# PEACE for Families Financial Sustainability Plan 2007 First Five Placer Children and Families Commission

#### 1) Financial Goal:

In order for PEACE for Families to maintain financial sustainability, ensuring the delivery of current services for women and their children at our shelter, \$42,436.00 will need to be raised in the event that funding from the First Five Placer Children and Families Commission is no longer available.

Currently, PEACE relies heavily on government grants for funding (current about 70%). In order to achieve a greater financial sustainability, our goal is to achieve a more balanced combination of funding sources:

35% Foundation Grants

35% Government Grants

30% Corporate and Private Contributions

This will ensure a healthier infrastructure for PEACE, allowing us to absorb a potential loss of any one large funding source.

#### 2) Strategies for Sustainability:

- a. Hire a Grant Writer/Fund Development Person
  - i. Fund Development Manager, Jenni Toedtemeier, hired 5/1/05
- b. Implement Donor Tracking Software
  - i. GiftMaker Pro software implemented May, 2005
    - 1. Each donation, from Capital Campaign donors to every thrift store donor, are entered and tracked in the new system. All of these donors are added to our mailing list, and sent appeal cards, newsletters, etc., in the hopes of cultivating relationships, and a potential major gift.

#### c. Grant Writing:

Possible grant funding from a number of diversified sources, including local and regional Foundations, corporate and private donations, as well as local and federal government sources. We also plan to approach the major donors to our Capital Campaign, in the hopes that we can interest them in becoming annual donors. (Please see the attached spreadsheet for updated Grant information.)

The Fund Development Manager continues to work in conjunction with the Executive Director and Data Collections Coordinator to complete at least 2 new or continuing grant requests per month, as well as completing all the required progress reporting.

#### d. Fund Raising:

This Fall, PEACE for Families held our annual Fall Luncheon Fundraiser (formerly our Spring Luncheon). With help from community members and corporations throughout Placer County, we raised \$51,000.00, and secured a major sponsor for 2007's luncheon.

PEACE's yearly Holiday Appeal card this December was mailed to over 2,100 area residents and supporters. To date, PEACE has received \$5,644.00 in response to our mailing. We hope to also complete a newsletter during the first half of 2007.

We are lucky to benefit from many local community events and individuals. PEACE is a certified funded partner of local chapter of the United Way, and also receives support through

their annual payroll deduction campaign. We received donations this quarter from local community fundraisers, such as the Roseville Soroptomists, Sun City Needle Arts Club, Auburn Rotary Club, Pasta Pommodoro, etc.

This Fall, PEACE for Families was fortunate to be included in a series of television commercials and print ads airing throughout Northern California for the United Auburn Indian Community, a past supporter of the agency.

PEACE continues to operate two thrift stores, in Auburn and Roseville, with an annual income of approximately \$130,000.00

## 3) Budget:

### **Salaries and Benefits:**

Subtotal	\$38,028.00
Taxes, Insurance, Benefits	\$4,960.00
Child Care	\$10,400.00
Shelter Crisis Counselor	\$19,500.00
Shelter Svcs. Manager	\$1,512.00
Fiscal Operations	\$1,656.00

## **Operating Costs:**

\$830.00 <b>\$4,408.00</b>
\$850.00
\$522.00
\$1,000.00
\$1,000.00
\$1,036.00

**TOTAL** \$42,436.00 Amount Expended to Date: \$21,218.00

PEACE for Families continues to work to find alternative funding sources to cover our current operating and program costs, in the event of the completion of current funding source contracts, including First Five Placer funding. We will also continue seeking funding to expand current programs and begin new ones, such as our Hispanic Services and Supervised Visitation programs, through our newly expanded Roseville Service Office, located on Folsom Rd.