

UFFF - DA!

Useful Facts and Figures - Data for Affiliates!

February 2010

Greetings! Please share this information with your Board and staff and let us know what data is useful to you in your work. With your input, we will work together to gather information and compile it into a format that is most useful to you. Please feel free to ask us for data that you are most interested in. We look forward to and thank you for your feedback and suggestions.

Welcome Anne Walters – New Habitat Minnesota Development Director!

To help accomplish Habitat Minnesota's new Strategic Plan goal of providing between \$3.2 - \$4.5 million in affiliate resources annually, we created a Development Director position and hired Anne Walters in August 2009.

Anne comes to Habitat Minnesota with a wealth of fund development experience including previous positions as Director of Development at Central MN Habitat for Humanity and Manager of Individual Philanthropy at the Institute for Agriculture and Trade Policy. In addition to coursework taken at the Institute for Charitable Giving, Anne has a Certificate in Fundraising Management from Indiana University's Center on Philanthropy and a BA from the College of St. Benedict/St. John's University. Anne will work collaboratively with all Minnesota Habitat affiliates to provide fund development training that will help secure the resources to increase home building by 15% over the next three years. Habitat Minnesota is grateful for Anne's strong commitment to Habitat for Humanity, proven fund development skills and generous and kind heart that she shares with us daily. Welcome, Anne!

FY10 Fund Development Training

When asked what was the largest constraint to housing construction, 85% of the affiliates rated local fund raising as their top choice. In response, Habitat Minnesota is pleased to host several Fund Development trainings.

Fund Development Training (FDT) Series, Part I, Introduction to Fundraising: This training was held on January 21st to very positive reviews. This professional level training was provided by Lawrence Durance, who has trained over 1,100 Habitat affiliate staff and volunteers through Indiana University's Center on Philanthropy classes. FDT Part I equipped affiliates with the tools to make a convincing case for support, identify and cultivate their top donors, develop and strengthen their Annual Fund, and use gift-range charts for development planning. FDT Part II and III will be held on the following dates. **Note: Participation in Part I is NOT required to attend the next two in the Series!**

FDT Series, Part II Building an Effective Fundraising Team

Thursday, April 22nd

Learn how to engage your Board and Volunteers in your fundraising efforts. *This training is specifically designed for Board Members.*

FDT Series, Part III Advanced Fundraising Training

Thursday, October 14th

Topics to be covered include major gifts and planned giving.

OLE Conference March 4th - 6th, 2010

The OLE Conference will present five sessions on Fund Development and Fundraising. Please join us in St. Cloud for the following dynamic presentations:

- Developing Your Fundraising Plan
- Implementing Your Fund Development Plan
- Church Relations – Life After Thrivent
- Stewardship Practices – More Than Just a Thank You
- Is Your Donor Letter Appealing?

Please feel free to contact Anne Walters for more information about these training opportunities (877-804-3466 ext 6; anne@hfhmn.org).

Support FY07 – Projected FY10

As part of the HFH-MN Loan Fund application, affiliates submit their Historical and Projected Sources of Support. Please see Chart 1 on page 2 for the aggregate information provided by the sixteen FY10 Greater Minnesota Loan Fund applicants.

Noteworthy trends from this year's information are:

- 1) **Overall decrease in donations.** Individual, Church, Business and Civic Organization Contributions all decreased in FY09 from FY08. Decreases were in the range of 25% to 52%.
- 2) **FY09 individual contributions equaled the value of donated materials** at \$515,000 or 7% of total funding!
- 3) **The greatest source of funding FY09 came from grants** which was 31% or \$2.3 million of total funding. Thrivent's \$1.12 million made up the majority of grant funding.
- 4) **Total cash contributions remained steady.** Total Cash funding did not change from FY08 to FY09; only specific categories of funding that make up the totals changed.

Chart 1. Historical and Projected Sources of Support for 16 Greater Minnesota Affiliates

SOURCES OF FUNDS***	FYE 2007	FYE 2008	FYE 2009	FYE 2010 Budget/ Projections	% Change 08-09	\$ Amount Change 08 - 09	% Change 09 - Proj. 10	\$ Amount. Change 09 - Proj. 10	Category Percent of Total Funding in FY09
CASH SOURCES									
Contributions									
individual donations	\$561,732	\$692,199	\$519,922	\$764,556	-25%	(\$172,277)	47%	\$244,634	7%
church donations	\$228,160	\$239,062	\$155,003	\$217,754	-35%	(\$84,059)	40%	\$62,751	2%
business / corporate donations	\$300,543	\$515,460	\$246,608	\$326,856	-52%	(\$268,851)	33%	\$80,248	3%
clubs / civic organizations	\$165,631	\$95,005	\$52,343	\$54,772	-45%	(\$42,662)	5%	\$2,429	1%
United Way	\$63,692	\$50,226	\$67,360	\$101,850	34%	\$17,134	51%	\$34,490	1%
<i>Sub-total Contributions</i>	<i>\$1,319,758</i>	<i>\$1,591,952</i>	<i>\$1,041,237</i>	<i>\$1,465,788</i>	<i>-35%</i>	<i>(\$550,715)</i>	<i>41%</i>	<i>\$424,551</i>	<i>14%</i>
Fundraising Income									
fundraising events	\$376,516	\$448,765	\$376,301	\$456,645	-16%	(\$72,464)	21%	\$80,344	5%
Grants									
foundations	\$1,086,061	\$709,377	\$829,223	\$694,425	17%	\$119,845	-16%	(\$134,798)	11%
Thrivent	\$1,162,469	\$1,098,690	\$1,129,703	\$1,263,881	3%	\$31,013	12%	\$134,178	16%
government	\$2,783	\$9,574	\$94,292	\$924,610	885%	\$84,718	881%	\$830,318	1%
FHLB Downpayment Assistance Grants	\$181,320	\$77,580	\$236,480	\$256,985	205%	\$158,900	9%	\$20,505	3%
<i>Sub-total Grants</i>	<i>\$2,432,632</i>	<i>\$1,895,221</i>	<i>\$2,289,698</i>	<i>\$3,139,901</i>	<i>21%</i>	<i>\$394,477</i>	<i>37%</i>	<i>\$850,203</i>	<i>32%</i>
Other									
homeowner mortgage payments	\$960,565	\$1,107,380	\$1,191,515	\$1,255,904	8%	\$84,135	5%	\$64,389	16%
ReStore sales (gross)	\$181,416	\$621,916	\$736,727	\$873,819	18%	\$114,811	19%	\$137,092	10%
interest earnings	\$19,081	\$32,504	\$17,394	\$11,607	-46%	(\$15,110)	-33%	(\$5,787)	0%
other (example- sale of home to third party)	\$83,862	\$284,009	\$317,762	\$396,145	12%	\$33,754	25%	\$78,383	4%
Cash Total	\$5,373,829	\$5,981,746	\$5,970,633	\$7,599,809	-0.20%	(\$11,113)	27%	\$1,629,176	82%
IN-KIND SOURCES									
donated materials	\$556,423	\$488,745	\$512,290	\$506,969	5%	\$23,545	-1%	(\$5,321)	7%
donated professional labor	\$223,665	\$257,944	\$374,267	\$392,936	45%	\$116,323	5%	\$18,669	5%
donated land	\$138,953	\$130,978	\$115,948	\$101,900	-11%	(\$15,030)	-12%	(\$14,048)	2%
donated buildings	\$26,840	\$160,004	\$200,301	\$152,584	25%	\$40,297	-24%	(\$47,717)	3%
other (example- legal, accounting)	\$29,764	\$48,691	\$79,839	\$45,525	64%	\$31,148	-43%	(\$34,314)	1%
In-Kind Total	\$975,645	\$1,086,362	\$1,282,645	\$1,199,914	18%	\$196,283	-6%	(\$82,731)	18%
GRAND TOTAL	\$6,349,474	\$7,068,108	\$7,253,278	\$8,799,723	2.60%	\$185,170	21.32%	\$1,546,445	100%

What's in store for the March UFF-DA! Report?

Look forward to hearing from the Statewide ReStore VISTA, Alicia Weagel! She will provide an update on Minnesota's ReStores. Alicia will also share more about ReStores' plans for Earth Day and ReStores' impact on keeping TONS and TONS of useable building materials out of landfills!

Habitat for Humanity of Minnesota
 2401 Lowry Ave NE, #210 • Minneapolis MN 55418
 877-804-3466 (phone) • 612-789-0486 (fax) • www.hfhmn.org