianapolis, IN 46225

Dear Erica,

The Villages is excited to invite you to be a partner in one of Central Indiana's most unique nonprofit events... our 8th Annual **CHAIRish the Children**, on Saturday, November 7, 2015 at the Lucas Estate Sports Pavilion! Twenty local artists are donating their time and talents to create one-of-a-kind decorated chairs, benches, stools and artwork that will be available in a silent auction to benefit **The Villages** and **Prevent Child Abuse** Indiana.

In addition to the chairs, we would be excited to offer unique experiences in our auction. We would appreciate your consideration in donating at minimum two tickets to a class at Chef JJ's at either location. We understand this is a valued experience in our community that will draw interest in our auction and help raise vital funds to support our children and mission. Donations can be sent to **The Villages**, ATTN: Sarah Cline at 3833 North Meridian St., Indianapolis, IN 46208.

The Villages, Indiana's largest child and family services nonprofit, serves over 1,400 vulnerable children each day, helping them to heal from the trauma of abuse and neglect. Our agency's diverse array of foster care, adoption, and family services creates brighter futures for the 11,000 children, youth and families, across the state that we are so privileged to serve. **Prevent Child Abuse** Indiana, a Division of **The Villages**, is equally dedicated to this life-changing cause ... preventing child abuse and neglect from ever occurring! For over 37 years, **The Villages** and **Prevent Child Abuse** Indiana have worked tirelessly to create a future where EVERY Hoosier child can achieve their full potential!

This year's **CHAIRish the Children** theme is "When I Grow Up...**BOLD** Dreams for Bright Futures!" We hope you will be **BOLD** in supporting our vital mission by donating an item or two, or a unique experience, which can be used in our **CHAIRish the Children** silent auction!

Thank you so much for your consideration!

Comment [S1]: Specific person I am reaching out to. I had called Chef JJ's Downtown and was told to send something to Erica.

Comment [S2]: Who I am and what the event will entail.

Comment [S3]: What I am asking for and easy details for me to retrieve it.

Comment [S4]: Explanation on who **The Villages** is within the community. |

Sponsorship Tiers



Yes! I/We would like to sponsor Family Night at Victory Field at the following level:

Homerun Sponsor - \$300

- 15 Tickets
- Signage as Homerun Sponsor
- Recognition in The Villages e- newsletter
- Recognition on The Villages' website
- Acknowledgement in The Villages' Annual Report

Diamond Sponsor - \$600

- 30 Tickets
- Signage as Diamond Sponsor
- Recognition in The Villages e-newsletter
- Recognition on The Villages' website
- Acknowledgement in The Villages' Annual Report

Children's Hero Sponsor - \$1,500

- 75 Tickets
- Prominent signage as Hero Sponsor
- Recognition in The Villages e-newsletter
- Recognition on The Villages' website & social media
- Acknowledgement in The Villages' Annual Report

Children's Champion Sponsor - \$3,000

- 150 Tickets
- Prominent signage as Champion Sponsor
- Recognition in The Villages e-newsletter
- Recognition on The Villages' website & social media
- Acknowledgement in The Villages' Annual Report

Year End Appeal

Story Telling



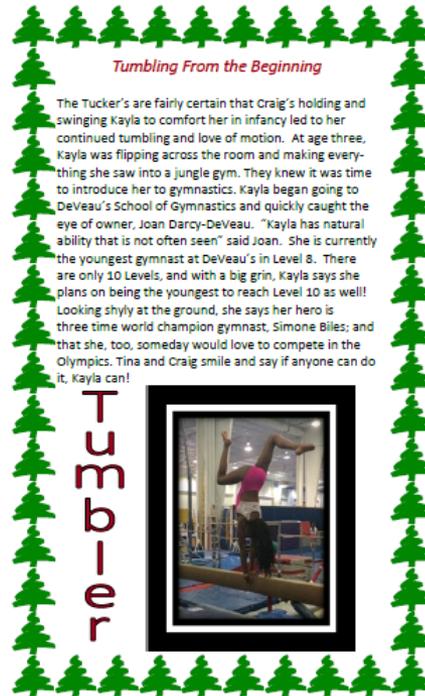
VillagesKids.org

The Villages
Healthy Children • Loving Families • Thriving Communities
 3833 North Meridian Street
 Indianapolis, IN 46208

ABUNDANTLY *Filled With Love*



From a drug-addicted infant to a gifted 11-year-old gymnast ... and it all started with one remarkable foster family's commitment to their children ... forever!



Tumbling From the Beginning

The Tucker's are fairly certain that Craig's holding and swinging Kayla to comfort her in infancy led to her continued tumbling and love of motion. At age three, Kayla was flipping across the room and making everything she saw into a jungle gym. They knew it was time to introduce her to gymnastics. Kayla began going to DeVeau's School of Gymnastics and quickly caught the eye of owner, Joan Darcy-DeVeau. "Kayla has natural ability that is not often seen" said Joan. She is currently the youngest gymnast at DeVeau's in Level 8. There are only 10 Levels, and with a big grin, Kayla says she plans on being the youngest to reach Level 10 as well! Looking shyly at the ground, she says her hero is three time world champion gymnast, Simone Biles; and that she, too, someday would love to compete in the Olympics. Tina and Craig smile and say if anyone can do it, Kayla can!

**T
u
m
b
l
e
r**



All Children Deserve a Loving Home

- With an unprecedented 6,000 more children in Indiana's child welfare system than just two years ago, your gift to The Villages can be life-changing by:
- ✿ Helping The Villages recruit, screen, train, and support more loving foster parents like Tina and Craig;
 - ✿ Providing enrichment opportunities like gymnastic lessons, soccer uniforms, summer camperships, or tutoring ... which create a sense of confidence and normalcy for abused and neglected children;
 - ✿ Supporting the heroic grandparents The Villages assists as they "reorder" their lives to raise their grandchildren;
 - ✿ Investing in The Villages older youth aging out of foster care, enabling them to graduate from high school, attend college or a vocational program, and become self-sufficient; or
 - ✿ Preventing child abuse and neglect from ever occurring by sustaining The Villages Healthy Families Program ... helping first time, at risk parents to thrive as Moms and Dads!
- The Villages children need more champions in their lives like Tina and Craig! They Need YOU!
- Help us, this Holiday Season, surround EVERY CHILD with abundant love, so that their promise can become their reality!





CHILI'S® GIVE BACK PROGRAM

BRING THIS VOUCHER WHEN YOU VISIT
(DINE IN OR TO GO) THE CHILI'S LOCATION
IDENTIFIED BELOW AND **15%** OF YOUR
PRE-TAX PURCHASE WILL BENEFIT:

THE VILLAGES & PREVENT CHILD ABUSE INDIANA

Group/Charity

11/21/16 - 2/18/17

Event/Exp. Date

One coupon per person, per visit at participating Chili's restaurants only.
Cannot be combined with any other offer. Offer ends per expiration date above.

ALL PARTICIPATING ERJ DINING LOCATIONS IN:
INDIANA

Chili's Locations

#99999000007327

All Chili's throughout Indiana are supporting local foster kids and child abuse prevention programs by donating 15% of sales to **The Villages** and **Prevent Child Abuse Indiana**, a division of The Villages, when guests show the voucher above at the end of their dining or carry out experience.

Simply print the voucher, take a picture of it or even pull up our website to show the unique ID code at the bottom. Starting November 21, 2016 until February 18, 2017 dine out or pick-up lunch/dinner at Chili's as many times as you can during this timeframe. Just be sure to provide your server with the information above each time you visit. [Click here](#) to find a local Chili's near you and do your part in helping Indiana's most vulnerable children!

Please contact Sarah Cline at SCline@villages.org if you have any questions.

Let's Talk about it....

Where are you at on the fundraising hill?

What are your fears?

What questions do you have?

How can I help you?

Informative Reading

The Fundraising Authority: [6 Places to Find Grants for Your Nonprofit](#)

The Fundraising Authority: [10 Ways to Supersize Your Donor Cultivation](#)

The Storytelling Non-profit: [21 Ideas to Refresh Your Donor Stewardship](#)

The Alford Group: [Assessing the Health of your Fundraising Program](#)

Sarah Cline: Scline@villages.org | 317-775-6500