

FUNDING ADMIN COSTS/SPONSORSHIP
TUESDAY

PENSACOLA, BELLE BEAR
INDIAN RIVER, JUDY PESCHIO
IMPACT THE PALM BEACHES - DEBORAH JOHNSON
PALM BEACH COUNTY - CINDY KREBSBACH

These are bullet points and people were talking very quickly and asking questions without giving names and where they were from. Panel was not talking individually but more in conjunction with one another. very hard to scribe!

Pensacola is only Impact in this group with a 501c-3 - no paid staff
All Others part of a community foundation

Indian River pays approx. \$15-16,000/yr for their database management with the community foundation. They ask for an additional amount in excess of \$1000 for admin. funds. Not mandatory. One can use a credit card to pay but they charge \$40.00 for processing.

Indian River has had one sponsor since the beginning..a local bank. They want exclusivity as far as banks. We have 3 events a year and at our breakfast, we have about 6 sponsors. They have right to speak to membership at those events such as breakfast, Impact Day and the Annual Meeting. We raise about \$19,000 in sponsorship.

Philadelphia charges \$1150. as membership dues with \$150. for admin costs. Palm Beach County charges \$1050 for membership. Deb from Impact of the Palm Beaches - They do not want to nickel and dine members and it is an all in amount of \$1100.

Cindy said they have about \$80,000 in bank as they have "sponsors" who help defray costs... men who give and others who donate but are not necessarily members. They could give as much as \$5-10,000. They are featured on any power point.

Belle said, "we beg." "We have friends who help and give in kind gifts and have a nest egg as a result." They charge nothing for any events and rely on members and others to help when they have an event...bringing food, wine.

Indian River has option to donate admin. funds..soft push to give extra. As a result, our funds have increased to \$12,000 additional last year.

Debbie stressed that one should leverage value in community of that particular foundation you are using and talk them "up." They charge \$25.00 for using a credit card in Palm Beaches. They call their non for profits "For Purpose"..Anyone who sponsors events, etc. are partners for the year and are recognized in print material. \$18,000 raised in sponsorship.

New Jersey uses an intern in the summer to do database management work and pays on an hourly basis. Northwest Fla. has no paid staff. Palm Beach County just hired an independent contractor to do database.

Almost all impacts pay for printing. Most do not charge for events and rely on sponsorship such as:

Financial Institutions
wealth management
Insurance
lawyers
family foundations

They are the “sweet spot” of sponsorship

Some want exclusivity and some compete with one another to give more

Australia does that with 4 large banks and they all sponsor. “We are their flagship organization.”

All Impacts represented look for institutions that focus on women’s giving to sponsor such as women’s department store...Neiman Marcus.

QUESTIONS:

Do you publish list of members? No

Do you have events at non profits that did not get a grant such as a museum? No but a consideration

Australia - They have events at non for profits that were awarded grant to showcase what they do. Called social enterprise.

How do you acknowledge “friends” who donated? hand written note and list them in program or power point presentation.

Do people ask where the additional admin funds go? Articulate and show budget if need be. “there are real needs that we have and here is where it goes to show credibility”.

All in all, we do things pretty similarly. Using Community Foundations, charging extra for admin funds..some more optional than others.

Secure sponsorship and acknowledge them in print whenever we can.