



FRONT PAGE

Capacity-Building News to Use for Wiregrass Organizations



HOT TOPIC **FUNDRAISING:** **It's Not How You Start—** **It's How You Finish**

The Wiregrass Foundation invests approximately \$5 million dollars annually in projects for Education, Health, and Quality of Life. Almost all of that is focused in Houston and the contingent counties of Alabama. But as strange as it may seem, that amount is a trifle compared to the needs of area non-profits. Leaders of the 400 registered non-profits right here in Houston County know that acquiring support for operations is a daily challenge; securing funds for new ventures is even harder.

The two fundraising mechanisms used most often are grants and special events. Grants are difficult to find and can be tough to get. And special events, while good for raising awareness, are not always as profitable as they seem. Even events that “make money” often ignore opportunity costs. (What could you have done with all the days you spent on your last event?) But what choice do you have? You need money to operate and to thrive.

Many nonprofit advisors say that the key to successful fundraising is finding the right mix of revenue streams—a combination that is appropriate for your mission, is the best-fit for your staff and volunteer capacity, and that resonates with your donors. These include: grants, events, annual giving, capital campaigns, major gifts, planned giving, and (for the tech-savvy generation)--social media, online giving, and crowdsourcing. And always at the core of each strategy is relationship-building. Learning about all of this takes precious time, but you do not have to become an expert overnight. Here are a few resources that host both free and advanced fee-based services. Pick a place, engage some willing staff or volunteers, and dive in.

For fundraising tips:

National Council of Nonprofits
<http://councilofnonprofits.org>
GuideStar
<http://www.guidestar.org>

For private grantmakers:

The Foundation Center
<http://foundationcenter.org>

For federal opportunities:

Catalog of Federal Domestic Assistance
(Sign up for listservs for competitions of interest)
<http://www.cfda.gov>

GRANTS RECENTLY AWARDED **(June 2014)**

Dothan Leisure Services--Andrew Belle Pool
\$500,000
Slingluff Elementary--Inclusive Playground
\$60,000
D-HC Airport Authority--Ramp Renovation
\$500,000
PARCA--DCS School Assessment 2015
\$25,000
Wallace College--Access to Learning
\$38,349
Living Waters--Facilities Challenge Grant
\$180,510
\$50,879 in Micro-grants, discretionary and matching grants



GRANTEE HIGHLIGHT

Learning Today...Earning Tomorrow! DTC is College AND Career Ready

59 seniors from the Dothan Technology Center (DTC) took the Southern Region Education Board's *High Schools That Work Assessment*. Of these 59 students, 18 were selected to receive the HSTW Award of Educational Achievement. Students completed a college-preparatory course of study in two of three areas (English/language arts, mathematics and or science); completed a concentration in a career-technical area, and met the HSTW readiness goals in all three subject areas. DTC also had several winners in the SKILL's USA contest this year. The 1st place team in Promotional Bulletin Board Contest and the 1st place Action Skills student will compete nationally this summer in Kansas City, MO. DTC's Electra-thon team from engineering and automotive competed in the Pensacola Electra-thon race and placed 5th overall, beating out two junior college teams.

Wiregrass Foundation congratulates these students!

If you would like to learn more about the DTC, visit their website at Dothan Technology Center.