

# APPENDIX A



## **FUND DEVELOPMENT PLAN**

### **2019- 2021**

**For Approval: 01/10/2018**

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## **I. Purpose and Structure of Plan**

The purpose of this resource development plan is to identify resources and develop a processing for securing those resources to support Clare County Habitat for Humanity's fundraising goals and objectives for 2019 – 2021.

All of the resources identified are accessed as a result of cultivating relationships that result in continued good will and financial support from individuals, churches, groups, foundations, corporations and government entities. Clare County Habitat for Humanity will nurture these relationships through effective planning as follows:

- Schedule projects and identify needs
- Establish a plan for fundraising
- Develop & strengthen the board and staff
- Establish and grow supporter relationships
- Develop Public Relations plan

The plan identifies financial needs for a 36 -month period and will be updated annually to maintain this planning window.

## **II. Board and Staff**

The Treasurer, select volunteers and Secretary oversee coordination of fund-raising activities, including fund-raising campaigns, grant proposal writing, special fund-raising events and cultivation of major donors. The Committee relies heavily on the Board of Directors to assist in donor cultivation and particularly major tasks. The Board acts as ambassadors to the community and is expected to share our mission and beliefs and encourage support of Clare County Habitat for Humanity through one-on-one and group visits and presentations. The Executive Director assists with grants, appeals as well as helping to promote our work through local media, a quarterly newsletter, online media and special events publicity.

### III. Overview of 2019

#### *Supporters*

Hal & Peggy Losey	\$1,000.00
Harrison Do it Center	500.00
Members First Credit Union	500.00
Witbeck's	250.00
Elm Creek	100.00
Harrison Lioness	100.00
United Way	1,000.00
Chemical Bank	2,500.00

#### Grants (when available)

MSHDA- \$12,000/home	\$12,000.00
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#### Habitat Programs

Spartan Nash	\$2,000.00
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## **IV. Projected Sources of Support 2019-2021**

### **Unrestricted Income**

#### **Individual Donations**

House Club members will increase size of Donor base by 25% each year through addition of community contacts provided by Board, staff, vendors, volunteers, and community collaborations.

Sources of individual donations include:

- Direct mail – 2 appeals (early spring and year end)  
2019: \$500.00                      2020: \$1,000.00                      2021: \$1,200.00
- Unsolicited donations—Can not be budgeted
- United Way designations  
2019: \$1,000.00                      2020: \$1,000.00                      2021: \$1,500.00

#### **Church Donations**

Clare County Habitat for Humanity has ongoing relationship with Farwell United Methodist Church. Clare County Habitat for Humanity will expand faith relations by soliciting all area churches each year for unrestricted funds through building of relationship throughout the year. The Board is training in 2013 to make church presentations and the Volunteer Coordinator will recruit churches for work site volunteering to strengthen ties to mission.

2019: \$500.00                      2020: \$500.00                      2021: \$700.00

#### **Organization Donations**

Clare County Habitat for Humanity will approach local community organizations, including youth groups and service clubs about financial and volunteer commitments similar to corporate approach.

2019: \$200.00                      2020: \$300.00                      2021: \$300.00

**Fundraising Events**

Clare County Habitat for Humanity believes events are more for ‘friend raising’ than fundraising when the amount of time and effort needed for their success is factored into costs. Our new annual Raffle/Dinner/Silent Auction event will bring community attention to our mission and new supporters to our cause and these are the main goals of the events.

2019: June	- Raffle/Dinner/Silent Auction	\$ 3,000.00
2020: June	- Raffle/Dinner/Silent Auction	\$ 3,000.00
2021: June	- Raffle/Dinner/Silent Auction	\$ 3,500.00

**Planned Giving**

Clare County Habitat for Humanity plans to continue our tithing.

**Homeowner Mortgages**

In 2014, Clare County had \$44,266.59 mortgage receivables. This number will change with each year’s new builds and final payment of aged mortgages. Clare County Habitat for Humanity is committed to helping current homeowners make timely payments, as well as selecting new homeowners that are ownership-ready and will be successful with on-time payments.

2019: \$ 45,600	2020: \$48,900	2021: \$50,100
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**Other Sources**

Interest Income - \$175.00  
Late Fees - \$200.00  
Miscellaneous \$2,800.00

**Non-Cash Contributions – In-Kind Donations**

Local suppliers/subcontractors (not including HFHI/HFHM programs) who donate time, labor, and supplies to the affiliate and are not associated with a designated home sponsor, account for additional donations and reduction of home construction costs. Clare County Habitat for Humanity will continue to explore new sources for material and labor donations.

2019: \$5,000.00

2020: \$10,000.00

2021: \$10,000.00

**Grants**

Grants from which we currently receive funding require re-application throughout the three-year plan period. New and additional grant funding must be sought as well. Clare County Habitat for Humanity will be diligent in seeking and securing grant funding from these and other sources:

MSHDA-\$12,000.00/home (when available)

United Way of Clare County 1yr application process \$1000.00/yr +

Softwood Lumber-reimburse lumber costs-\$5,000.00/home

Clare Rotary Club

Community Foundation

Utilize Grant Siren

Reapply April  
Apply until Phased out

Reapply March  
Applications quarterly

Apply as available

**V. Donor Recognition**

The recognition of donors is an important part of the cultivation process. All donors are sent a thank you letter signed by the Executive Director and provided with a receipt acknowledging their gift.

**Donor Acknowledgment Letters**

- A letter of thanks is sent to donors. The Executive Director produces these letters. They are signed by the Executive Director.
- Acknowledgment letters will be created/edited annually by the Executive Director to ensure they are fresh and up to date.
- Thank you letters will be mailed no later than one week after the gift is received. Ideally, they should be sent within 48 hours of receipt.

The following outlines the public recognition that will be given (with permission) to donors in certain categories:

*All Donors*

- Thank you on Face Book and website
- Invitation to special events with entrance charges

# **ANNUAL DEVELOPMENT & MARKETING CALENDER**

## **January**

Recognize Year End Donors with a Thank Letter of certificate

Apply for Softwood Lumber Program (if applicable)

Set date for Witbeck's hot dog stand

Start planning Annual Raffle/Dinner/Silent Auction

Ready-ness/Quality assurance

Meet with Spartan Store manager

## **February**

Finalize plans for the Raffle/Dinner Silent Auction

News letter mailed out

Prepare Scholarship sponsored by Board and Employee

Attend different events at Spartan Stores during Medallion sale

## **March**

Approach one or more community organizations

Meet with at least one church leaders

## **April**

Family Application information meeting

Meet with one or more community organizations

## **May**

Application Information meeting

Meet with at least one church leaders and Church groups

News letter mailed out.



## June

Hold our Annual Raffle/Dinner/Volunteer and partner families appreciation/Silent Auction

Meet with one or more church leaders

## July

Meeting with one or more church leaders

## August

Meet with one or more church leaders

## September

Attend United Way Kick off Campaign (United Way Black Out through Nov.15 no solicitations)

News letter out.

## October

World Habitat Day – event, press releases

## November

Family Application Information meeting (if needed)

## December

Holiday dinner for Board and Volunteers

Holiday cards to all our families, volunteers and Donors

## Ongoing

Grant research, monitoring, applications, reports

Sponsorship solicitation, service, recognition

Press Releases on applications, homeowners, donations, volunteers, courses, events, etc.

**2019-2022 CCHFH will utilize the Fair Housing log to track actions taken to affirmatively further fair housing in our GSA.**

