



# 2017 ONPHA Conference and Trade Show

Shaping  
OUR  
Future

402

Stretching your  
philanthropic muscles

PRESENTED BY:

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# Learning goals

Develop relationships to ensure that prospects turn into donors, and donors into long-term supporters

Move from "bake sales" to multi-million dollar revenue for programming or capital projects

Develop a sustainable philanthropic culture to support our initiatives



# Some questions....

What is fundraising?

Why do we fundraise?

How do we fundraise?



# Theory: Types of fundraising

- Fundraising events
- Third party events
- Mail/online solicitation
- Estate gifts



# PHILANTHROPY

Why do people give?

Why do people get involved with charities?

What do donors need?

<https://www.youtube.com/watch?v=bfAzi6D5FpM>

# Building the foundation : some key steps

- *Agreement on a fundraising philosophy*
- *Development of a plan*
- *Commitment from all levels of organization*
- *Having a case for support*



# Case for Support\*

- Vision for the future
- Gap between now and then
- “cost” of that gap
- Facts
- Context
- How donors can help
- Impact of giving and relevance
- Stories that are memorable



# Our experience



*Where Hope Finds a Home.  
Là où l'avenir trouve un chez-soi.*





*“The way to convince people to believe in something is not to present a rational argument, but to get them to care about it.”*

Chris Hadfield

# Our goal: 42 units of supportive housing



# SD Coaching approach

- Fundraising philosophy based on:
  - Strategic vision for Ottawa Salus
  - Building community
  - Giving as positive, emotional opportunity
  - Focus on why and how people give with joy
  - Focus on making compelling case, impact that matters and respectful approaches
  - Tailored approach; not cookie-cutter
  - Focus on structure and discipline for sustainable support



# Board training



- Sharing enthusiasm and passion
- If they have a story...tell it!
- Know the case for support
- Know how to handle objections and how to respond to “how can I help?”
- Give annually & reach out to potential supporters to invite participation



# Staff role

- FT Fundraiser
  - #1 job on Charity Village
  - 40% Fundraisers do not last first year
- Management and staff
  - Contributing stories, successes, social media, photos etc.
  - Being present and authentic
- Executive Director
  - Learning the 'business of fundraising'
  - Making time for engaging and applying the philosophy
  - Providing donor opportunities



# Momentum

Quiet phase : Major gifts and naming rights

Public phase : Set a goal and announce we are half-way there  
Media/events  
Tours and presentations

Stewardship : Communication  
Newspaper advertisements  
Follow up



# Results







# Recognition

Everyone's talking about mental health. **Salus** is doing something about it.

And you can too!

For more than 38 years Salus, a local charity, has been providing permanent homes and support for people living with mental illness in Ottawa. We promote recovery and healing through independence and dignity.



The Taggart-Parkes Foundation  
is making a difference!

TAGGART  
-PARKES-  
FOUNDATION

Ottawa Salus would like to thank the Foundation for their contribution towards completing construction of our new building and providing 42 individuals with a permanent home.

For more information and  
to donate please visit:  
[salusottawa.org/projects](http://salusottawa.org/projects)



Charitable Registration Number: 12985 6340 RR000 1  
Ottawa Salus gratefully acknowledges the support of the  
Ottawa Citizen in the publication of this ad.



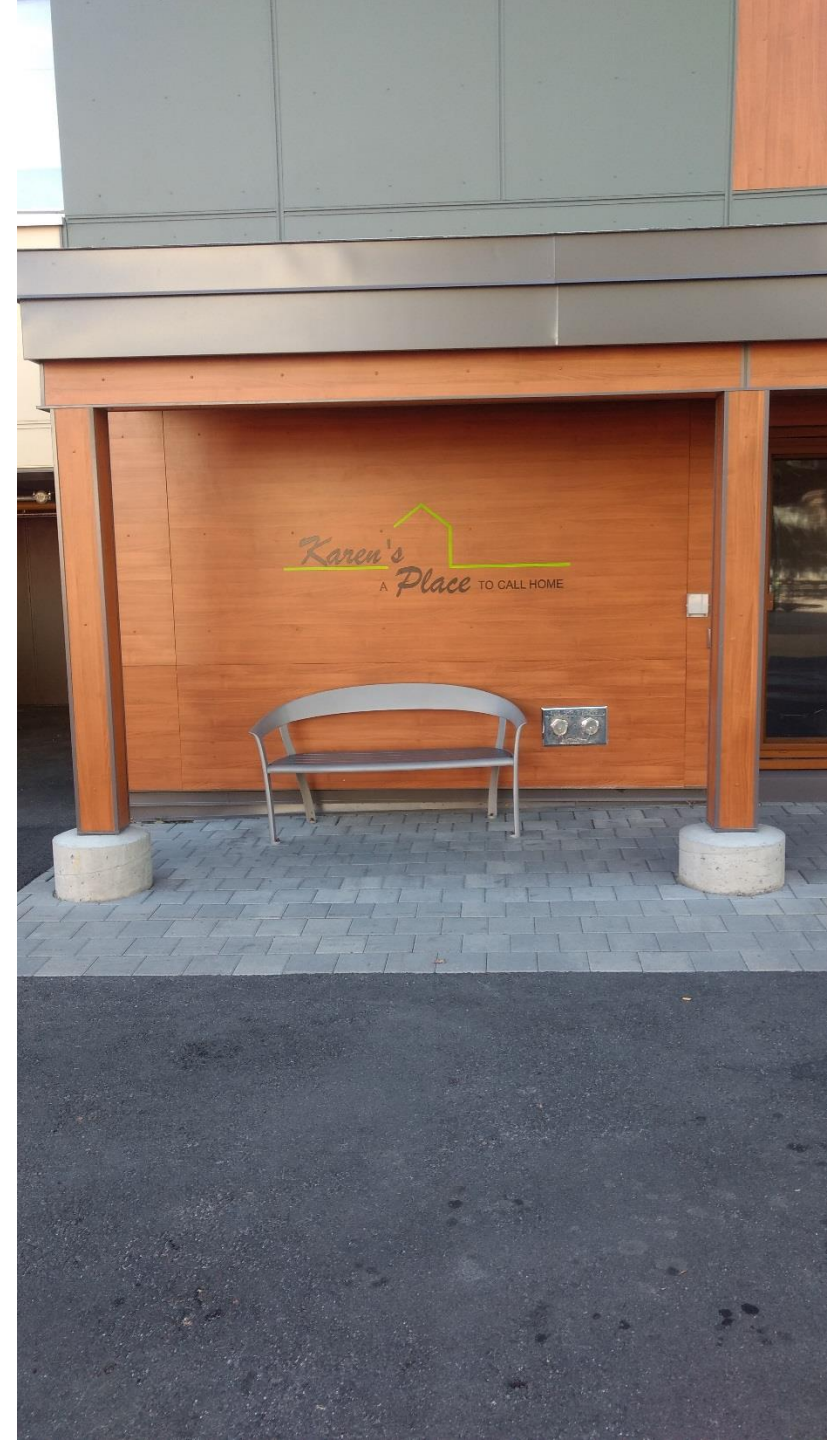
**SALUS**

Where Hope Finds a Home.  
Là où l'avenir trouve un chez-soi.



# Relationships









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**HOMESTEAD**

The Next Challenge:  
Transitioning to annual giving

A work in progress!