

## Introduction to Fundraising Planning

# Case Study: Youth for Community Action

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Future Youth is a state-wide children/youth services organization. They have an operating budget of \$500,000 with a staff of five. Two years ago they started a new pilot program, Youth for Community Action (YFCA), to teach high school students community organizing skills including leadership training, public speaking, meeting facilitation skills, media outreach and events organizing. Each year the teenagers choose an annual organizing issue, hold twice monthly meetings, conduct three skill-learning weekend retreats, provide a free one-week summer camp (in conjunction with other youth service agencies), and organize educational events around their chosen issue.

Funding for the YFCA program came from different sources including grants from three foundations, in-kind resources in staffing, office space, and supplies from Future Youth and donations from parents of the teenagers.

### Current year income:

Foundation Grants	\$20,000
In-Kind Contribution (from Future Youth)	\$15,000
Donations from parents	\$ 500

After two successful years, it is time to expand the program. To do so, Future Youth needs to raise an annual budget of \$68,000 for this program.

Twenty-five youth participated during the past year (the second year of the pilot program) from two high schools in West County. The majority of the participants from the first year stayed with the program in the second year. Currently not all youth who wish to join the program can, due to limited resources and space. YFCA would like to expand the program to other high schools in adjacent counties and provide services for 50 students.

YFCA fulfills an important need. This is the only project in the region that works with teenagers to promote activism in partnership with community organizations, government and educational institutions. The pilot program is seen as a solid success, with the need to expand its services beyond two high schools. The challenge is to find new funding sources and think of additional income streams.

Some of the youth have agreed to help with fundraising as part of their skills training, but need direction. Some parents have also expressed interest in contributing or helping raise funds for the program. To date one of the three current foundation funders has expressed interest in continuing support.