



Welcome!

Beyond the Feds: Fundraising Strategies for Healthy Relationship Programs

We will begin promptly at 4 PM Eastern time.

Webinar Information

- If you are unable to access audio through your computer, please use your phone: **1 (470) 200-0302**/access code: **195-660-753**
- All attendees are muted

Ways to participate:

- Type your questions in the “Questions” box
- Raise your hand
- Answer the poll questions
- This webinar will be archived at:
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CHARLIE AND HELEN DIBBLE



What the Dibble Institute believes ...



Carol Jackson, Program Director Families Matter Memphis





Families Matter

Strengthening Families
Changing Lives
Transforming Memphis

Mission

- Increase the number of healthy, loving and caring families through a community-wide movement.

2013 Results

- Over 17,000 people encountered our school programs, church programs, Fatherhood Initiative and our collaboration with partnering organizations.

2013 Results

- 33 Shelby County Schools
- 45 Teachers
- 80 + Churches
- 3 Hospitals
- Many collaborating organizations
- Over 150 volunteers

Summation of 2013

- Connection in High Schools 3,373
- Fatherhood 2,069
- Churches 2,211
- School Assemblies 6,581
- Events 3,318

Funding

- Active Board of Directors
- Individuals
- Churches
- Corporations/Foundations
- Honorariums
- Family Walk-Run

Erin Stone, Executive Director Relationship Skills Center





Relationship Skills Center

- **501 C3 – Non Profit Organization**
- **Our Mission**

To build a better community by strengthening peoples' relationship skills.
- **Our Vision**

Every child grows up in a healthy family.

How we help:

Provide access to
affordable,
effective
relationship skills
training.



Programs

■ Flourishing Families Program

- English and Spanish courses
- Parents: single parents, all parenting couples

■ Youth

- 2014 summer program using Relationship Smarts



Reaching Youth:

~Summer 2014 Program to
7th – 8th graders. More
hands on, direct services

~Collaboration with other
Youth organizations to
reach youth, improve
awareness of RSC &
help keep costs low



This summer the Relationship Skills Center, in partnership with community organizations in the Greater Sacramento Area, is excited to present a free new program for 7th & 8th grade youth.

#RelationshipSmarts

Join us for a fun, exciting and free series of workshops designed to broaden skills for healthy relationships. Each day will include peer discussions, art projects, games, and other creative activities.



What you will learn:

- * How to navigate the world of romantic relationships
- * Building self-awareness and gaining a deeper understanding about oneself
- * Building life skills useful in all kinds of relationships (romantic, family, friend, peer)

Made possible by support from:



DONANT
Foundation

Community
Donations

Classes will be held at the following sites:

It's free to attend! Please contact sites directly.



Sacramento Food Bank Family Services
3333 Third Ave, Sacramento
July 8–24, 3:00-5:30 PM Tuesdays & Thursdays
Contact: Aurelia, agarcia@sacramentofoodbank.org



La Familia Counseling Center
5523 34th Street, Sacramento
June 30–July 30, 12:30-2:30 PM Mondays & Wednesdays
Contact: 916-452-3601



Courageous Connection
Laguna Creek High School, Vicino Dr., Elk Grove
July 21-25, 10AM-1:00PM, Monday-Friday
Contact: MikeJones@courageousconnection.org



Terkensha Community Mental Health Clinic
(class registration closed)
Grand Ave, North Sacramento
June 17-July 1



Will C. Wood Middle School (class registration closed)
6201 Lemon Hill Ave., Sacramento
June 25–July 10

#RelationshipSmarts

Summer 2014

 RelationshipSkillsCenter

 RelationshipSkillsCenter  @SkillsCenter

How we fundraised for youth program

- Recipient of Rotary Bids for Kids Event
 - Honor intent of donor that funds be used for youth support
- Community Foundation
 - Big DoG (Big Day of Giving). Part of National Day of Giving \$9K+
- Local Grants/Foundations
- Constant Contact/Eblast outreach
- Speaking, shaking hands, making friends

Kathy Schleier, Executive Director

Family Frameworks



3 Things I Do

Making it without federal monies



Who Are We?

We started with a Compassion grant in 2005 and received a \$50,000 grant.

In 2006 we had nothing and we started from scratch.

We receive the following 10 years later

- 40% from private donations (fundraisers and end of year)
- 35% from United Way monies
- 25% from private grants
- 25% from programs

#1

1. Be willing to do it for nothing!!

That takes passion

You have a different attitude when you do it for nothing.

When people see you do it for nothing and you keep going they are more willing to help.

#2

2. Build Relationships

Don't do it to just get what you want.

Get past the WIFM and look at How Can I help them!

Enjoy the people! Enjoy the process.

Big only happens through relationships cause you can't do this by yourself.

#3

Be Patient

People are watching you. They want to see...

1. Are you serious about this
2. Is it working
3. Is it sustainable
4. Are you willing to stick with it
5. It just takes time to let people believe and know what you are doing.
6. Most non-profits that will make it usually hang in there for 10 years.

Fund Raisers

Don't do a fundraiser for just the money!

Know your target audience.

Know your goals

The Ask is important

To charge or not to charge?

Costs and sponsorships

Do your follow up.







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Questions? Contact:

Aaron at Aaron@DibbleInstitute.org

Cathy at Cathy@DibbleInstitute.org



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- Follow us on LinkedIn
- RelationshipSkills@dibbleinstitute.org
- 800-695-7975

AUGUST WEBINAR

Getting to the Heart of the Matter: Relationship Education for Juvenile Detention and Re-Entry Programming

Wednesday, August 13, 2014 4:00-5:00 PM EST