

Urban Leadership Academy

2005 Fundraising Plan

Introduction

The 2005 fundraising plan focuses on building grassroots support that targets immediate and future needs.

Present Situation

The ULA's 2005 budget is \$[REDACTED]. Two grants from the Eli Lilly Foundation will provide \$[REDACTED] of income. The ULA must secure an additional \$[REDACTED] to meet the 2005 budget. The current fundraising program can raise at least \$[REDACTED], half of the budget's need. The remaining \$[REDACTED] could be covered by present reserves, which total \$[REDACTED]. However, building broad grassroots support can help the ULA raise more than \$[REDACTED] of new support in 2005 and much more in 2006 and beyond.

Overall Fundraising Goal

Raise over \$[REDACTED] towards the 2005 budget through new gifts (in addition to already secured support from Lilly of \$[REDACTED]) for a grand total of at least \$[REDACTED] of 2005 fundraising.

Capacity

2005 Budgeted Expenses and Income

2005 projected expenses total \$[REDACTED]. The ULA will raise at least \$[REDACTED] if it meets its fundraising goal, \$[REDACTED] of which is already secured. This would leave a balance of \$[REDACTED] or less to be secured.

2005 Reserves

\$[REDACTED] is currently in ULA reserves (\$[REDACTED] from prior Lilly grants and \$[REDACTED] received in late 2004 as the first installment of a Lilly Sustainability grant). If the ULA meets its fundraising goal, reserves need provide no more than \$[REDACTED] towards the 2005 budget. Reserves would total at least \$[REDACTED] for 2006.

2005 Theme and Strategies

The theme is to introduce gifts that can be cultivated into larger gifts in 2006 and beyond. Support from grassroots beneficiaries, such as individuals and churches, will be critical when grants from Lilly and others expire. By 2007 these gifts will grow to sustain all operations. The plan emphasizes the following strategies:

- Increase Perceived Value
- Add Board Members
- Increase Church and Parent Participation
- Make New Connections

Strategic Action Plan

1. *Increase Perceived Value*
 - Marketing Campaign
 - Increased Event Publicity
 - Tracking and Surveys
 - Strategic Program Improvements
2. *Add Board Members*
 - Director's Lunches
 - Current Board Member Networking
 - Networking with Churches and Parents
 - MAP-Recruited Members
3. *Increase Church/ Parent Participation*
 - Mini-ULA Retreat in February
 - Church Participation Campaign
4. *Make New Connections*
 - Make New Partnerships
 - Improve Follow-Up Contact

Strategic Goals

Achieving the following six goals should develop enough gifts to raise at least \$ [REDACTED] of new fundraising.

1. Double Size of ULA Prospect List
2. Double Size of Participating Group and Parent Gifts
3. Add 3-7 Board Members
4. Meet Individually with 30 Participating Youth Group Leaders
5. Meet Individually with 30 Parent Givers
6. Build Three New Partnerships

Sources of Support

The following lists the sources and minimum targeted goals of 2005 fundraising:

- \$ [REDACTED] from the Lilly Foundation is already secured
- \$ [REDACTED] from community organizations and participating groups
- \$ [REDACTED] from individual donors, including parents and community members
- \$ [REDACTED] from corporations and charitable foundations
- \$ [REDACTED] from board member giving
- \$ [REDACTED] from schools
- \$ [REDACTED] from general donations

Total Support Raised: \$ [REDACTED]

Conclusion

The ULA's 2005 fundraising plan builds relationships with participant groups, parents, and other grassroots supporters who can sustain the organization in years to come. We invite you to collaborate with us.