



## Grassroots Institute for Fundraising Training (GIFT)

### Our mission...

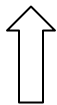
GIFT is a multiracial organization that promotes the connection between fundraising, social justice, and movement-building.

**We believe** that how groups are funded is as important to achieving their goals as how the money is spent, and that building community support is central to long-term social change.

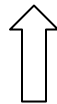
**We provide** analysis, training, and resources to strengthen organizations, with an emphasis on those focused on social justice and based in communities of color.

### Our Goals

To nurture and sustain social justice fundraising leaders of color



To help organizations develop the capacity to do grassroots fundraising and adopt a social justice fundraising framework

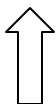


To inspire the social justice movement to view fundraising as collaborative rather than competitive and to develop fundraising goals hand-in-hand with political goals



### Our Objectives

Provide training, peer support, and mentorship for people of color to be fundraisers and consultants



Provide resources, training, consulting, and peer support for social justice organizations



Participate in conferences and other movement gatherings to discuss fundraising



### Our Programs

Internship Program  
Training for Trainers  
Trainers Network

Training & Consulting  
Fundraising Academy for Communities of Color  
Grassroots Fundraising Journal

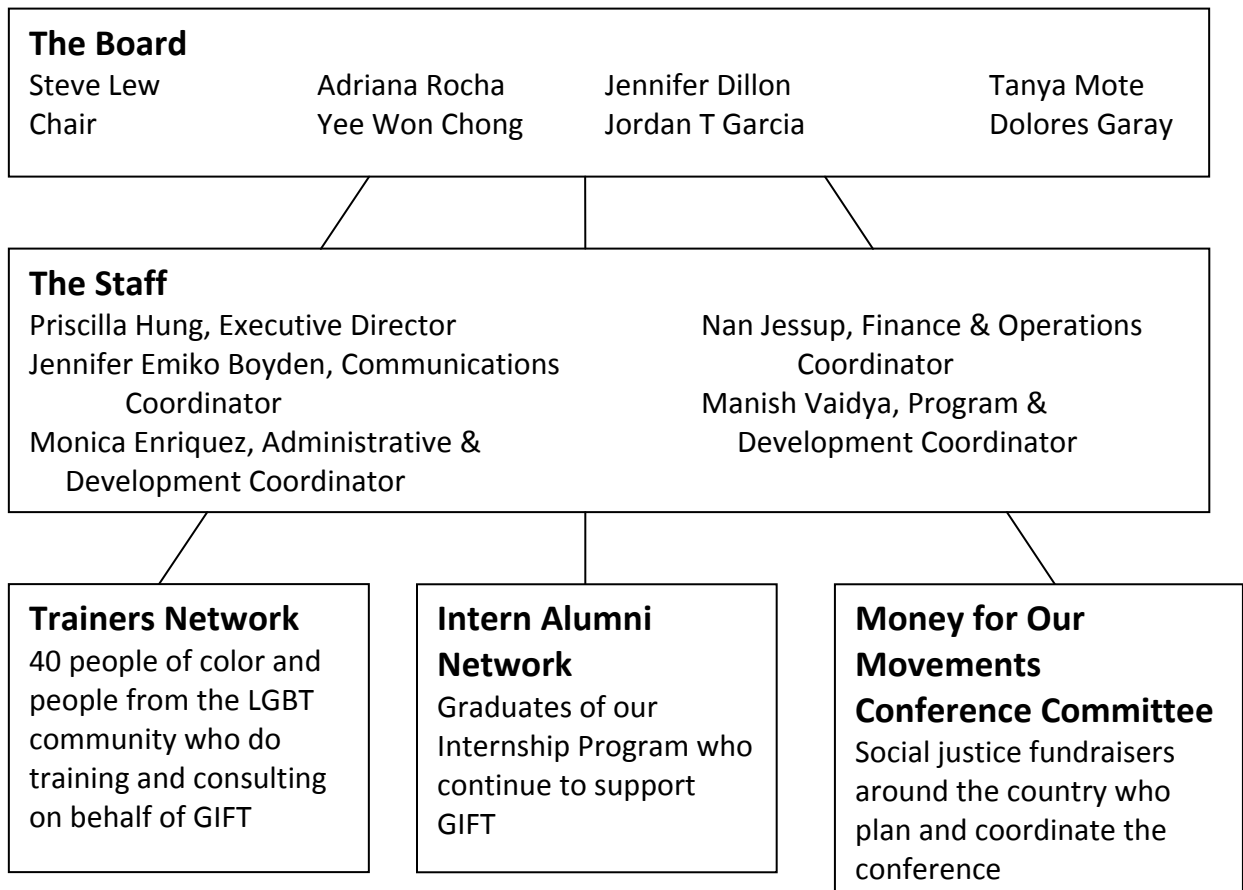
Money for Our Movements: A Social Justice Fundraising Conference  
United States Social Forum

# SAMPLE CASE STATEMENT

## History

GIFT started in 1996 through a collaboration between Center for Third World Organizing and Southern Empowerment Project, two longtime community organizing training centers, because they recognized that strategic thinking and skills-building around fundraising, as connected to organizational goals and programs, were sorely lacking in community-based organizations, and that there was a dearth of people of color in fundraising positions. Organizations come to GIFT because of our focus on communities of color, our unique perspective on grassroots fundraising and sustainability, and the model that we use to address these issues holistically. This has been strengthened through our merger in 2008 with the *Grassroots Fundraising Journal*, the groundbreaking publication started by Kim Klein and Lisa Honig.

## Organizational Structure



## SAMPLE CASE STATEMENT

### Fundraising Plan:

GIFT believes in having a diversified revenue stream to provide more sustainable income.

Our 2010 major income categories are:

- Individual donations: 15%
- Foundation grants: 40%
- Earned income: 45%

### Individual Donor Goal = \$75,000

GIFT Generations Celebration Organizations placing ads in the adbook People placing tribute ads in the adbook People buying tickets to the event People giving to the pitch at the event	100 groups, \$125-1,000 50 people, \$100 150 people, \$50 - \$100 50 people, \$1 - \$500	<b>\$20,000</b>
Generations Campaign Leadership Team People making gifts in honor of the Leadership Team	250 people, \$1 - \$5,000	<b>\$25,000</b>
Monthly Sustainers	25 people, \$60 – \$600	<b>\$5,000</b>
End-of-year Campaign Loyal donors making their gift to the annual fund	250 people, \$20-\$5,000	<b>\$20,000</b>
House Parties Supporters host small events and invite their friends to give	60 people, \$20 - \$500	<b>\$5,000</b>
<b>Total</b>	935 gifts, \$1 to \$5,000	<b>\$75,000</b>

### Foundation Grants Goal = \$200,000

Open Society Institute	General Support	<b>\$100,000</b>
The California Endowment	California Programs	<b>\$60,000</b>
Unitarian Universalist Veatch Program at Shelter Rock	General Support	<b>\$40,000</b>
	<b>Total</b>	<b>\$200,000</b>

### Earned Income Goal = \$225,000

Grassroots Fundraising Journal subscriptions	3,000 subscribers	<b>\$115,000</b>
Training and consulting fees	10 webinars, 25 training contracts	<b>\$105,000</b>
Other sales	Books, CDs, video	<b>\$5,000</b>
	<b>Total</b>	<b>\$225,000</b>

# SAMPLE CASE STATEMENT

## Budget

