



Civil Air Patrol



CAP Fundraising Made Easy!

Module #1

**Why Do All CAP Echelons
Need to Raise Funds?**

**August 31, 2017
San Antonio, TX**



Lower Levels of Federal Funding

The Problem

- **In the past, much of CAP's overall funding came from Federal Sources.**
- **Much of CAP's Emergency Services Mission Budget is still dependent on decisions made by Congress and the Executive Branch.**
- **Very little of CAP's AE/STEM Education Mission and Cadet Programs Mission budgets are funded through the Annual Federal Budget.**



Lower Levels of Federal Funding

The Problem

- **Moving forward, all three CAP Missions will be under increasing Congressional and Executive Branch scrutiny.**
- **There will be pressure to justify CAP's needs for its current levels of Federal funding.**
- **Funding for the Emergency Services Mission is much easier to justify, albeit with the potential for less Federal funding for training missions and training exercises.**



Lower Levels of Federal Funding

The Problem

- If tightening of the Federal Budget forces further CAP budget tightening in the Emergency Services Mission, *what will be the impact on the AE/STEM Education and Cadet Programs Missions?*
- There is the possibility that the AE/STEM Mission and Cadet Programs Missions could experience even further reductions.



What is the Solution?

CITIZENS SERVING COMMUNITIES



The Long Term Solution

Key Issues to Address

- **Every CAP Unit must recognize that they must move rapidly towards fiscal *Self-Sufficiency*.**
- **If a CAP Unit has a financial need outside of the funding provided through the Federal Budget, *that CAP unit is going to be charged with raising the funds to address that need!***



The Long Term Solution

Key Points to a Long-Term Solution

- All CAP Units are part of the National CAP organization.
- Thus, all CAP Units are entitled to use the CAP EIN (Employment ID No) and IRS Tax Exempt Letter for fundraising purposes.
- The IRS 501(c)3 Tax Exemption is like *Pure Gold* when it is used in conjunction with fundraising!



The Long Term Solution

The 501(c)3 Tax Exemption Letter:

- Demonstrates to all donors that their generous contribution is fully tax deductible.
- Demonstrates to all Matching Gift Programs, Volunteer Hours Programs, and Grantmaking Foundations that the requirement that the recipient be an IRS-recognized 501(c)3 is met.
- Demonstrates to State Tax Authorities that a CAP unit qualifies for a State Sales Tax Exemption.



The Long Term Solution

The Future for CAP and Your New Resources

- To conduct the AE/STEM Education Mission and the Cadet Programs Mission, *CAP must raise new non-federal funding at every CAP Unit in every echelon.*

- **GOOD NEWS!**

The AE/STEM Education Mission and the Cadet Programs Mission are much easier to create an alignment with “focus areas” that induce donors to give financial support to CAP! (Youth Dev, Community Service, Leadership Trng, etc)



The Long Term Solution

The Future for CAP and Your New Resources

- **The National Development Team is in the process of implementing the following steps to aid units at all echelons in fundraising efforts:**
 - **Publication of a National “Best Practices” Guide that will guide all CAP Units in their fundraising efforts!**
 - **Provide Units with direct personal assistance and mentoring in the utilization of a veritable buffet of fundraising opportunities!**



The Long Term Solution

Discussion

Your Thoughts Regarding A Long Term Solution?



Conclusions

- Civil Air Patrol is an organization with a proud seventy-five year history of serving Local Communities and the Nation in time of need.
- However, in the tight fiscal environment facing legislators in Washington DC, CAP must become:
 - More Unified
 - More Proactive

CAP must seek out new revenue streams to support its three missions Especially the AE/STEM Education and Cadet Programs.



Conclusions

- CAP Regions and Wings *must* encourage their Subordinate Units to seek out new, dependable revenue streams that will consistently fund their future needs.
- Dependable revenue streams will be important to the continued success of all of the CAP's AE/STEM Education and Cadet Programs Missions, *especially at the Squadron/Flight levels.*



What We Will Cover Today

In the upcoming Modules today, we are going to cover:

- **The Low Hanging Fruits (Unrestricted Funds)**
 - **Wreaths Across America (WAA)**
 - **Combined Federal Campaign (CFC)**
 - **Donor Gifts & Matching Gifts**
 - **“Volunteer Hours” Grants**
 - **Other Innovative Fundraising Ideas**
- **The Higher Hanging Fruits (Restricted Funds)**
 - **Grants (from Various Sources)**
 - **Large Donations “with Strings Attached”**
 - **Bequests**
 - **Endowments**
 - **Crowdfunding Appeals**
- **Handling Annual Budgets *with Restricted Funds***



Q & A

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BREAK TIME!

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