

APPENDIX A



FUND DEVELOPMENT PLAN

2021- 2024

**Some items and events may be affected by
the Covid19 limitations.**

Approved By Board of Directors on: June 8, 2021

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I. Purpose and Structure of Plan

The purpose of this resource development plan is to identify resources and develop a processing for securing those resources to support Clare County Habitat for Humanity's fundraising goals and objectives for 2021 – 2024.

All of the resources identified are accessed as a result of cultivating relationships that result in continued good will and financial support from individuals, churches, groups, foundations, corporations and government entities. Clare County Habitat for Humanity will nurture these relationships through effective planning as follows:

- Schedule projects and identify needs
- Establish a plan for fundraising
- Develop & strengthen the board and staff
- Establish and grow supporter relationships
- Develop Public Relations plan

The plan identifies financial needs for a 36 -month period and will be updated annually to maintain this planning window.

Due to Covid19 Virus, changings have been made to our overall appearance in the community at events as well as cancellation of 2019 annual Pig Roast and Raffle. Not sure if any impact will affect this Fund Development Plan.

II. Board and Staff

The Treasurer, select volunteers and Secretary oversee coordination of fund-raising activities, including fund-raising campaigns, grant proposal writing, special fund-raising events and cultivation of major donors. The Committee relies heavily on the Board of Directors to assist in donor cultivation and particularly major tasks. The Board acts as ambassadors to the community and is expected to share our mission and beliefs and encourage support of Clare County Habitat for Humanity through one-on-one and group visits and presentations. The Executive Director assists with grants, appeals as well as helping to promote our work through local media, a quarterly newsletter, online media and special events publicity.

III. Overview of 2021 Due to Covid19 some events had to be cancelled and the below is subject to change, we are hoping to be able to resume our yearly Pig Roast in 2022.

Supporters

Hal & Peggy Losey (Pig roast)	\$1,000.00
Harrison Do it Center (Pig Roast)	500.00
Members First Credit Union (Pig Roast)	500.00
Witbeck's (Pig Roast)	250.00
Family Fair Harrison (Pig Roast)	100.00
Harrison Lioness	100.00
United Way	1,000.00
TCF Bank	2,000.00

Grants (when available)

MSHDA- \$12,000/home	\$12,000.00
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Habitat Programs

Spartan Nash	\$900.00
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IV. Projected Sources of Support 2021-2024

Unrestricted Income

Individual Donations

The Board of Directors and staff will continue to seek donors, who will become yearly supporters of our Mission.

Sources of individual donations include:

- Web page is set up for donations
2021: \$250.00 2022: \$300.00 2023: \$400.00
Unsolicited donations – can't be budgeted
- United Way designations
2021: \$1,000.00 2022: \$1,000.00 2023: \$1,000.00

Church Donations

Clare County Habitat for Humanity has ongoing relationship with Farwell United Methodist Church. Clare County Habitat for Humanity will expand faith relations by soliciting all area churches each year for unrestricted funds through building of relationship throughout the year. Executive Director & Volunteer Coordinator will recruit churches for work site volunteering and supporting our annual Pig Roast and Raffle Fundraiser to strengthen ties to mission.

2021: 2 Churches baskets for raffle & 1 Church purchase 10 raffle tickets
(cancelled 2021)
2022: 3 Churches baskets for raffle & 1 Church purchase 10 raffle tickets
2023: 3 Churches baskets for raffle & 1 Church purchase 10 raffle tickets

Organization Donations

Clare County Habitat for Humanity will approach local community organizations, including youth groups and service clubs about financial and volunteer commitments similar to corporate approach.

2021: \$200.00 2022: \$250.00 2023: \$300.00

Fundraising Events

Clare County Habitat for Humanity believes events are more for 'friend raising' than fundraising when the amount of time and effort needed for their success is factored into costs. Our annual Raffle/Dinner/Silent Auction event will bring community attention to our mission and new supporters to our cause and these are the main goals of the events.

2021:	June	- Raffle/Dinner/Silent Auction Cancelled due to Covid19	\$0.00
2022:	June	- Raffle/Dinner/Silent Auction	\$ 3,000.00
2023:	June	- Raffle/Dinner/Silent Auction	\$ 3,200.00

Planned Giving

Clare County Habitat for Humanity plans to continue our tithing.

Homeowner Mortgages

These numbers will change with each year's new builds and final payment of aged mortgages. Clare County Habitat for Humanity is committed to helping current homeowners make timely payments, as well as selecting new homeowners that are ownership-ready and will be successful with on-time payments.

2021: \$ 32,435	2020: \$34,000	2023: \$35,500
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Other Sources

Interest Income - \$175.00
Late Fees - \$100.00
Miscellaneous \$2,000.00

Non-Cash Contributions – In-Kind Donations

Local suppliers/subcontractors (not including HFHI/HFHM programs) who donate time, labor, and supplies to the affiliate and are not associated with a designated home sponsor, account for additional donations and reduction of home construction costs. Clare County Habitat for Humanity will continue to explore new sources for material and labor donations.

2021: \$5,000.00

2022: \$10,000.00

2023: \$10,000.00

Grants

Grants from which we currently receive funding require re-application throughout the three-year plan period. New and additional grant funding must be sought as well. Clare County Habitat for Humanity will be diligent in seeking and securing grant funding from these and other sources:

MSHDA-\$12,000.00/home (when available)

United Way of Clare County 1yr application process \$1000.00/yr +

Softwood Lumber-reimburse lumber costs-\$5,000.00/home

Clare Rotary Club

Community Foundation

Utilize Grant Siren

Reapply April

Apply until Phased out

Reapply March

Applications quarterly

Apply as available

V. Donor Recognition

The recognition of donors is an important part of the cultivation process. All donors are sent a thank you letter signed by the Executive Director and provided with a receipt acknowledging their gift.

Donor Acknowledgment Letters

- A letter of thanks is sent to donors. The Executive Director produces these letters. They are signed by the Executive Director.
- Acknowledgment letters will be created/edited annually by the Executive Director to ensure they are fresh and up to date.
- Thank you letters will be mailed no later than one week after the gift is received. Ideally, they should be sent within 48 hours of receipt.

The following outlines the public recognition that will be given (with permission) to donors in certain categories:

All Donors

- Invitation to special events
- News Paper articles Thank you

ANNUAL DEVELOPMENT & MARKETING CALENDER

January

Recognize Year End Donors with a Thank Letter of certificate

Apply for Softwood Lumber Program (if applicable)

Set date for Witbeck's hot dog stand

Start planning Annual Raffle/Dinner/Silent Auction

Application for yearly Scholarship sent to schools

Meet with Spartan Store manager

February

Finalize plans for the Raffle/Dinner Silent Auction

News letter mailed out

Attend different events at Spartan Stores during Medallion sale

March

Approach one or more community organizations

Meet with at least one church leaders or Local Service Group

Review at Board Meeting applications for Scholarship and choose student for 1 annual scholarship

April

Family Application information meeting (when needed)

Meet with one or more community organizations

May

Meet with at least one church leaders and Church groups or Local Service Group

News letter mailed out.

Invitation to Partner Families to be our guest for Dinner at the Annual Pig Roast and Raffle

June

Hold our Annual Raffle/Dinner/Volunteer and partner families appreciation/Silent Auction

July

Meeting with one or more church leaders or local service group

August

Meet with one or more church leaders or Local Service Group

September

Attend United Way Kick off Campaign (United Way Black Out through Nov.15 no solicitations)

Quality assurance prepared for submission and Board Approval

October

World Habitat Day – event, press releases

Newsletter out.

Quality assurance submitted to Habitat International

November

Family Application Information meeting (if needed)

December

Holiday dinner for Board Members

Holiday cards to all our families, volunteers and Donors

Ongoing

Grant research, monitoring, applications, reports

Sponsorship solicitation, service, recognition

Press Releases on applications, homeowners, donations, volunteers, courses, events, etc.

2021-2024 CCHFH will utilize the Fair Housing log to track actions taken to affirmatively further fair housing in our GSA.

