



The purpose of this document is to support consideration of the EBIA board of trustees and other fundraising volunteers to design and implement a plan for EBIA to:

- Raise funds for the first year of operation (14-15) (~\$110K to cover year one gap, \$500K to stabilize through Year 3)
- Develop the structures and relationships necessary to continue effective fundraising during subsequent years.

How might we...

- Educate and involve the full governing board in Development?
- Create a fundraising plan?
- Begin relationship building with and solicitation of potential individual donors?
- Begin relationship building with and solicitation of foundations?
- Begin relationship building with corporations?
- Develop marketing and fundraising materials?

Activity to Date

We have had an initial meeting of the PAC Development team and have groups supporting an individual giving campaign, grants and merchant programs. We have also secured a subscription to Bloomerang for donor and opportunity management. Here is a summary of other activity to date:

Community

1. Giving Campaign – Nov/Dec 2014
2. Community Events – Spin-a-thon – February 2015
3. “Free Money” Programs (Smile, eScrip, etc) - Launched
4. Speaker Series - 2015
5. Donors Choose – ad-hoc

Corporations and Foundations

1. Employee Matching Requests (giving campaign)
2. Corporate Foundations and Grants
 - Received: Rogers \$10K
 - Pending Requests: PG&E \$10k, Bayer\$10k, Banks \$10k
 - Upcoming: NGLC/Rogers
3. Initial discussions with “STEAM” organizations (programs, donations, volunteering) - TBC

Ideas for Consideration

- Establish a Board Development Committee
- Board Training
- Hire Dedicated Staff
 - Strategic Grants Advisor – part time – Opportunity identification and advice
 - Development Director
- Establish an EBIA Foundation