



**The Dibble Institute**  
Relationship Skills for Teens and Young Adults

# **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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**The Dibble Institute**

Relationship Skills for Teens and Young Adults

# CHARLIE AND HELEN DIBBLE







**The Dibble Institute**

Relationship Skills for Teens and Young Adults

# What the Dibble Institute believes ...



# **Carol Jackson, Program Director Families Matter Memphis**





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  
7<sup>th</sup> – 8<sup>th</sup> 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 7<sup>th</sup> & 8<sup>th</sup> 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.



**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](mailto: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](mailto: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

Made possible by support from:



DONANT  
Foundation

Community  
Donations

Summer 2014



RelationshipSkillsCenter



@SkillsCenter

# #RelationshipSmarts



# 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/Foundation

- 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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# Thank You for Joining Us Today!

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**Webinar will be available in 3 business days:**

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**Questions? Contact:**

**Aaron at [Aaron@DibbleInstitute.org](mailto:Aaron@DibbleInstitute.org)**

**Cathy at [Cathy@DibbleInstitute.org](mailto:Cathy@DibbleInstitute.org)**



# Keep in touch!

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- Subscribe to our newsletter
- Like us on FaceBook
- Follow us on LinkedIn
- [RelationshipSkills@dibbleinstitute.org](mailto: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