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: www.DibbleInstitute.org/webinars
CHARLIE AND HELEN DIBBLE
What the Dibbble 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 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)

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

Summer 2014

Made possible by support from:

District 5180 DONANT Foundation Community Donations

#RelationshipSkillsCenter
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. 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. 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.
Place an order on our Dibble Institute website within 30 days of the airing of this webinar for Free Shipping (savings of 10%) Use the code: “webinar” at checkout.
Thank You for Joining Us Today!

There is a brief survey after the end of this webinar. Thank you for providing us feedback by completing this survey.

Webinar will be available in 3 business days:

www.DibbleInstitute.org/webinars

Questions? Contact:

Aaron at Aaron@DibbleInstitute.org

Cathy at Cathy@DibbleInstitute.org
Keep in touch!

• [www.DibbleInstitute.org](http://www.DibbleInstitute.org)
• 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