

MFP: Master Food (& Fundraising) Preservers

Recipe for Success





Recipe for Today:

- 1 Part Philanthropy Fundamentals
- 2 Parts Interactive Groups: Share ideas
- 1 Part Practical Approach: Strategy to begin

Your Team



Development Services

Lorna Krkich,
Executive Director

Kelly Scott,
Major Gift Officer

Emily Delk,
Director of Annual
Giving



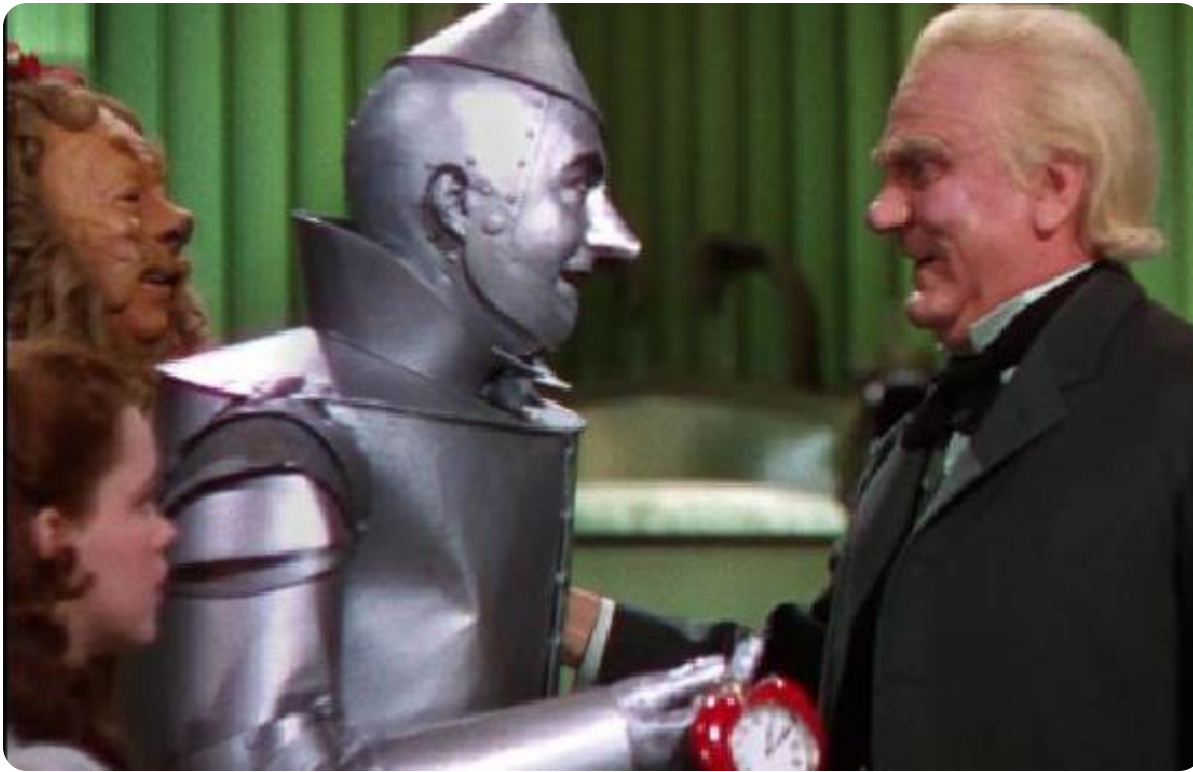
1 Part –

Philanthropy Fundamentals

Revenue Sources, Practices, and Roles



Revenue Sources: Philanthropy or Fundraising?



Philanthropy

- Cash gifts
- In-kind gifts (supplies, resources)
- Estate gifts
- Corporate/ Sponsorship gifts
- Grants

Revenue Sources: Philanthropy or Fundraising?

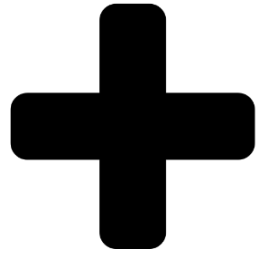


Fundraising

- Sales
- Fees
- Events



NEED/VISION



RESOURCES



SOLUTIONS



Practices for Building Philanthropic Support:

Annual Giving

(Base of support)

- Giving Tuesday (December 3)
- Big Dig Day (June 5)
- Direct Mail appeal letters and/or emails

Major Gifts

(Transformational giving)

- Major Gift donors
- Estate Gifts



2 Parts –

Interactive Groups



Questions:



What would you do with a \$10,000 gift for your program? (Be specific!)



What impact does your program offer the community? (Again, be specific!)



Who are your potential donors (prospects)?



What types of fundraising have you done before?



1 Part –

Practical Approach: Strategy to Begin



Development Services Role...





Where to start?

Identified needs/opportunities

Prospect list—review with Kelly Scott

Identified successful (or not) attempts in the past

Participate in Giving Day campaigns—Giving Tuesday & Big Dig Day

Consider Direct Approach campaign (Mail or Email)

Consider an Endowment for long-term sustainability

Endowment FAQ

- Assume:
 - Average 7% net total return
 - 4.2% payout policy
- Contribution of \$10,000, 37 years ago
 - Distributes \$936 this year
 - Fund now worth \$22,278
 - Has distributed \$23,855 over the years



- An investment, principal is inviolate, fund lives in perpetuity
- Funds managed by UC Chief Investment Officer
- Historical average return is 7%
- Current payout distribution is 4.75% (less .55% for cost recovery) = 4.2% to program



Questions?





Contact Us!

Emily Delk

- eddelk@ucanr.edu
- 530-750-1346

Kelly Scott

- kdscott@ucanr.edu
- 530-750-1307



Thank you!