



EDUCATE
HONOR
CHALLENGE

Development 101

A look into nonprofit
fundraising

Success

- In this presentation we are going to address how Freedoms Foundation derives its funding and how we plan to help you, our chapters.
- We are one organization with many branches across the country all working to promote the mission of FFVF. We are in this together.



Development Team

- Development Committee
 - FFVF Board Members
- President and CEO
 - Michael E. Di Yeso
- Director of Development
 - Maureen Troutman
- Development Manager and Chapter Liaison
 - Louise Savarese
- Communications and Marketing Coordinator
 - Shannon Sisson



How Freedoms Foundation's Funding is Derived

- Individuals
- Foundations
- Corporations
- Organizations
- Events

Individuals

- Major Gift Solicitation
 - About building relationships – one on one
- Fundraising Campaigns
 - Direct Mail Appeals – 3 per year
 - Online fundraising campaigns
 - Giving Tuesday
 - Cyber Monday
 - Amazon Smile

Foundations

Foundation Facts

- There are more than 63,000 private and community foundations in the United States.
- There are four types of foundations:
 - Independent foundations established by a person or family of wealth (this comprises the largest group);
 - Company-sponsored (corporate) foundations – funded by business corporations;
 - Operating foundations established to operate research, social welfare, or other charitable programs deemed worthwhile by the donor or governing body; and
 - Community foundations supported by and operated for the benefit of a specific community or region.

The first three are private foundations. Community foundations are public charities.



Community Foundations

Build a profile with your local community foundation

- The Process

Corporations

How Do Corporations Give?

Corporations provide support to nonprofit organizations through direct-giving programs, private foundations, or both.

- Company-sponsored foundations: Are separate entities that maintain close ties with the parent company and their giving usually reflects company interests.
- Corporate direct-giving programs: Are not separately incorporated.
- Corporations usually give to nonprofits whose programs benefit the communities where their employees live and work.
- Corporate support can be cash grants or in-kind gifts.



Corporate Foundations



Organizations

Partnerships

- FFVF has developed relationships with other veterans, civic organizations, and schools both nationally and locally.
- Types of Support
 - *Spirit of America Youth Leadership Program Sponsors*
 - AMVETS, Military Order of the World Wars, VFW, National Sojourners, Union League, Pilot International
 - *History Encounters – Schools*
 - La Canada Unified School District, St. Therese, St. John of the Cross
 - *Graduate/Professional Development Teacher Programs*
 - VFW, Medal of Honor Society, and Sons of the American Revolution
 - *Infrastructure*
 - AMVETS and AMVETS Ladies Auxiliary, Friends of the Medal of Honor Grove, Improved Order of the Redmen, and other s



Events / Fundraising Ideas

- Beef and Beer
- Yard Sale
- Wreath Sale
- Themed Dinner
- Fundraising Drive (local store)
- Dine and Donate Night
- Car Wash
- Bake Sale
- Sporting Game Challenge
- Dress down day at work
- Pizza Party
- Chapter Member Potluck
- #GivingTuesday
- Decade Party "Party like it's 1999!"
- Holiday/Season Themed Fundraiser
 - Halloween Candy baggies
 - Halloween Costume party
 - Christmas Cookies
 - Springtime / Mother's Day Flower Sale
 - Wreath Sale
- Pumpkin Carving Contest / Family Night
- 4th of July BBQ
- Constitution Day Lecture or celebration

YANKEE CANDLE
FUNDRAISING



Events / Fundraising Ideas

Turn your award ceremonies into fundraising events!

50/50



How We Can Help You

- We will write all letter of inquiries and grant requests.
- We will research funding opportunities in locations where chapters are located.
- FFVF President and/or Board Members and Staff are willing to make the ask and visit with prospective donors.



Ways You Can Help

Individuals

- Ask the members of your chapter who they might know who can donate to Freedoms Foundation or your chapter.
 - If a person has considerable giving potential, let us know so that FFVF President, Mr. Di Yeso, can be involved in the cultivation with you.

Foundations

- For foundations that only give to nonprofits located in their communities, we will ask that the grant request, which will be prepared by National, be submitted by the chapter with a local address .
- We will contact you with a list of foundation board of directors and staff that National identifies as a fit for our organization, and ask that you circulate among your members so we can determine if any may know one of these persons.



Ways You Can Help *continued*

Corporations

- Again, ask the members of your chapter who they might know who can donate to Freedoms Foundation or your chapter.
- Ask Chapter members if the company they work for or did before they retired has a matching gift program. Many companies will match up to 100% of your own donation to a nonprofit.
- We will follow the same procedures listed under foundations for requests initiated by FFVF.

Organizations

- Local Chamber of Commerce and Rotary support educational programs for children.
- The Elks, local veterans posts, etc often will support our type of programs.



Remember We are a Team

Thank you and we look forward to working with our chapters and their members

