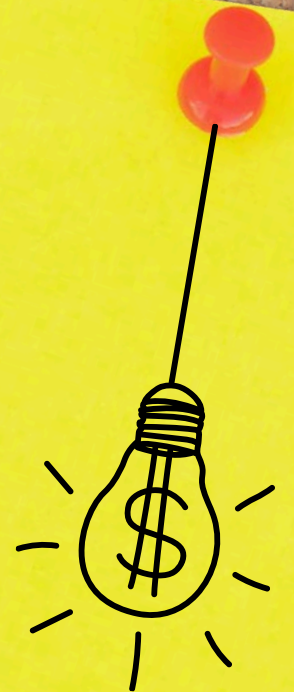


Collaborative Development & Programs Teams: THE KEY TO A WINNING FUNDRAISING STRATEGY

With Allison Csonka and Kara Preston



Content

1

- INTRODUCTIONS AND ABOUT US

2

- OBJECTIVES

3

- BOOSTING QUALITY CONTENT COLLECTION & CREATION

4

- MISSION-IMMERSIVE FUNDRAISING

5

- UNLOCK THE POWER OF RECIPROCITY

6

- BUILDING BETTER INTERNAL RELATIONSHIPS

7

- PREPARING YOUR PARTNERS

8

- Q&A's & CLOSING

Presenters

With nearly 50 years of collective non-profit development experience, Allison and Kara have supported both local and national non-profit organizations.

Their scope has included annual campaigns, leadership and mass market events, corporate engagement, marketing, donor and agency communications and more!





Allison Csonka, MPA





Kara Preston


Today's Objectives:



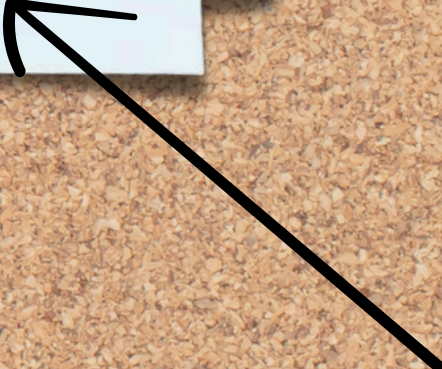
Highlight the importance of collaboration & identify ways to achieve it.



Share real-life examples of how strategically working together can enhance your work & outcomes.



Create space for open dialogue throughout so we can answer questions or workshop ideas.





Collaboration allows us to know
more than we are capable of
knowing ourselves.

- Paul Solarz

Finance

Programs &
Direct Services

Communications/
Marketing

Other areas?

WHAT ROLE DO YOU PLAY?

Executive

Fundraising &
Development

Jack of all trades!

Boosting Quality Content Collection & Creation

1 Mission Delivery Insights

Working closely with programs and services, development staff gain access to mission delivery insights. Powerful stories from staff and those you serve will enrich fundraising and awareness campaigns as well as donor communications & connections.

2 Highlight & Amplify Mission

When program teams share their stories, their work and impact on the community is able to be amplified through communications, shedding light on the work being done and impact being made through it. It can help tell stories they want the public to know.

3 Setting an Impactful Stage

Ensure access to data points and stories to meet varied impact sharing needs for different audiences & platforms, including:

- Fundraising and Events
- Donor Communications
- Marketing & Media
- Existing or Potential Client Communications.

Newsletters

Content Examples

Appeals



BRIDGES Healthcare | WELCOME TO The Newsletter | STAYING CONNECTED

What's New at Bridges

Bridges Receives Grant to Expand School-Based Services

Happy Campers
Never a shortage of smiling faces at camp!

[Learn More](#)

Folks on Spokes & Step Forward 2023

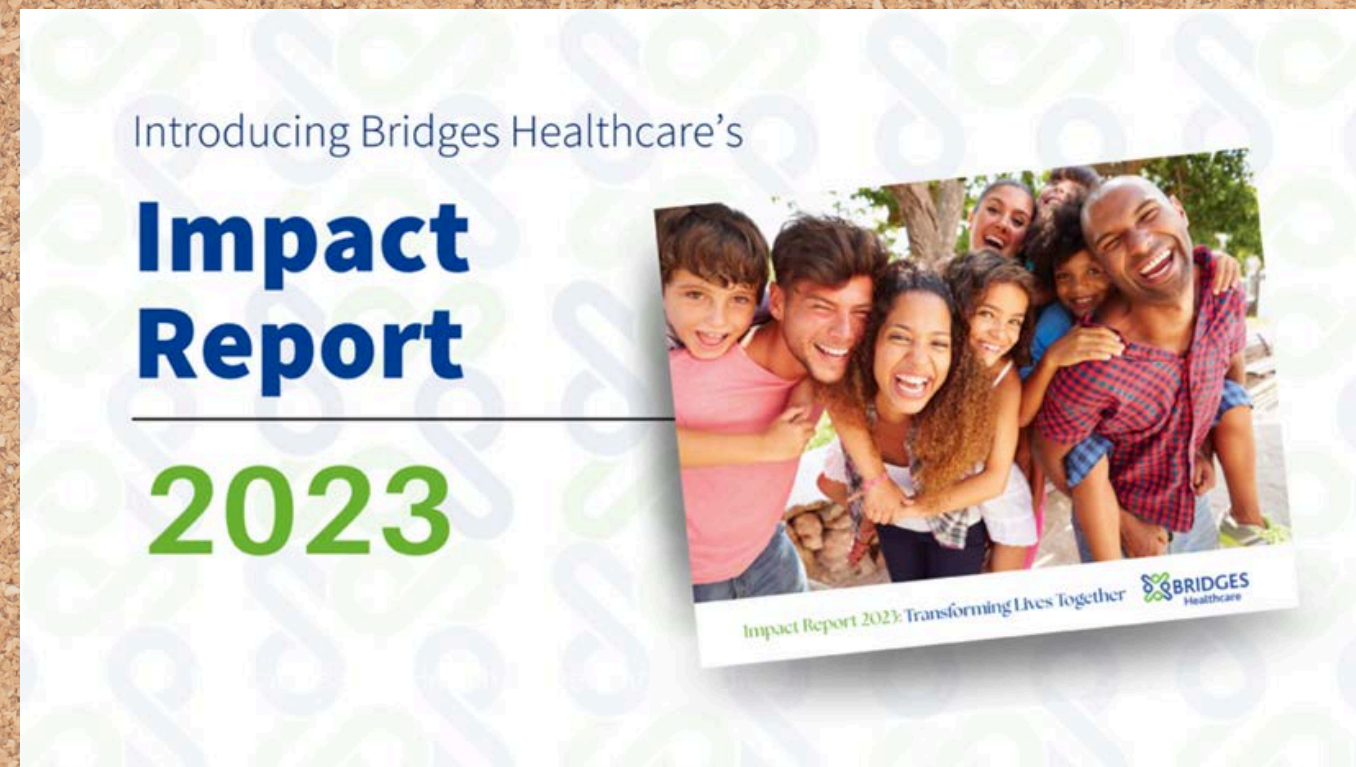
Family Impacted by Substance Use Support Group



campfire chat
SeriousFun Children's Network: Spring 2017 Newsletter

in this issue:

- Why Camp Matters**
SeriousFun CEO Blake Maher shares his experience from 28 years of camp
- A Parent's Perspective**
Why serving children living with rare diseases is so important
- Camp Recipe**
Find out how to make Whole Wheat Cinnamon Rolls from Flying Horse Farms
- Dr. Glory**
A doctor in India dedicates her life to serving children living with HIV
- Giving Big**
A community in Virginia bands together to give back in a big way



Introducing Bridges Healthcare's

Impact Report

2023

Impact Report 2023: Transforming Lives Together

BRIDGES Healthcare



Date _____

Addressee _____

Address Line 1 _____

Address Line 2 _____

Address Line 3 _____

City, State Zip _____

seriousfun children's network
founded by paul newman

Dear <name>,
Like you, I am a supporter of SeriousFun Children's Network and the campers and families they serve all around the world. We each choose this role as supporter for various reasons. Today, I'd like to share with you why my family gives and encourage you to **join us in supporting SeriousFun this season.**

Our little, four-person family was plugging right along when the bottom fell out. What we thought was the tummy bug in our 5-year-old daughter was, in fact, a brain tumor. And we were suddenly changed. Like so many parents who have had a child in crisis, we were faced with constant feelings of helplessness, worry, and fear; a desire and need to be brave; and a faint hope that sheer will might be enough to make things better. In reality, what makes things better is an environment of support and understanding, and an ability to, for a brief period of time, not be defined by illness, but be able to breathe and even laugh. What makes life better for children living with serious illnesses and their families is what **SeriousFun delivers: a place of true understanding and joy. That is why we give.**

As you read on, you'll **meet Zyad, Oliver, and Katie-Mai.** These campers and their families have experienced the support and joy of camp—experiences that they lean on to help get them through the toughest days of their illness. **This season, we can help more kids like them by providing the JOY, CONFIDENCE, STRENGTH, and HOPE they can discover at camp!**

As a representative of the Martin Foundation, I am excited to announce that along with the generosity of the Durden Family, a matching gift has been pledged this holiday season. Now through the end of 2019, **gifts you make to this campaign will be matched—total of \$50,000!**

Will you please join us? Together, we can help SeriousFun provide life-changing experiences completely free of charge to children and their families going through their hardest days.

Sincerely,
Jessie Thompson
Jessie Thompson
Fellow Donor

PS. We support this organization, frankly, because of its feel-good, right-now, long-lasting impact on children and families. **Please support SeriousFun this season, the world and help meet the match with your gift today!**

seriousfunnetwork.org/givesmore



meet SeriousFun Campers

zyad

oliver

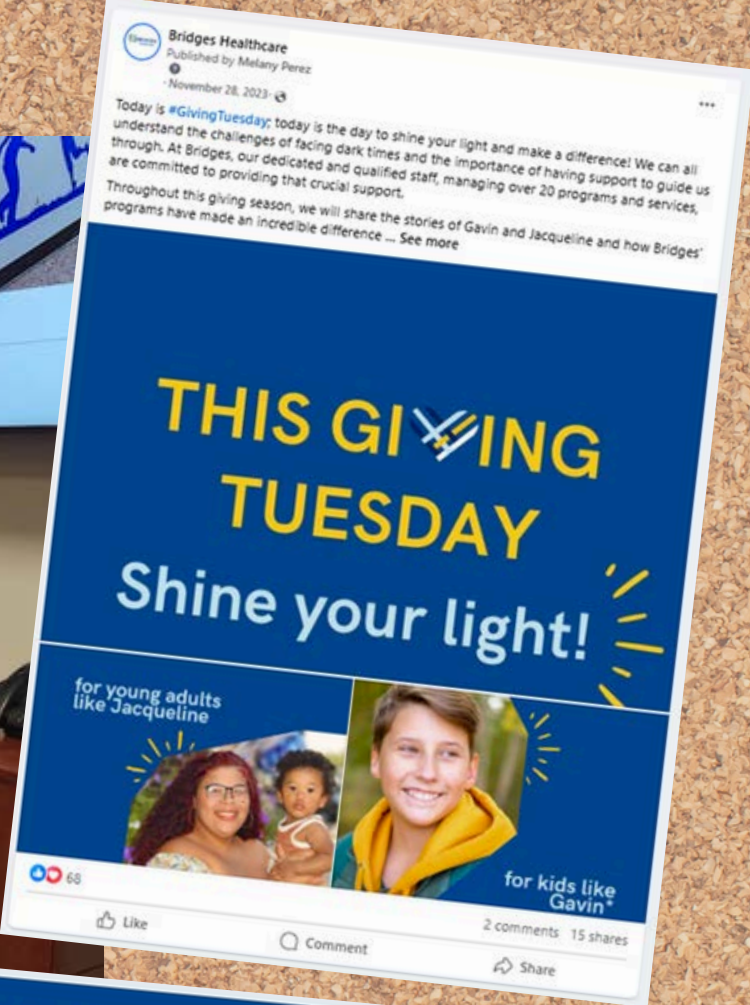
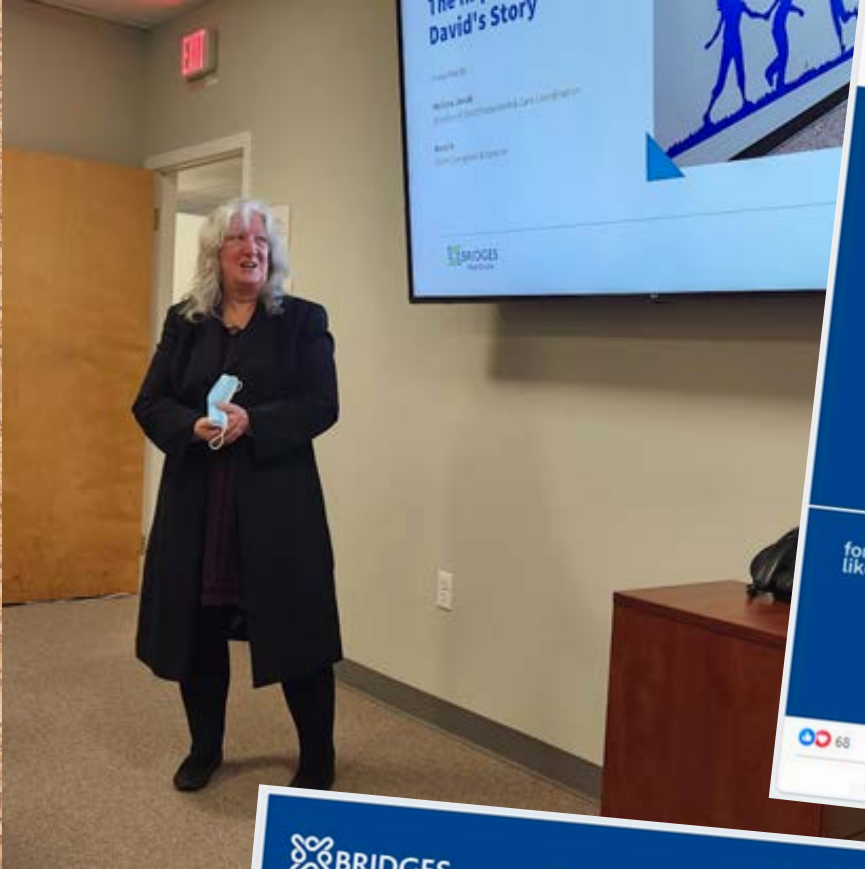
katie-mai

These SeriousFun campers have experienced the joy and support of camp which has helped them through some of the toughest days of their illnesses.

Annual Reports

Content Examples

Mission-Driven Events



Client Testimonials - Multi-Use

Content Examples

Pitch Deck for Universal Use

Stewardship

We focus on ensuring **comprehensive care** for children and their families.

Critical programs and services provided at Klingberg Family Centers include:

- Child & Adolescent Trauma Services (CATS)
- Children's Advocacy Center (CAC)
- Extended Day Treatment (EDT)
- Klingberg Family Pantry
- Intensive Family Preservation (IFP)
- Outpatient Clinic (OPC)
- Parenting Education Program (PEP)
- Phoenix House
- Quality Parenting Center (QPC)
- Raymond Hill School (RHS)
- Screening Connecticut's Youth (SCY)
- Stop It Now!
- Therapeutic Foster Care & Adoption Services
- Traumatic Stress Institute (TSI)
- Webster House
- Wendy's Wonderful Kids (WWK)
- Youth Empowerment Services



KLINGBERG FAMILY CENTERS OVERVIEW

This past year, Klingberg Family Centers served **more than 2,250 primary constituents**

through our vast array of programs and services

5,000 served in total

In most cases, we don't just serve our primary client; we also provide critical services to their parents or caregivers, siblings, and other members of their immediate family.

118 towns & cities

With locations in New Britain, Hartford, and Meriden, our programs served children and families from 118 different towns across the state this past year.



KLINGBERG FAMILY CENTERS OVERVIEW

CHILD & ADOLESCENT TRAUMA SERVICES

CATS provides trauma-focused counseling and support to children and family members who have experienced physical or sexual abuse and/or who have been witness to domestic violence.

The program is staffed by experienced mental health professionals with specialized clinical training. Services include, but are not limited to, individual, group, and/or family therapy, personal advocacy, justice support, crisis counseling, follow-up, and parent support services.

Services are individualized and tailored to the specific needs of the family. More importantly, **all services are voluntary and free of charge to victims and their families.**



KLINGBERG FAMILY CENTERS OVERVIEW

By the numbers

238

Number of primary clients served by the program in 2023

57

Number of children under the age of 10 seen by Child & Adolescent Trauma Services

149

Number of children ages 10 to 18 seen by Child & Adolescent Trauma Services

70%

of those served were female

714

More than 700 children and family members served



KLINGBERG FAMILY CENTERS OVERVIEW

Allow me to address you all today, with gratitude and pride in my heart.

Looking back on my journey, I can confidently say that I have come a long way. I remember when I used to struggle with my grades and my attitude towards life. My outlook changed when I stumbled upon an inspiring reel on Instagram that posed the question, "How far could I go if I quit making excuses?" This resonated with me deeply and served as a catalyst for my personal growth. I began listening to David Goggins, who introduced the concept of "callusing" your mind by doing things you don't want to do. After reading his book, my perspective on life shifted. I decided to take action and obtained a gym membership, determined to become strong. I committed to working out Monday through Friday, and I never missed a day since signing up in September. The discipline I gained from my routine was addicting, and I found myself going beyond my limitations. I focused on my mind and my own personal growth and learned valuable lessons along the way both physically and mentally. And I am so proud to say that I have achieved high honors for all of my senior year, a fulfilling testament to the hard work and dedication that I have put in.

It is important for me to acknowledge the experiences that led me to this point. I was taken away from my mom on November 6, 2016. I was told it would only be for 2 weeks, however I was placed in numerous group homes, residential, and other placements. I felt like I was in a never-ending nightmare that I could not escape. My bucket of emotions would fill up with anger, frustration, sadness, and I would pile them up so I wouldn't look weak. However, a person could only endure so much until they break. All those emotions would come out of my bucket. I was angry because all I wanted was to be home with my mom. I remember all those nights I used to cry alone under the blankets, and in the shower, or looking at myself in the mirror watching tear after tear fall. I kept repeating to myself, I just want to be home.

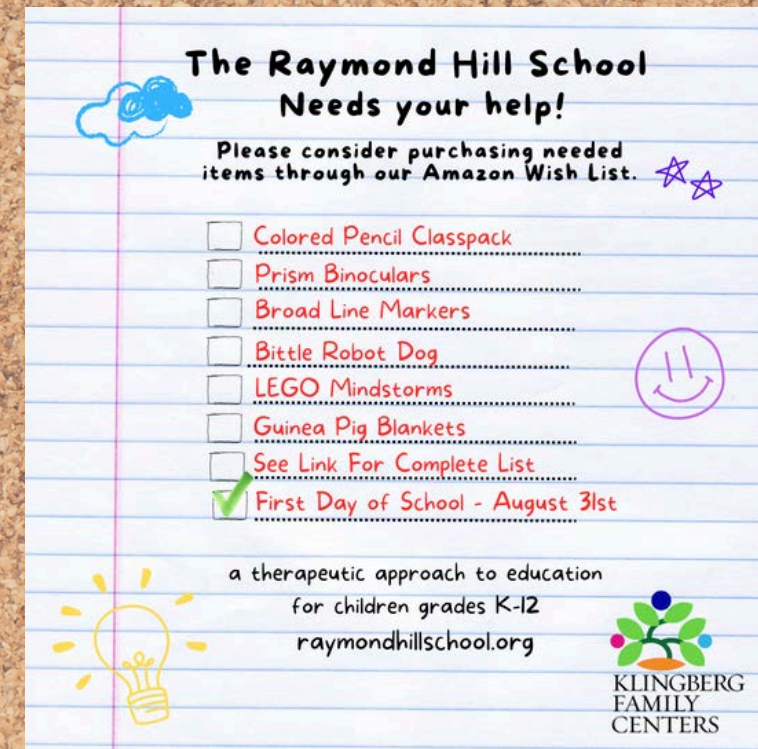
On November 20th, 2020, after four years and fourteen days, I was finally reunited with my mom. It was the miracle I always wanted. I am proud of myself that I came a long way, and I am excited for college and the pursuit of my career in cybersecurity.

Thank you to every staff member for all that you have done in caring and the support you provide. And I wish the class of 2023 the best in their future. Always remember to keep pushing through - even when it seems like there is no light at the end of the tunnel, I promise if you put in effort and persevere you will succeed at what you want to achieve.

In Gratitude - Joe F., Raymond Hill School Class of 2023

Content Examples: Social Media

Recognizing Program Partners



Asking for Help



Content Examples: Social Media



Recognizing or Highlighting Program Staff



Jade Siqueira a first-generation Brazilian-American. Her family came from Belém, the capital city of Pará in Northern Brazil.

She was just hired this year as a Community Health Worker and will play a key role in the new expansion of our school-based mental health clinics in the Waterbury School District.

"My goal is to be a community friend in the Waterbury area. I am always eager to create long-lasting connections and bridge gaps for families and children in the schools. I have always believed that well-rounded health and building strong foundations is essential for a family.

Our culture has a strong Amazonian indigenous influence that is expressed in our ethnic dances, music, and food."

She celebrates her cultural heritage with traditional foods: tacacá (the shrimp dish), açaí (the dark purple bowl) a favorite Brazilian staple- different from your regular açaí smoothie bowl place! - rice (arroz) and beans (Feijão).

Like many Brazilians, she also loves to wear vibrant colors and creative fashion!

A popular Brazilian word is *Paid'egua* which means "awesome" or "super cool!" Jade, it is *Paid'egua* to have you with us! Thank you for all you do!

HAPPY HISPANIC and Latino!
HERITAGE MONTH

RECOGNIZING AND CELEBRATING OUR COWORKERS DURING **BLACK HISTORY MONTH**

During Black History Month, the following staff members were recognized by their peers for their dedication to Klingberg Family Centers' mission. We thank them for their excellence in service to the children and families we serve.

AMINAH ALI - BRIA ANDERSON - DEARA BELL
KAELANI BELL - TAKYRA GREEN
T'KAI HOWARD - DAEDRIANA JORDAN - JENEE MIDGETTE
CHEYANNE PARKER - TASHA REECE - KAY STARKS
MARCIA WATSON - GEO WEATHERINGTON - TAHNEE WILLIAMS

Leading the charge in trauma informed care training in the community

Mission-Immersive Fundraising

1 Immersion

By immersing yourself in what your programs and services are providing, you learn on a deeper level how your mission is being delivered. It boosts your connection to your mission, gives you a deeper understanding of how deliverables are made possible, and provides a first-hand glimpse of the impact that your agency is making.

2 Infuse Passion

This will also be an opportunity to become a more knowledgeable and passionate communicator when it comes to fundraising, creating donor content, or sourcing information for your external communication pieces.

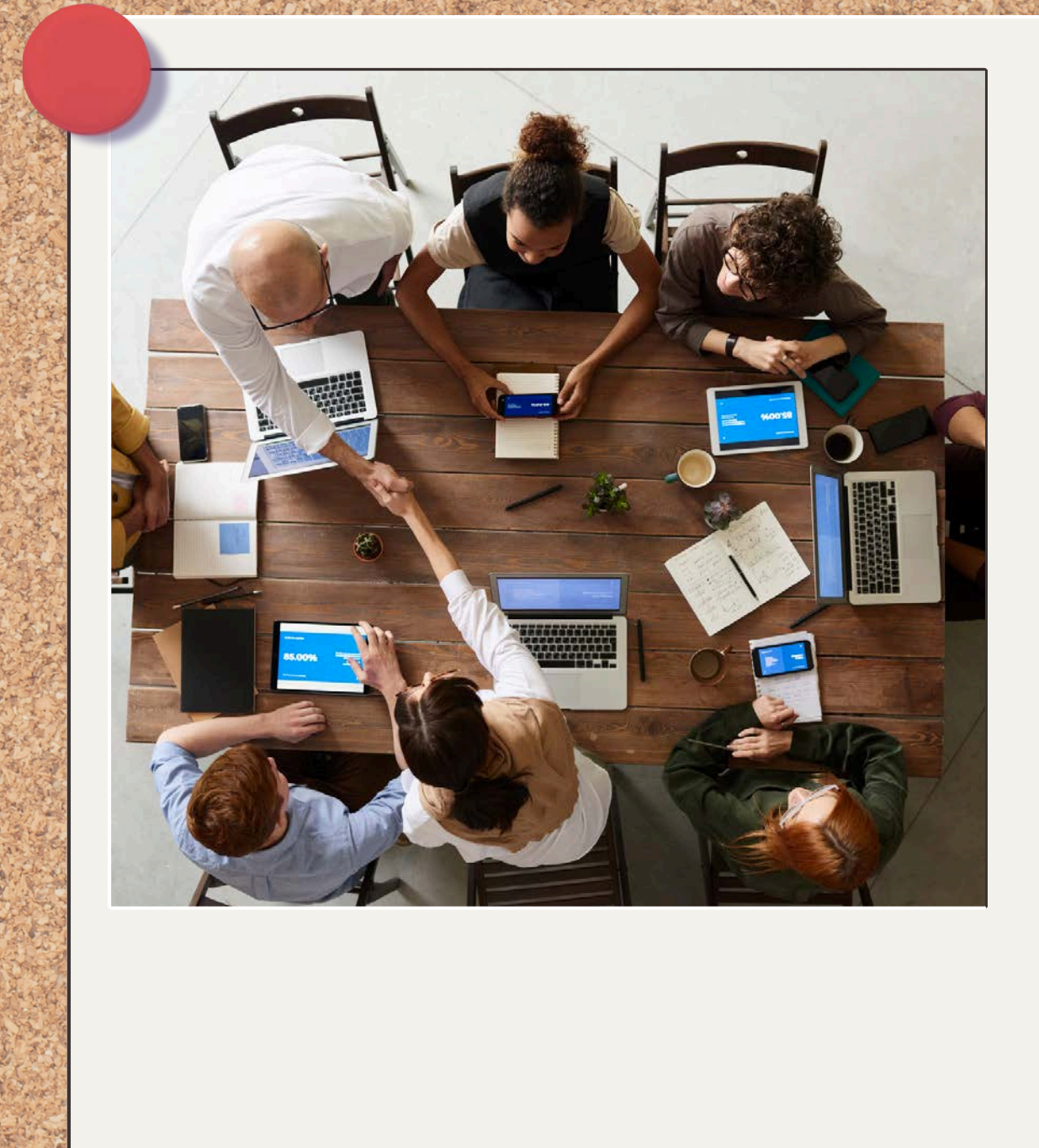
3 Be a Double Threat!

Skilled Fundraiser
+
First-Hand Mission
Delivery Knowledge
=
POWERHOUSE!

Mission-Immersive Fundraising

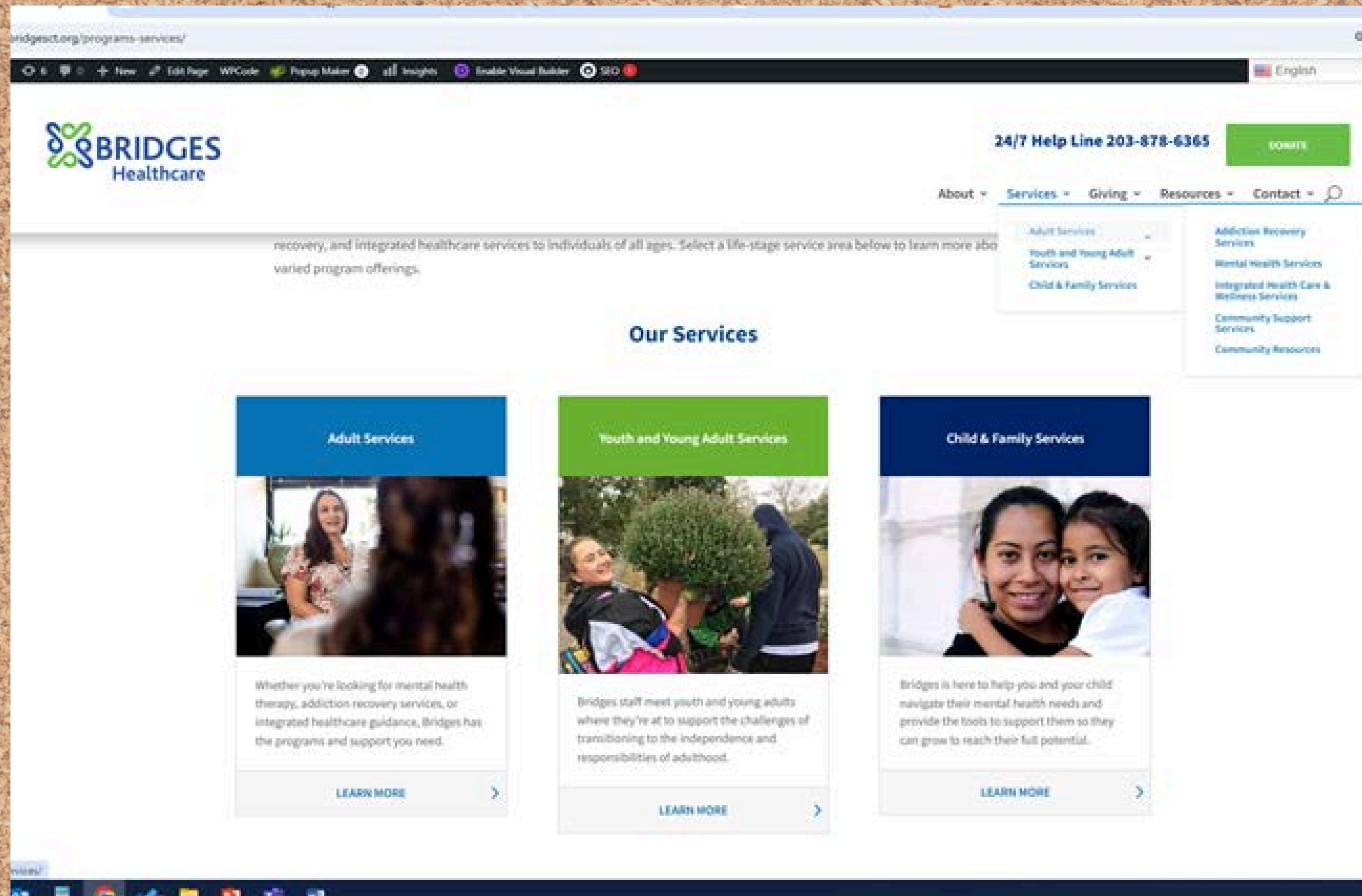


Go to Camp!



Take it to Team

Mission-Immersive Fundraising



Dig Deep



Get to Know Your Clients

Mission-Immersive Fundraising

Ability Walk



Introducing the Klingberg Family Closet
Expanding our commitment to the children and families we serve

A MESSAGE FROM OUR PRESIDENT & CEO

In June, I joined students from Raymond Hill School as they released quails, which they raised in the classroom, out into the wild on our New Britain campus.

Children and their families are at the heart of our work at Klingberg Family Centers; we believe that every child is precious and deserves a safe, caring home. We've long been referred to as New Britain's best kept secret, working behind the scenes to ensure that children who have experienced trauma, neglect, and/or mental health challenges, receive the quality care that they need and deserve.

During the pandemic, we saw a heightened need for community resources to support basic needs. In response, we opened the Klingberg Family Pantry to support our clients experiencing food insecurity. We later expanded the Family Pantry to serve the general public as well. Since then, we've seen a continued and growing need for common and basic household and clothing items.

To meet that challenge, we are committed to expanding our Klingberg Family Pantry to include a Klingberg Family Closet - a place where families can access basic household needs or additional supports.

KLINGBERG FAMILY CENTERS IN ACTION 2023

118 our programs served children and families from 118 towns across the state

83% The overwhelming majority of primary clients served were ages 4 to 18

Family Closet as a complementary extension of our Klingberg programs has led to more and more requests for assistance beyond the scope of food assistance, to include a variety of household and personal items.

Examples of items that are essential to personal living environment for children and their families. There are many items that are not typically found in family closets that cannot redistribute if used, eg. pillows, blankets, etc. These also tend to be the most requested items by our clients.

Stock an initial supply of those high-demand items, and host regular sales and clearance events to supplement donated items.

Identify other funding sources to supply racks, bins, shelving, a sign, and other supplies necessary to make the space accessible to our clients.

Be accessible to any client receiving services at any time, as well as to any member of the general public. Our program will be open to all.

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Customized Project Proposals



Unlocking the Power of Reciprocity

1

A Symbiotic Relationship

When Development Teams and Program & Service Teams partner together, both can benefit!

And the same can be said with any intentional team collaboration, really.

2

How Programs Can Benefit

When the Development team takes the time to learn what your Programs and Services teams need, they can work to identify donors and resources that can help meet those needs, amplify your needs, or craft ways to help garner support.

3

How Development Can Benefit

When funding or awareness opportunities are identified, it is important and beneficial for P&S staff to partner closely to provide details, data, and perspective to help secure financial support and interest. This collaboration can make or break a funding request.

Language

Is your language written in the appropriate voice for the intended audience?

Tools

Do you and your program partners have the tools you need? For example, pitch deck, branded presentation slides, updated flyers, etc.

Branding

Are ALL your assets properly branded?

The Benefit of New or Differing Perspectives

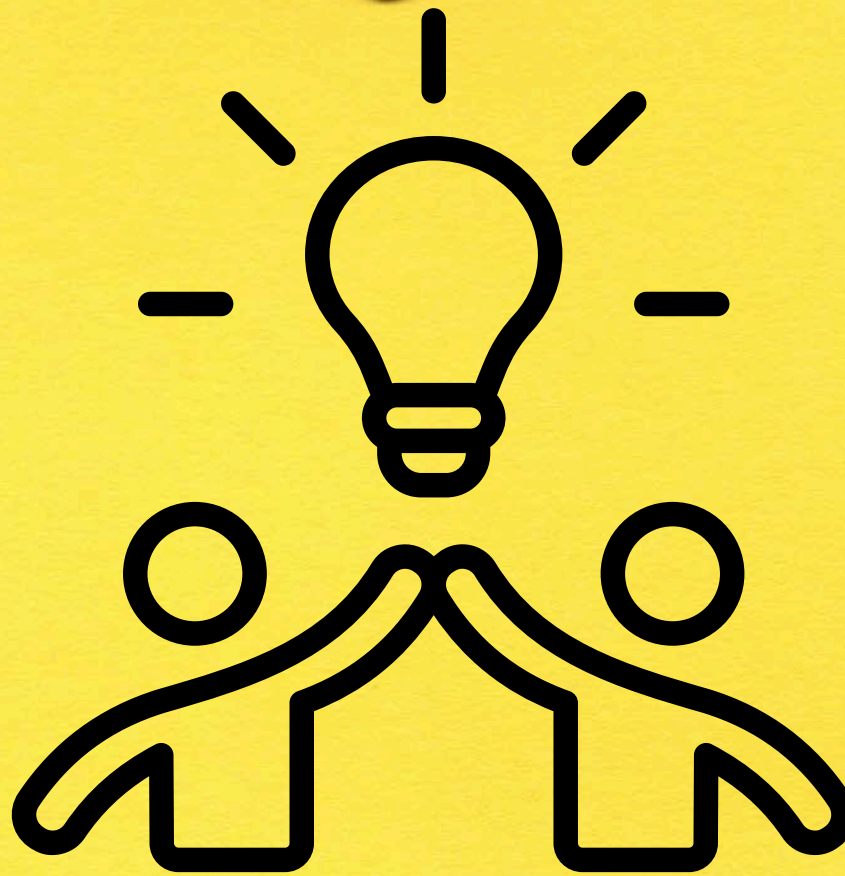
Serve as valuable thought partners.

Create efficiencies

Use tools, like calendar reminders, to keep all stakeholders informed of important deadlines.

Don't be siloed

Help all staff to understand your organization's entire footprint and impact



Community and Client Engagement - Events

FIRST ANNUAL
KLINGBERG FAMILY CENTERS
TRUNK OR TREAT



Marketing of Services - Using Social Media

Program "Ads"



KLINGBERG FAMILY CENTERS

Going back to school can be tough - especially for kids struggling with ADHD, depression, trauma, anxiety, aggression, grief and loss, or social and academic challenges.

We can help.

The Outpatient Clinic at Klingberg Family Centers is staffed by experienced mental health professionals who work with children to support your child and family.

We provide individual, family, and group therapy, as well as psychiatric care. Services can be tailored to your child's needs and provided in-person or via telehealth.

To schedule an appointment, please call 860.515.2333 or visit www.klingbergfamilycenters.org

IS YOUR CHILD



- Fighting with siblings or peers more than is typical for them?
- Having trouble focusing?
- Feeling sad or alone, or withdrawing from time with others?
- Have they been through a traumatic event?

Please reach out for a free screening and referral to mental health services.

800.505.9000
ctfsa.org





Program Campaigns



MORE THAN 50,000 CHILDREN ARE ADOPTED THROUGH FOSTER CARE EVERY YEAR, BUT THAT NUMBER REPRESENTS LESS THAN 15% OF KIDS AND TEENS IN NEED OF A HOME.

It's **NATIONAL ADOPTION MONTH**

LEARN MORE AT KLINGBERGFOSTERANDADOPTION.ORG

NEARLY 4 IN 10 AMERICANS HAVE CONSIDERED BECOMING A FOSTER PARENT...**HAVE YOU?**



It's **NATIONAL ADOPTION MONTH**

LEARN MORE AT KLINGBERGFOSTERANDADOPTION.ORG

Nearly **400,000** children are in foster care in the U.S., more than 113,000 of whom have been permanently separated from their family of origin and are waiting for someone to step forward to adopt them. **Will you?**



NATIONAL ADOPTION MONTH

LEARN MORE AT KLINGBERGFOSTERANDADOPTION.ORG

It's **NATIONAL ADOPTION MONTH**



HAVE YOU CONSIDERED BECOMING A FOSTER PARENT? THERE ARE **NEARLY 4,000** KIDS IN CT IN NEED OF A SAFE AND CARING HOME.

LEARN MORE AT KLINGBERGFOSTERANDADOPTION.ORG

Unlocking the Power of Reciprocity



Advocacy



seriousfun
children's network
founded by paul newman

global partnership program

March 20, 2017

Mrs. Tatiana Nourissat-Rosenfeld
5 Square Lamartine
75116 Paris
France

"I'd never seen him smile in all my time working with him. After only three days at camp, he was transformed."

Dear Mrs. Nourissat-Rosenfeld,

All across the globe, SeriousFun Children's Network is creating hope, bringing joy, and fostering resilience for children living with serious illnesses through the power of camp. I have seen first-hand the tremendous impact camp can have through **SeriousFun's Global Partnership Program (GPP)**, and would like to invite you to join me in supporting this life-changing initiative.

Prior to being involved with GPP, I worked as a child psychologist in my home country of Ethiopia. I used classic counseling techniques to support children living with serious illnesses who were also battling depression and anxiety. Throughout Africa, **illness is heavily stigmatized and can have a devastating impact on a child's sense of self-worth and confidence.** In my work, I would see only incremental signs of improvement over a period of a year. Such slow progress was frustrating, but it was the reality.

Then I had the opportunity to spend time at Camp Addis, a SeriousFun global partner camp in Ethiopia, where I was introduced to camp as a new approach to reaching this marginalized population of children. Through programming that introduced campers to a culture of fun, acceptance, socialization, and healthy behaviors – these children flourished!

I had never seen such positive, immediate, and lasting effects on children. One camper, in particular, was a child I had worked with previously who I'd never seen smile in all my time working with him. After only three days at camp, he was transformed – smiling, laughing, and connecting with other campers! It was an incredible realization that **camp can forever change a child in just one week.**

From that moment on, I knew I needed to be more involved with camp. I started working with Camp Addis, eventually serving as Camp Director. Today I am a SeriousFun Field Consultant, training leadership teams at other GPP camps across Africa and Asia to deliver this powerful program to children in places like Swaziland, Malawi, Tanzania, and India. I feel so fortunate that I can help bring the life-changing experience of camp to children across the globe – **experiences made possible by caring individuals like you.**

Please help us continue to provide these life-changing experiences to children who need it most – totally free of charge.

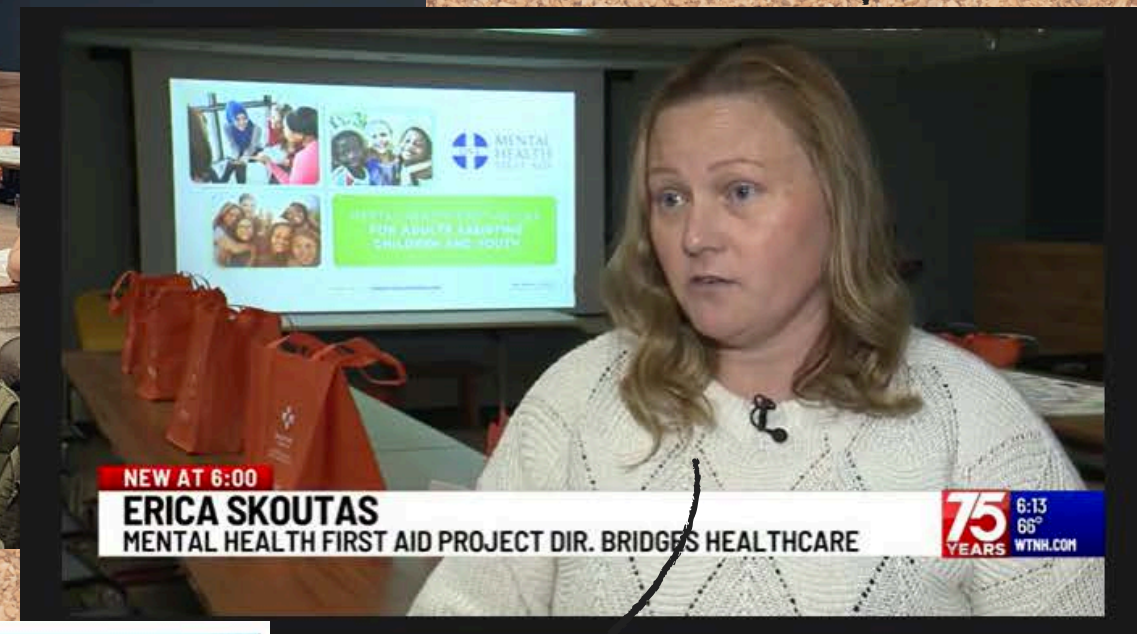
Thank you so much for your support. Thank you for making a world of difference.

Sincerely,

LemLem Tale

Specific Program Funding

Reciprocity Through Campaigns



news12 CONNECTICUT



Events, Interviews & Exposure. Oh My!



Bridges Healthcare in Milford urges public to stop stigma surrounding mental health treatment during Mental Health Awareness Month



Building Better Internal Relationships Across Your Organization

1

Develop Trust
& Assume
Positive Intent

2

Be Intentional -
Not
Transactional

3

Serve as
Thought
Partners

Communicate

Do your
homework

Find ways to
connect and
interact

Share challenges
- to look & solve
problems from
different angles

Have a regularly
scheduled one on
one meeting with
your programs
counterpart

Join a program's
team meeting

Invite each other
to events and
programs!

Preparing Your Program Partners

1

Talking Points at the Ready

Ensure that you have up-to-date talking points for:

- your organization
- key programs and services
- specific initiatives or campaigns

2

Identifying Spokespeople

Be objective

- who can speak knowledgeably and passionately...in front of a microphone or camera

3

Media Training

Once identified, help your spokespeople prepare through:

- formal media training
- role play
- other opportunities to gain practical experience

Preparing Your Development Partners

1 Resources & Timelines

Be sure your Development partners know

- upcoming timelines
- program resource needs
- key members of your team

2 Keep them Updated

Be sure Development knows:

- Changes in your services or program
- Update old or irrelevant information
- New initiatives

3 Sharing Existing Partners

If you have a community partner, share them for:

- Relationship cultivation
- Agency or individual acknowledgement
- Strategic relationship building

Talking Points & Elevator Speech

Identifying Spokespeople

Impact Data

Sharing Timelines & Other Material Needs in a Timely Fashion

Client Testimonials





Ensuring Accuracy



BUILDING BLOCKS

Make a concerted effort to build each other into the conversation when meeting external organizations, companies, or individuals in the community who are interested in your program. Strategize on engagement and stewardship opportunities.





Questions?



What questions do you have for us?

And...are there any examples
you'd like to share?



Final Thoughts

Allison

*Start where you are,
use what you have,
do what you can.*

Arthur Ashe

Kara

**Reach for the
stars. One
step at a time.**




Thanks!

Please feel free to reach out anytime:

Allison Csonka:
acsonka@bridgesmilford.org

Kara Preston:
kara.preston@klingberg.org



HAPPY
COLLABORATING!

