



So, You Want to Start a Youth Program?

Session III – Money Workbook

So, You Want To Start a Youth Program

Session III – Money Financial Assessment

	No/Never	Very Rarely	Sometimes	Most of the time	Yes/Always
Does your organization currently have a financial tracking/accounting system in place (i.e. QuickBooks)					
Does your organization currently operate on a specific funding cycle?					
Is your organization currently registered as a 501c3 with the IRS?					
Does your organization file annual 990 forms timely with the IRS?					
Does your organization currently have a gift acknowledgement process in place?					
Are all members of your Board of Directors currently contributing financially to your organization?					
Are all members of your Board of Directors willing to ask others in their sphere of influence for support?					
Does your organization have an annual budget?					
Does your organization have automated giving options available for donors?					
Does your organization currently solicit grant support?					

Which areas do you see opportunities for improvement?

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Fixed v.s. Variable Costs

Fixed Expenses

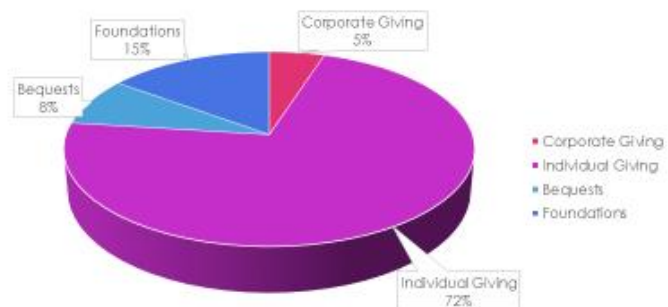
- ▶ Telephone
- ▶ Website hosting
- ▶ Rent/post office box
- ▶ Bank fees
- ▶ Annual filing fees

Variable Expenses

- ▶ Background checks
- ▶ Office supplies
- ▶ Marketing material
- ▶ T-shirts
- ▶ Snacks
- ▶ Fieldtrip transportation
- ▶ Program supplies

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2014 National Charitable Giving

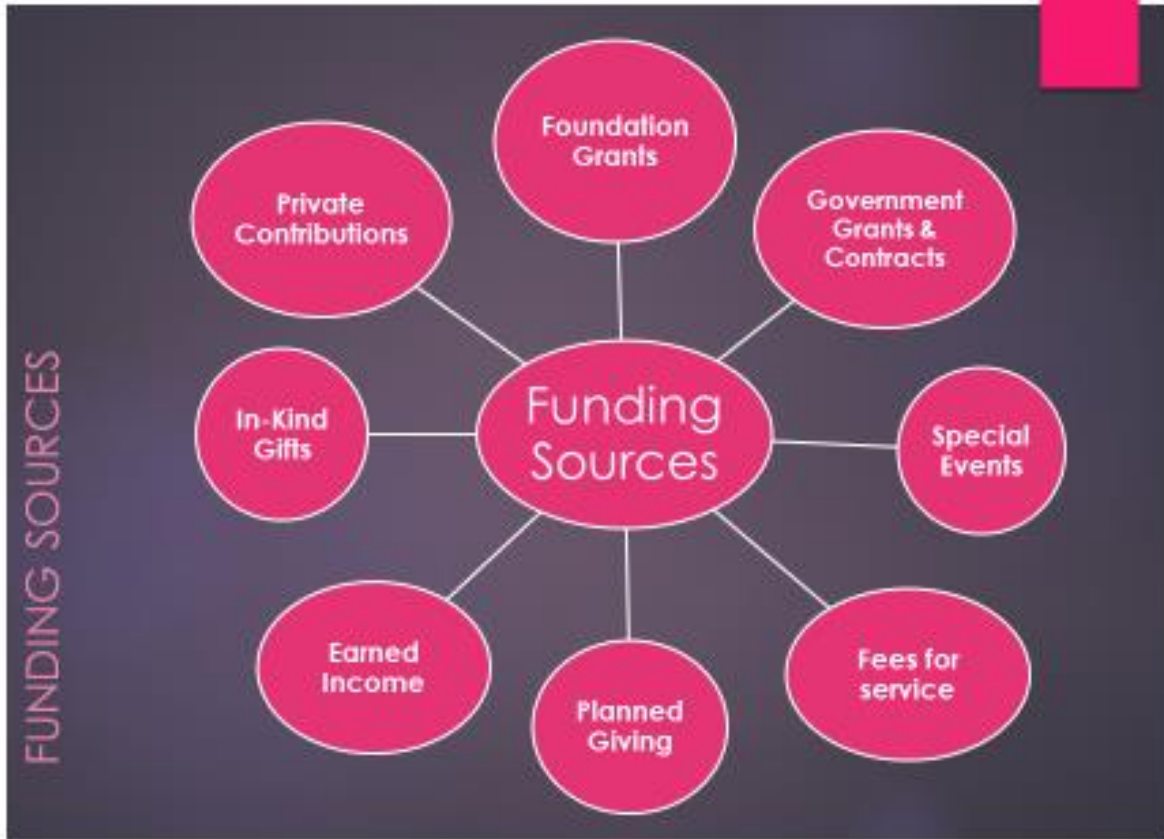


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Funding Sources



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Based on the various funding sources available, which do you think would be most beneficial for your organization based on your needs and resources.

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What Funders Want to Know

- Why is your program/project needed?
- What do you hope to achieve?
- Can your organization properly manage the resources provided?
- How does the community support the program?
- What is your organization's current success record?
- Will the program be around in the future? (sustainability)?
- Is my contribution tax deductible?

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Based on the questions listed above, do you feel funders would be likely to contribute to your program? If not, what things can you do make your organization more desirable for funders.

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Session III – Money Why People Give

Why People Give

Individuals

- Personal relationship or connection to the organization
- Passion for the mission or vision of the organization.
- Memorable experience
- Obligation
- The results the organization produces

Business Owners

- Personal relationship or connection to the organization.
- Community perception
- Community investment
- Increase moral
- Tax incentive
- Marketing & PR oppy.

Faith Community

- Eternal investment
- Personal relationship or connection to the organization
- Shared values/vision
- Community connection
- Ministry growth & expansion

Why People Give

Government

- Political priorities
- Need within the community
- Further reach of resources

Foundations

- Personal relationship or connection to the organization.
- Shared mission or values
- Community investment

Corporations

- Personal relationship or connection to the organization
- Shared values/vision
- Community connection
- Tax incentives
- Recognition as a community partner.
- Marketing & PR opportunities.

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Session III – Money Funding Considerations

Government Grant Considerations

- ▶ Available at the local, state and federal levels.
- ▶ Typically based on a fiscal year.
- ▶ Usually a lengthy, formal and very competitive process.
- ▶ Typically restricted funds.
- ▶ Often renewable.
- ▶ Requires reporting and management.
- ▶ Typically tied to outcomes/deliverables.
- ▶ May require a cash or in-kind match.



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Foundation Giving Considerations

- ▶ Solicit support from foundations that share your focus and mission.
- ▶ Be aware of the process (i.e. phases, funding calendars, etc.).
- ▶ Typically require grant management & reporting.
- ▶ Funds are often restricted.
- ▶ Requires time and attention to detail.



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Session III – Money Funding Considerations cont...

Faith Community Considerations

- ▶ Does your organizational mission align with a particular faith community?
 - ▶ Is your organization specific to a particular denomination?
- ▶ Do you have established relationships with key religious organizations, leaders or churches that share your mission?
- ▶ Are your programs and/or services a great complement to faith organizations/churches?
- ▶ Do you have volunteer opportunities available for members the faith community?
- ▶ Does the faith community have other things they can offer your organization other than financial support (i.e. space, volunteers, a platform, etc.)?



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Corporate Giving Considerations

- ▶ Identify corporations and businesses that share your values or have a vested interest in your programs.
- ▶ Identify corporation in your community or that serve your target audience.
- ▶ Seek/create unique opportunities for corporate employees to get involved through volunteerism.
- ▶ Design professional targeted marketing and online information for corporations.



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Session III – Money Funding Considerations cont...

Earned Income Considerations

- ▶ Can be produced year round and potentially long-term.
- ▶ Typically unrestricted funds.
- ▶ Requires staff or volunteers.
- ▶ Tax implications (earned income taxes)
- ▶ May create job opportunities or training for clients.



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Special Events Considerations

- ▶ Do you have specific volunteers, board members or staff willing to lead the planning and execution of a special event?
- ▶ Identify events that would be meaningful for your target group or supporters.
- ▶ Do you have access to unique resources, venues or resources that can help you plan a distinctive event?
- ▶ Does your organization have systems in place to track funds, resources, in-kind gifts, communications, etc.
- ▶ Does your organization have the marketing capacity to effectively promote an high-quality event?



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Session III – Money Funding Resources

Finance & Fundraising Sources:

Name	Website
Financial Management Resources	http://managementhelp.org/nonprofitfinances/index.htm
Non Profit Fundraising Resources	http://managementhelp.org/nonprofitfundraising/index.htm
The Chronicle of Philanthropy	https://philanthropy.com/
The Foundation Center	www.Foundationcenter.org

Government Agencies:

Name	Website
Administration for Children & Families	www.acf.hhs.gov/grants/open/foa
Government Grants	www.grants.gov
SAMHSA – Substance Abuse & Mental Health Services	www.samhsa.gov