



The Los Angeles Fundraising Academy for Communities of Color is accepting applications from nonprofit organizations whose missions promote healthy communities through advocacy, education, human services and organizing constituents.

Online Application Deadline: Monday, June 10th

Please carefully review this entire fact sheet prior to beginning the online application.

PROGRAM FACT SHEET

BACKGROUND

Launched in 2004 by CompassPoint and the Grassroots Institute for Fundraising Training (GIFT), the Fundraising Academy for Communities of Color helps organizations from communities of color to raise funds they need in a more sustainable way, by developing relationships with community donors and increasing the diversity of income sources. The Los Angeles academy is hosted by Community Partners at the Center for Healthy Communities and at the California Community Foundation in downtown Los Angeles.

More than seventy organizations have benefitted from The Fundraising Academy for Communities of Color in Los Angeles over the past four years, acquiring the critical awareness, skills and systems that develop donor support. With the continued reductions of public funds, grassroots fundraising is even more important – to raise money and to create stronger community advocacy efforts.



By learning strategies and practicing skills in a multicultural learning environment, Academy participants increase their comfort and confidence in raising money in ways that resonate with the communities in which they work. Academy trainers and coaches are seasoned fundraisers and leaders of color who have successfully raised diverse funds in their communities. Academy participants acquire new skills to raise funds and learn how to create a culture of fundraising and philanthropy in their organizations.

Alumni of the Academy report various positive results from their learning experience:

“Several changes as a result of the academy - new fundraising plan, more board buy-in, more focused asks/efforts, board giving doubled and solicitations by board members doubled.”

“I found my time spent at the academy and with my coach so useful and really aiding in our organization's ability to raise money from individuals, especially those new to the organization. Peer learning was also helpful. Thank you for accepting me into the program!”

“My new stance on fundraising is: bring it on!”



PROGRAM COMPONENTS and SCHEDULE

In-Person Sessions: Participants will meet for five in-person sessions from August 2014 – November 2014. Because each session provides rich learning content that builds upon previous sessions, primary participants are expected to attend each of the five days. Before applying as the primary participant from your organization, please confirm you are available to attend all session dates. Each session runs from 9:00am to 4:30pm and begins with a continental breakfast.

Sessions 1 & 2: **August 12-13, 2014**

Session 3: **September 16, 2014**

Session 4: **October 2014: date and location TBD**

Session 5: **November 2014: date and location TBD**

Sessions 1, 2 & 3 will be held at the California Endowment's Center for Healthy Communities:

1000 N. Alameda Street

Los Angeles, CA 90012

Fundraising Coaching: Each participant will be matched with a fundraising coach to provide up to 14 hours of coaching between August and December 2014. Participants will manage the scheduling of these coaching sessions as they implement new fundraising and development activities within their organizations.

Board Training: A 2.5 hour evening training (offered in September 2014) will be open to board members of all participating organizations.

ESTIMATE OF TIME COMMITMENT

Past participants who saw the most benefit for themselves and their organizations development tell us that they made the training and coaching sessions a top priority in their schedule. As you think about your capacity to participate in this program, please consider the following estimates of time commitment:

- 5 days for attendance at all in-person sessions
- 14 hours for fundraising coaching (spread over the course of the program)
- 1-3 hours each month between sessions to work on assignments
- 2.5 hours of board members time to attend a board fundraising training.

ELIGIBILITY CRITERIA

Your organization must meet the following criteria in order to participate in the Academy:

- Organization's mission is specific to a community of color.
- More than half of organization's board of directors and leadership staff are people of color.
- Majority of organization's clients/members are people of color.
- Organization seeks to develop donors of color.

Primary Participants - Who Should Apply?

Our mission is to support the development of strong fundraising and philanthropy in communities of color and to increase the number of leaders of color who are awesome fundraisers for their communities! Qualified applicants are people of color who have some fundraising responsibilities in their organizations and are supported to take more fundraising leadership as they acquire new skills and effectiveness. These primary participants can bring also guests to sessions 3-5 and the evening board training.

PROGRAM COSTS

If selected, your organization will need to pay a participant fee of \$300 - \$1,250 based on the size of your annual budget. The balance of the cost, almost 90%, is subsidized by our funders. Please note that there are no additional discounts or scholarships, however many groups have successfully raised money for this fee as a first step in conducting grassroots fundraising campaigns with their board and supporters!

Sliding scale is as follows based upon organization budget:

- Budget under \$199,999 = **\$300**
- \$200,000 – 499,000 = **\$450**
- \$500,000 – 999,000 = **\$650**
- \$1 million – \$2,499,000 = **\$975**
- Budget over 2.5 million = **\$1,250**

Please make sure that the people you report to (i.e. board members, executive director, your supervisor) not only support your participation, but are also receptive to learning and increasing their own fundraising efforts. Since the Academy will be five full days of training, plus additional time for coaching and trying out new ways to raise money and develop donors in your work, we need to know that your organization is supporting your participation and the time required.

TO APPLY

Because space is limited, the application process is competitive. The application process consists of 1) a short online survey, 2) a 30 minute phone interview, and 3) the submission of an Organization Acknowledgement Form.

Online portion (Due Monday, June 10): The online application will take 10 – 15 minutes to complete. You will need some basic organizational records to complete the application, such as your annual budget, and your most recent financial statement.

BEGIN THE ONLINE PORTION [HERE](#).

“This is a fabulous training program to actively get minority lead nonprofits positioned and seasoned for fundraising to support their missions. From day one, I have seen nothing but results by making some tweaks, practicing the program reference material, and of course, incorporating the recommendations by my coach. I am more confident now more than ever in SOH's long-term sustainability and our ability to generate revenue that will support our programs that impact the lives of aged out foster youth in South Los Angeles.

This is the best investment we could have ever made as a small agency”.

- Janet Kelly, Executive Director,
Sanctuary of Hope



Organization Acknowledgement Form (Due Monday, June 10th): An Organization Acknowledgement Form that must be signed by your Executive Director, or by your Board Chair if you are the Executive Director, is required from each applicant. Once you complete the online portion of the application, you will be directed to a page where you can download this form; submission instructions are included on the form.

Phone Interview: Once you have completed the online portion of the application, we will contact you to schedule the 30 minute phone interview.

This interview is also an opportunity to sharpen your learning objectives and what you can get from the academy, and to answer any other concerns you might have about participating.

QUESTIONS?

If you have questions about the program or eligibility requirements, please contact Steve Lew, Senior Project Director, at 510-318-3730, or stevel@compasspoint.org.

If you have technical difficulties with the online application or Organization Acknowledgement Form, please contact Erin Lingren, Associate Project Director, at 510-318-3729, or erinl@compasspoint.org.

