



## Sources of Non-Profit Revenue

### Individual Contributions

Individuals are the largest source of charitable donations for nonprofit organizations. According to Giving USA, total charitable giving in the U.S. reached more than \$410.02 billion in 2017. Of that amount, 71 percent came from individuals.

### Corporate Giving/Grants

Corporate philanthropy has come to be an integral part of the identity of most large corporations and many smaller businesses as well. Corporate social responsibility (CSR) has become more important as consumers have become more likely to buy from socially responsible companies.

### Federal, State, and Local Funding

Federal, state, and local government grants fund many programs provided by nonprofits, especially for human service and healthcare

### Federated Funds

A federated fund is cooperatively owned and managed by its members, who develop a fund's criteria for giving and then make grants or other donations to nonprofits whose missions fulfill that criteria. In theory, any organization or group of people may create a federated or community fund.

### Grant-Making Public Charities

Public charities are a cross between a private foundation and a charity. They typically receive funding from the general public, government, and private foundations. They may perform public service, but primarily raise funds and provide grants to other nonprofits that provide direct service.

### Foundations

- Corporate foundations are private foundations, but their boards are often made up of corporate officers. Their endowment funds exist separately from the corporation, and they have their own professional staff.
- Family foundations receive endowments from individuals or families.
- Community foundations are public foundations that pool the assets of many donors.

### Fees for Services

A mandatory, voluntary, or requested fees that a user pays for services provided by a nonprofit organization. These fees allow the organizations to generate revenue.

### Investment Income/Endowment Income

Interest generated to support an organization's mission, in some cases specific programs.

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## Types of Fundraising

### Annual Giving:

- Mailings
- Membership Programs
- Donor Clubs
- Telephone Solicitations
- Testimonials
- Web-Based Giving
- Groups, Guilds, and Associations
- Volunteer-Led Personal Solicitation
- Individual

### Major Giving:

- High-Wealth Individuals
- Corporations
- Foundations

### Planned Giving:

- Current Planned Gifts
- Future Estate Gifts


### Special-Project Campaigns:

- Capital Campaigns
- Endowment Campaigns



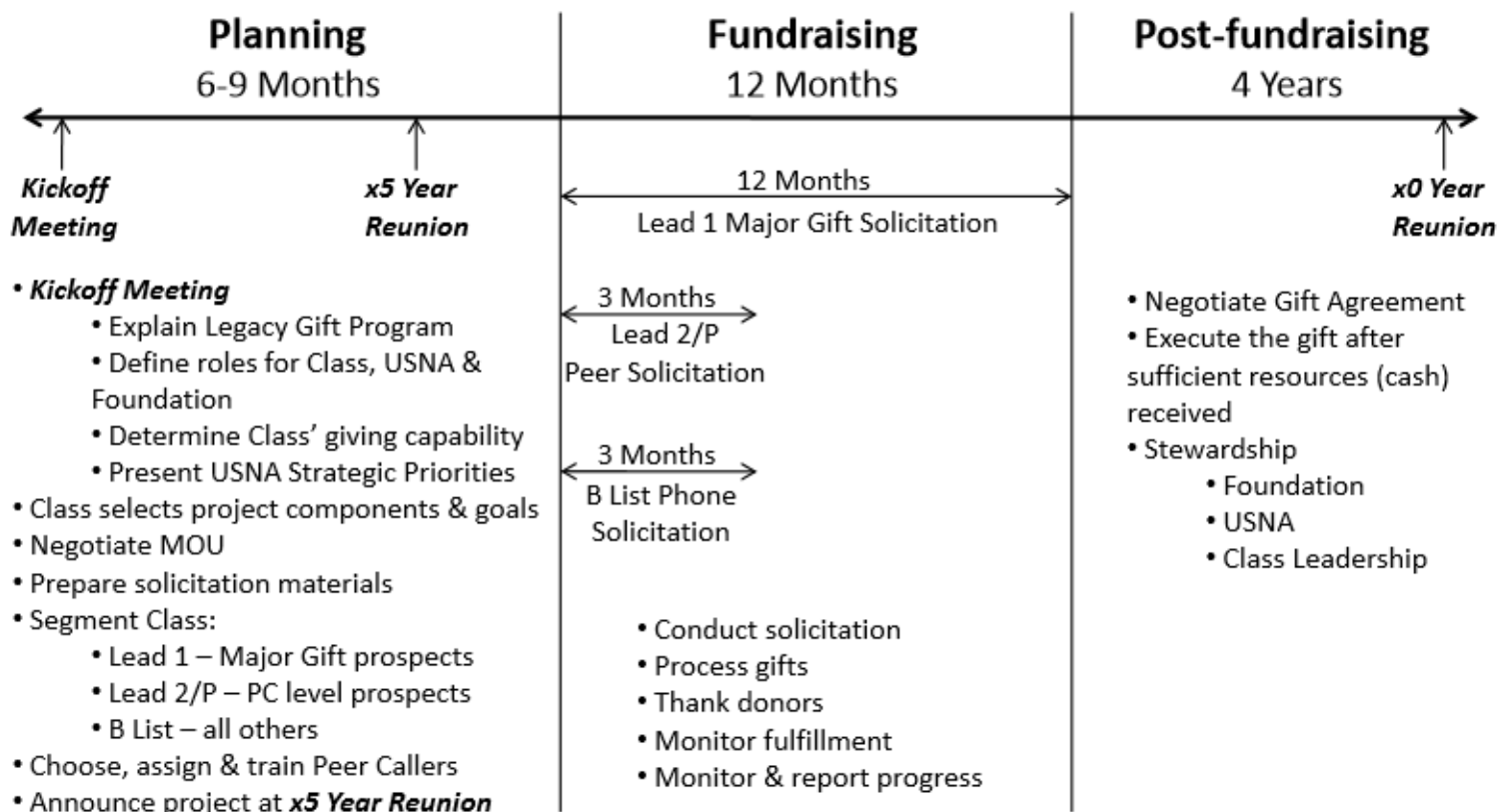
## Fundraising Campaign Chart



CAMPAIGN CHART 		
Spring Fun Run		
Logistics	Costs	Goals
<ul style="list-style-type: none"><li>• <b>Date:</b> May 5th</li><li>• <b>Time:</b> 4 PM - 7 PM</li><li>• <b>Location:</b> Jones Elementary School</li><li>• <b>Est. attendance:</b> 500</li></ul>	<ul style="list-style-type: none"><li>• <b>Venue:</b> \$1,000</li><li>• <b>Personel:</b> \$500</li><li>• <b>First Aid Tent:</b> \$300</li><li>• <b>Music:</b> \$150</li><li>• <b>Advertising Budget:</b> \$500</li><li>• <b>Total:</b> \$1,450</li></ul>	<ul style="list-style-type: none"><li>• Raise \$10,000</li><li>• Acquire 300 new donors</li><li>• Increase retention from last year's fun run by 25%</li></ul>



# Fundraising Timeline



Note: x5 Year Reunion is the 5<sup>th</sup>, 15<sup>th</sup>, 25<sup>th</sup>, 35<sup>th</sup>, or 45<sup>th</sup> Reunion  
 x0 Year Reunion is the 10<sup>th</sup>, 20<sup>th</sup>, 30<sup>th</sup>, 40<sup>th</sup>, or 50<sup>th</sup> Reunion



## Coordinated Youth & Human Services

**Coordinated Youth & Human Services** (CYHS) is a non-profit social service agency. CYHS was founded in 1944 in direct response to the need for delinquency services in our city. The agency's original name was Coordinated Youth Services. That name was changed to include Human Services when diverse programs were added which extended beyond youth programs. As the needs of the community have changed over the years, so have the programs and services provided by CYHS.

The **Women, Infants and Children** (WIC) program has been serving all of the county since 1974 with nutrition education and breastfeeding support. **Family Case Management** (FCM) was added to CYHS in 2000 and is a companion program to WIC to better serve these families. In 2001, **Healthy Families** (HF) started, with an emphasis on first-time parents. The maternal health programs assist and promote healthy families by supporting pregnant women and their children through age 5. Nurses, nutritionists, case managers, and breastfeeding peer counsellors offer services.

The **Mid County AIDS Program** (MidCAP) was established in 1986 to prevent the spread of HIV and respond to the needs of people and families affected by HIV. Case management services assist HIV positive clients, while counselling, testing, and educational services have been added to reduce the risk and spread of the disease.

Education of at-risk students has been a cornerstone of CYHS since its inception. The **Educational Enhancement Program** (EEP) was established in 1991. It offers individualized educational plans for special needs students and their families. Our educational program focuses on serving special needs students with a staff of certified teachers, social workers, and para-professionals at the River's Edge Educational Facility. Students are referred by their home district.