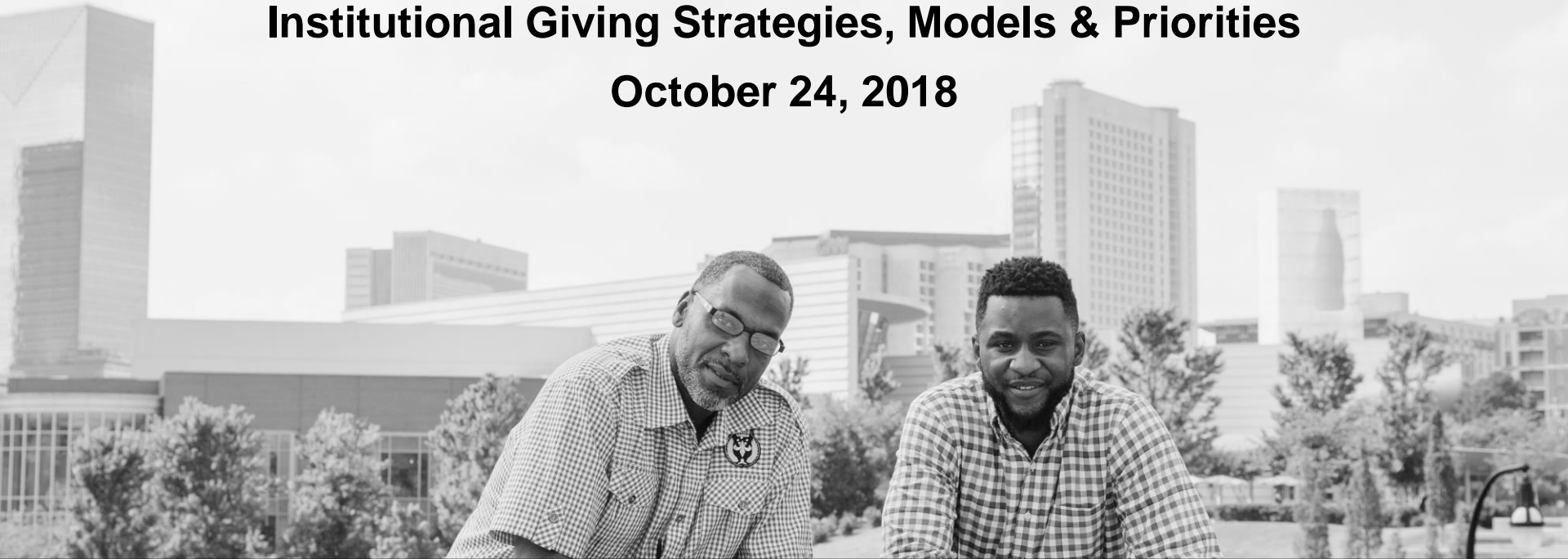


Strategic Fundraising:

Institutional Giving Strategies, Models & Priorities

October 24, 2018



ATLANTA MISSION

Ending Homelessness.



**ATLANTA
COMMUNITY
FOOD BANK**

End hunger. Grow stronger.



Agenda



- Who are the Atlanta Community Food Bank and Atlanta Mission?
- Strategic Plan: Organizational and Development Specific
- Fundraising Models
- Revenue Breakdown
- Fundraising Strategies for Institutional Giving
- Questions

Who Are We



- The Atlanta Community Food Bank
 - Began in 1979 in the basement of St. Luke's Episcopal Church. In the early days, food was distributed to less than 50 nonprofits.
 - Today, the Food Bank is the largest distributor of food in the Southeast and in the top 10 largest food banks nationally
 - Serve over 700 nonprofits across 29 counties
 - Last year, over 70 million pounds of food was distributed to over 850,000 people
- Atlanta Mission
 - Began in 1938 as a soup kitchen aiding homeless men displaced by The Great Depression.
 - Today, as the largest and longest-running provider of homeless services throughout Metropolitan Atlanta and Northeast Georgia, we serve more than 1,000 homeless men, women and children each day through our four campus locations.
 - In 2016, Atlanta Mission provided emergency shelter to the majority of the homeless population, accounting for 47% of the services offered by Faith Based Organizations. In fiscal year 2017, we served over 8,200 people.

Strategic Plan: Atlanta Community Food Bank



Bold Goal:

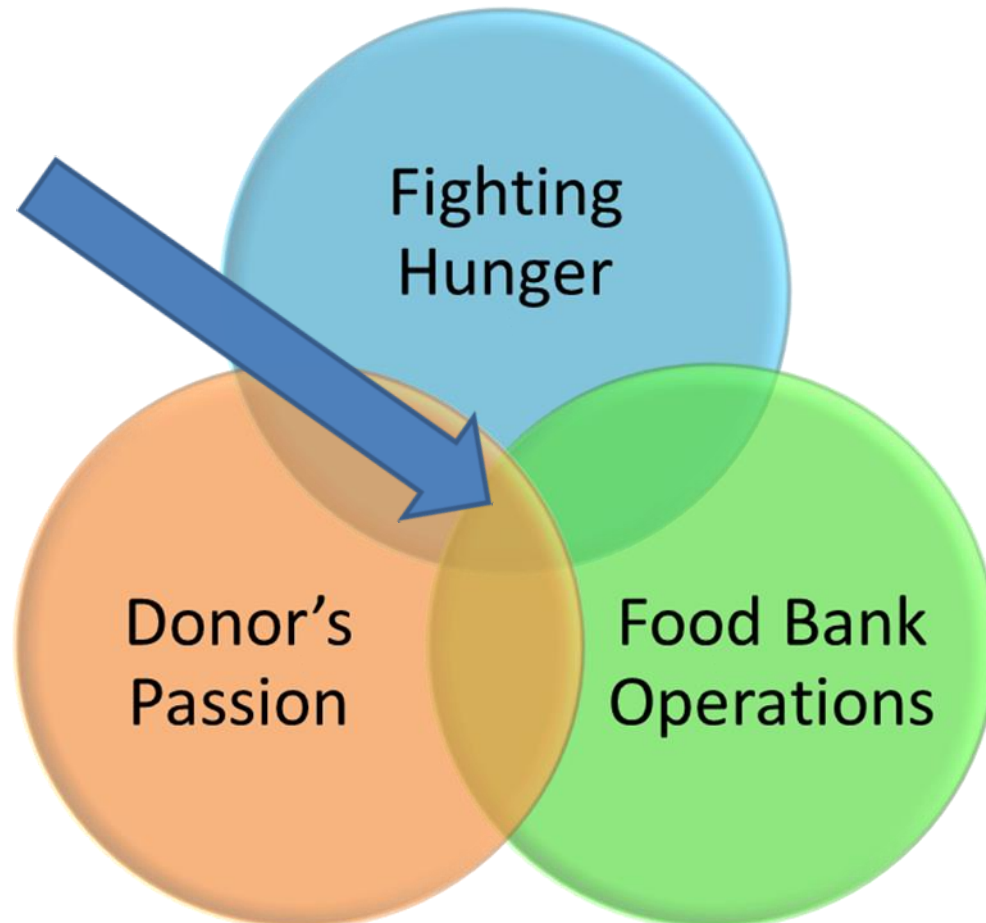
- By 2025, we will provide enough food so that all hungry people in our service area have access to the nutritious meals they need when they need them.
- In achieving this bold goal, we will provide 130 million meals per year, measurably increase stability in the lives of our clients and reduce the economic costs of hunger in our region.

Strategic Priority #1: Dramatically Grow Access to Nutritious Food

Strategic Priority #2: Increase the Impact of Nutrition Programs & Hunger Policies

Strategic Priority #3: Invest in Reducing Need and Stabilizing Lives

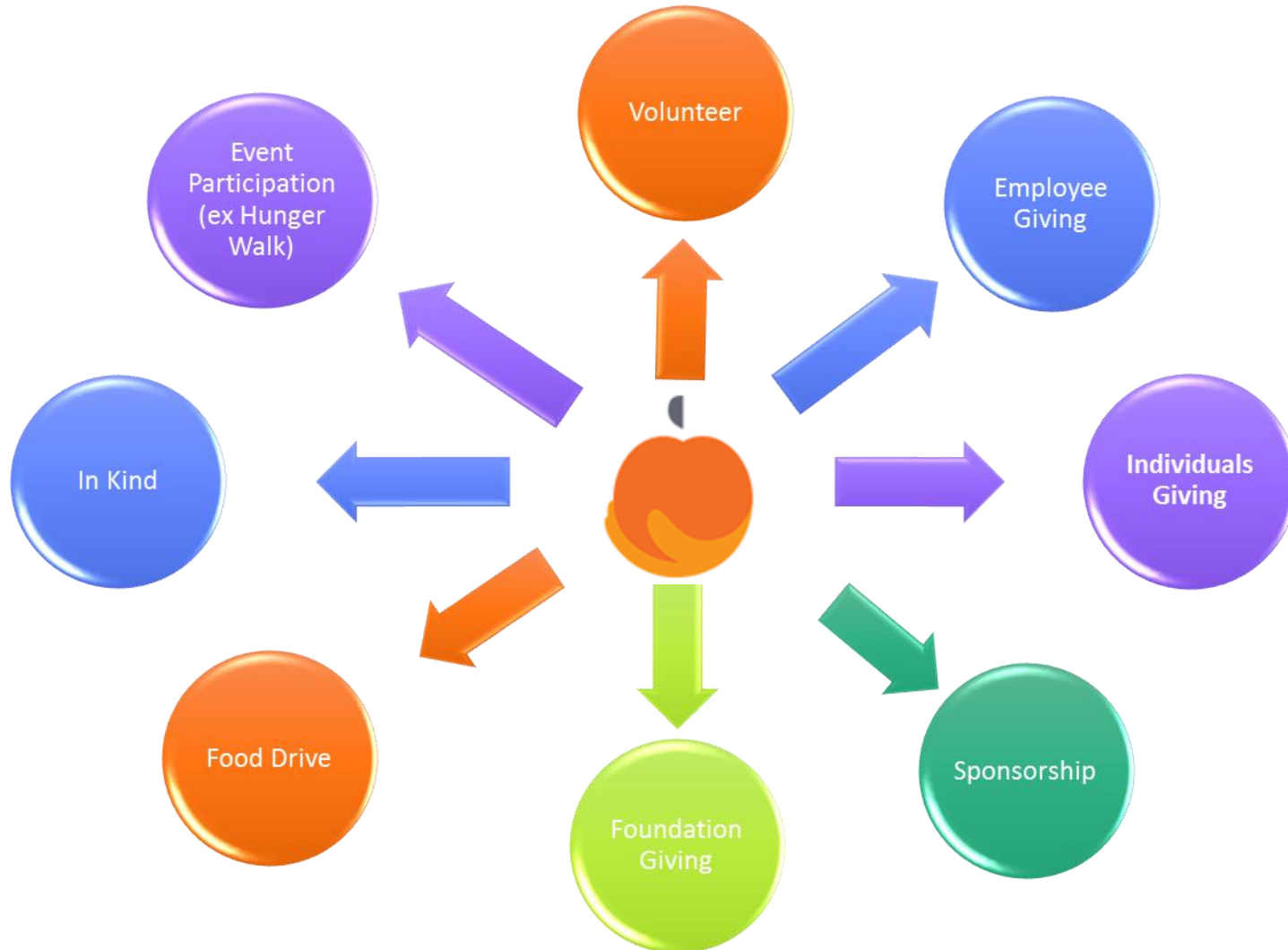
Fundraising Model: Atlanta Community Food Bank



Fundraising Model: Atlanta Community Food Bank



Holistic Partnership Model





Sample Partnership Proposal for XXX Company

The Atlanta Community Food Bank believes that a partnership is so much more than a check and a handshake. To truly fight hunger in our communities, partners play a critical role. A productive and fruitful relationship is where both you and the Food Bank gain through the experience.

Below is a sample of what a partnership could look like over an entire year. Our desire is build a personal relationship with each partner that will increase their visibility in the community, expand employee engagement, foster knowledge around food and health issues, and ultimately fight hunger in our communities.

Funding Commitment: \$45,000

September 2016: \$5,000 to support a mobile school pantry in Douglas County

November 2016: \$15,000 to be a Epicurean sponsor at the Legends of Atlanta Roast

February 2017: \$10,000 to support mobile pantries in Douglas

April 2017: \$15,000 to be Title Sponsor the Full Course Golf Classic

Employee Engagement: Quarterly volunteer opportunities

Volunteer opportunities are available throughout the city and include activities such as food sorting and packing, school supply sorting and stocking, work in community gardens, grocery floor stocking, and special events. As part of your support, we can provide you with complimentary tickets (quantity TBD) to our many events (Simple Abundance Cooking Classes, Tangerine Tango, etc.).

Education:

Food Bank: Through workshops, online curricula and other creative tools designed for a variety of age groups, Hunger 101 strives to increase awareness about hunger and poverty on the local, state and national levels. Hunger 101 plays an integral role in furthering ACFB's mission to fight hunger by engaging, educating and empowering our community.

The Atlanta Community Food Bank is honored and excited about the future of this partnership and the opportunity to better enrich the neighbors in our community by fighting hunger and increasing health and nutrition education.

Partnership Proposal



Strategic Plan : Atlanta Mission

- Three years ago, we started a began a new service model, The Transformation Model.
 - The new model encompasses the thought that every individual has very unique situations that require individualized unique services.
 - In order to better serve them, we strive to develop a trusting relationship with each individual that comes through our doors.
 - We provide personalized service plans that help them to work on five key areas including: physical, spiritual, social, emotional, and vocational.
 - Our service model is Client Centered, Client Driven, and Client Outcome Focused.



Fundraising Model: Atlanta Mission

- Our Development Model is Donor Centered, Donor Driven, and Donor Outcome Focused
 - Focus on loving and serving our donors
 - Providing personalized opportunities and experiences for all that engage with us
 - Seizing opportunities in our donor base around all segments and leveraging excellence
 - Staffed-up our major gift and mid level gifts positions and significantly improved communications and offers to our donors
 - Leveraged public relations through all media channels to inspire and excite people to be engaged.



Fundraising Model: Atlanta Mission

“This is the first time I have had God in my life.”



Duwan struggled to break what he calls “a vicious cycle.” Years of alcohol abuse, toxic relationships and the inability to keep a job made it seem like the cycle simply couldn’t be broken. But when he finally surrendered to the nagging in his heart that he needed a change, his Counselor, Yves, was there and ready to walk with him through every step of his path to a life transformed.

Yves taught him how to build healthy relationships and to process his feelings. Through many tears, lots of laughter, and intentional counseling, Duwan began to break the cycle that perpetuated his homelessness—even to the point of accepting Christ. “This is the first time I have had God in my life,” Duwan said.

81% OF OUR CLIENTS ARRIVE having gone through an unresolved traumatic experience that still impacts their lives today.

Duwan was a part of that 81 percent and as a result, he had no real relationships in his life. But through the care and support of his Counselor Yves, Duwan began to build relationships and work through his past experiences. Over time **he could see hope for a future.** That’s what our Care Teams do, they build trust with our clients, which helps them see that they can make a choice to end their homelessness.

Sample Offer/Proposal

Today, you can help us ensure that those who walk through the doors of Atlanta Mission for a warm meal and pillow to lay their head on are given the opportunity for more. We can show them that they can overcome their barriers, experience the love of Christ, and live a life transformed. It all begins with a choice.

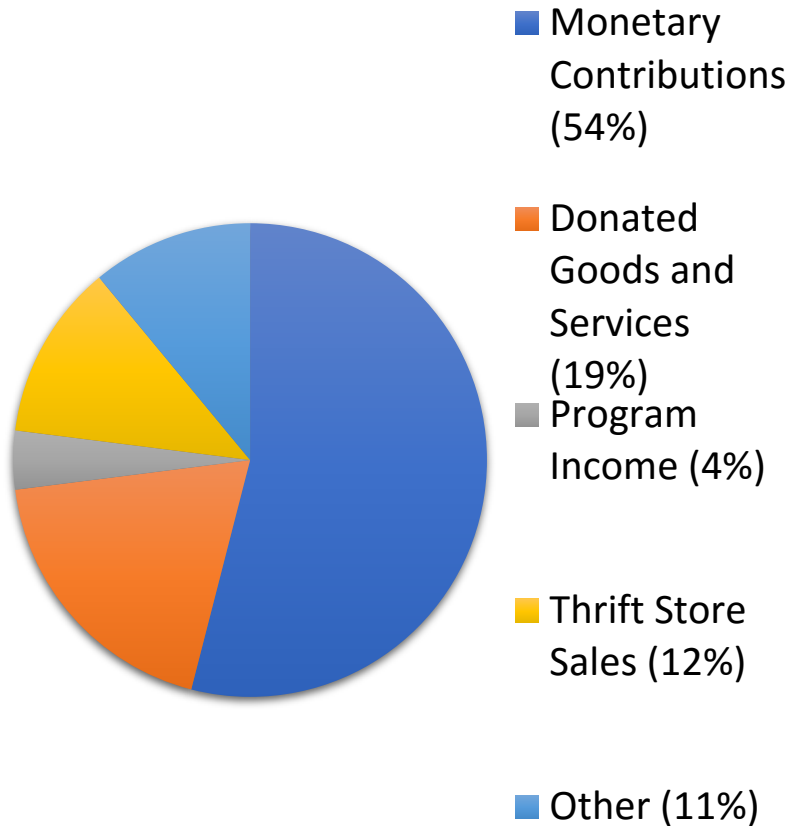
Will you make a generous gift to Atlanta Mission’s Choose Help Services today?

- ▶ **\$255** covers one day of Choose Help Services for **10 clients**—providing them the opportunity to choose a transformed life.
- ▶ **\$535** covers one week of Choose Help Services for more than **3 clients**.
- ▶ **\$1,000** empowers our Care Teams for half a day.
- ▶ **\$2,000** empowers our Care Teams for one day.

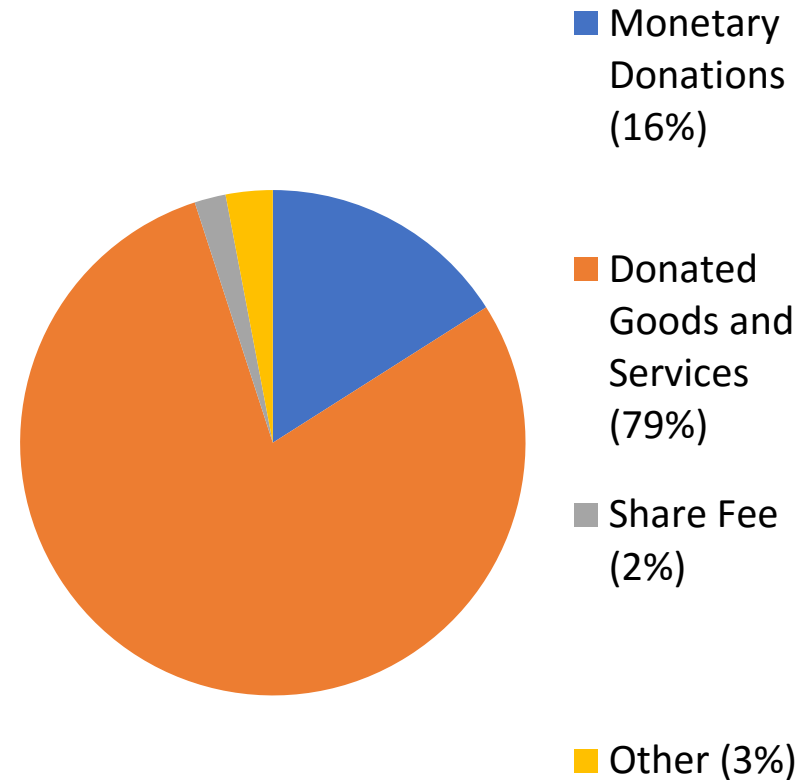


Operating Revenue Breakdown: Atlanta Mission

**Atlanta Mission
FY16**



**Atlanta Community Food Bank
FY16**



Fundraising Revenue Breakdown: Comparison

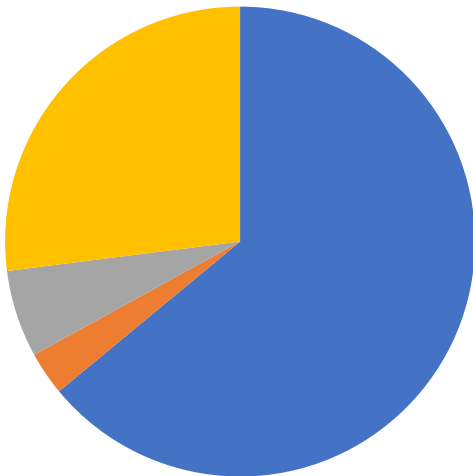


Atlanta Mission

FY16

\$9,703,182

- Individuals (64%)
- Churches (3%)
- Corporations (6%)
- Foundations (27%)

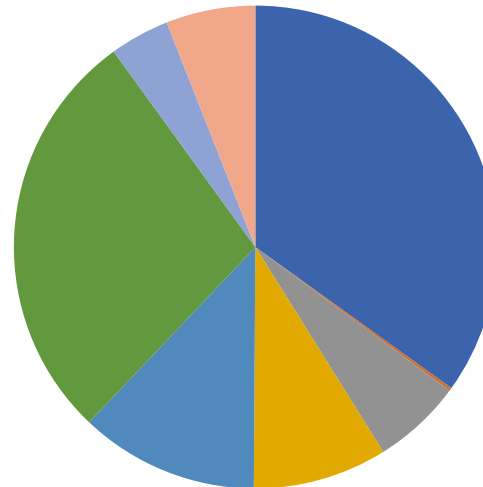


Atlanta Community Food Bank

FY17

\$15,749,426

- Individuals (35%)
- Religious (.2%)
- Corporations (6%)
- Foundations (9%)
- Civic (12%)
- Special Events (28%)
- Government (4%)
- Food Drives (6%)



Fundraising Strategies for Institutional Giving FY18: Atlanta Community Food Bank



Corporate Strategies:

- Build new Corporate business by 11.5%
- Increase matching gifts by 8%
- Strengthen and grow Industry Competitions

Foundation Strategies:

- Build cultivation and stewardship strategy

Special Event Strategies:

- Restructure Events Model to create better efficiencies and collaboration

Fundraising Strategies for Institutional Giving FY18: Atlanta Mission



- Corporate Initiatives
 - Impact Atlanta
 - Corporate Matching and Payroll Deduction Opportunities
- Foundation Development Initiatives
 - Engaging more foundations in volunteer opportunities.
 - Engagement beyond the grant application and site visit.
 - Individualized Discovery Tours for our Foundations.

Thank You!

