

Civil Air Patrol

CAP Fundraising Made Easy!



Module #2

**The Low Hanging Fruit!
(aka Unrestricted Funding)**

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



Unrestricted Funding Sources

Unrestricted Funds are revenues on which the ***REVENUE SOURCE IMPOSES NO RESTRICTION*** on what expenses that revenue can fund.

- **Unrestricted Funds are very important to the smooth operation of ANY CAP Unit.**
- **They can be used for any legitimate expense.**
- **They are considered the “plug and fill” funding source in your annual budget!**



Unrestricted Funding Sources

In the next several slides, let's talk about Specific SOURCES of Unrestricted Funds and how to manage such funding!



Unrestricted Funding Sources

- Intended to honor and remember deceased veterans on the *National Day of Remembrance* in December each year.
- Participants garner wreath sponsorships from individuals & businesses in their local communities.
- Delivery to cemeteries occurs a day or two prior to the National Day of Remembrance in mid-December.
- Local CAP members place the wreaths on the graves of deceased veterans at Arlington National Cemetery, other National Cemeteries, and many private local cemeteries.





Unrestricted Funding Sources

- To participate, a local CAP Unit signs up *online* with WAA to select a *Cemetery Destination* and *to decide whether they will receive:*
 - A \$5.00 Stipend for *each* sponsored \$15.00 wreath that originates from their Unit, *or alternatively,*
 - Free “Bonus” wreaths, i.e., one *free* wreath for each two paid wreath sponsorships.
- *A CAP Unit can solicit wreath sponsorships throughout the entire calendar year!*
- *Yes... It's that simple!*





Unrestricted Funding Sources

- Certain CAP Squadrons (especially those with Cadets!) have been *extremely successful* at garnering wreath sponsorships....*even when located in small communities!*

- ***Key Point:***

PARTICIPATE in the WAA Campaign during the entire year and do so every year!

- Many examples of participating CAP Units earning *several thousand dollars in WAA Stipends each and every year!*





Unrestricted Funding Sources

How Important Are WAA Stipends To CAP?

■ In 2016:

- CAP Sold 69,312 Wreath Sponsorships
- CAP Received \$346,560 in Stipends
- *Only About 400 CAP Units Participated*

■ Top Performing CAP Unit in 2016:

- ND-001 North Dakota Wing
- Sold 9,533 Wreath Sponsorships
- ND-001 Received \$47,665 in Stipends

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Wreaths Across America

WREATHS ACROSS AMERICA							
NO.	UNITS RECEIVING FUNDS	2012	2013	2014	2015	2016	TOTALS
007	Livingston Composite Squadron	\$1,080	\$495	\$35	\$0	\$0	\$1,610
009	Kalamazoo Composite Squadron	\$130	\$80	\$0	\$0	\$0	\$210
011	Blue Water Composite Squadron	\$0	\$0	\$70	\$0	\$0	\$70
073	South Oakland Cadet Squadron	\$1,305	\$0	\$950	\$1,395	\$0	\$3,650
075	LtCol Keehn Composite Squadron	\$0	\$0	\$95	\$285	\$490	\$870
117	Van Dyke Cadet Squadron	\$0	\$65	\$0	\$90	\$0	\$155
135	Hudsonville Metro Cadet Squadron	\$160	\$325	\$915	\$1,640	\$3,350	\$6,390
165	Cass River Composite Squadron	\$0	\$0	\$25	\$115	\$130	\$270
176	Selfridge Composite Squadron	\$600	\$760	\$105	\$20	\$0	\$1,485
183	Livonia Thunderbolt Cadet Squadron	\$515	\$245	\$10	\$730	\$15	\$1,515
190	Grand Rapids Senior Squadron	\$50	\$35	\$15	\$25	\$520	\$645
222	Ionia Composite Squadron	\$10	\$275	\$215	\$430	\$490	\$1,420
238	Oakland Composite Squadron	\$1,595	\$1,855	\$1,400	\$1,470	\$0	\$6,320
241	Maj Jack Koch Composite Squadron	\$0	\$65	\$0	\$0	\$0	\$65
260	Willow Run Composite Squadron	\$500	\$1,535	\$2,980	\$40	\$870	\$5,925
265	Grand Rapids Metro Cadet Squadron	\$0	\$0	\$195	\$55	\$770	\$1,020
271	Mustang Cadet Squadron	\$60	\$25	\$40	\$0	\$125	\$250
276	Lapeer Composite Squadron	\$670	\$565	\$760	\$0	\$615	\$2,610
655	Maj Kevin Adams Composite Squadron	\$20	\$980	\$105	\$315	\$25	\$1,445
	TOTALS	\$6,695	\$7,305	\$7,915	\$6,610	\$7,400	\$35,925



Unrestricted Funding Sources

GLR-MI-135 Hudsonville Cadet Squadron



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Unrestricted Funding Sources

- The *Combined Federal Campaign (CFC)* is a charitable giving opportunity made available to all Federal Employees including the members of the Armed Services.
- It is implemented through a payroll deduction program authorized by the Federal or Armed Services employee.
- *Be advised that this program has a tendency to change its participation rules frequently.*





Unrestricted Funding Sources

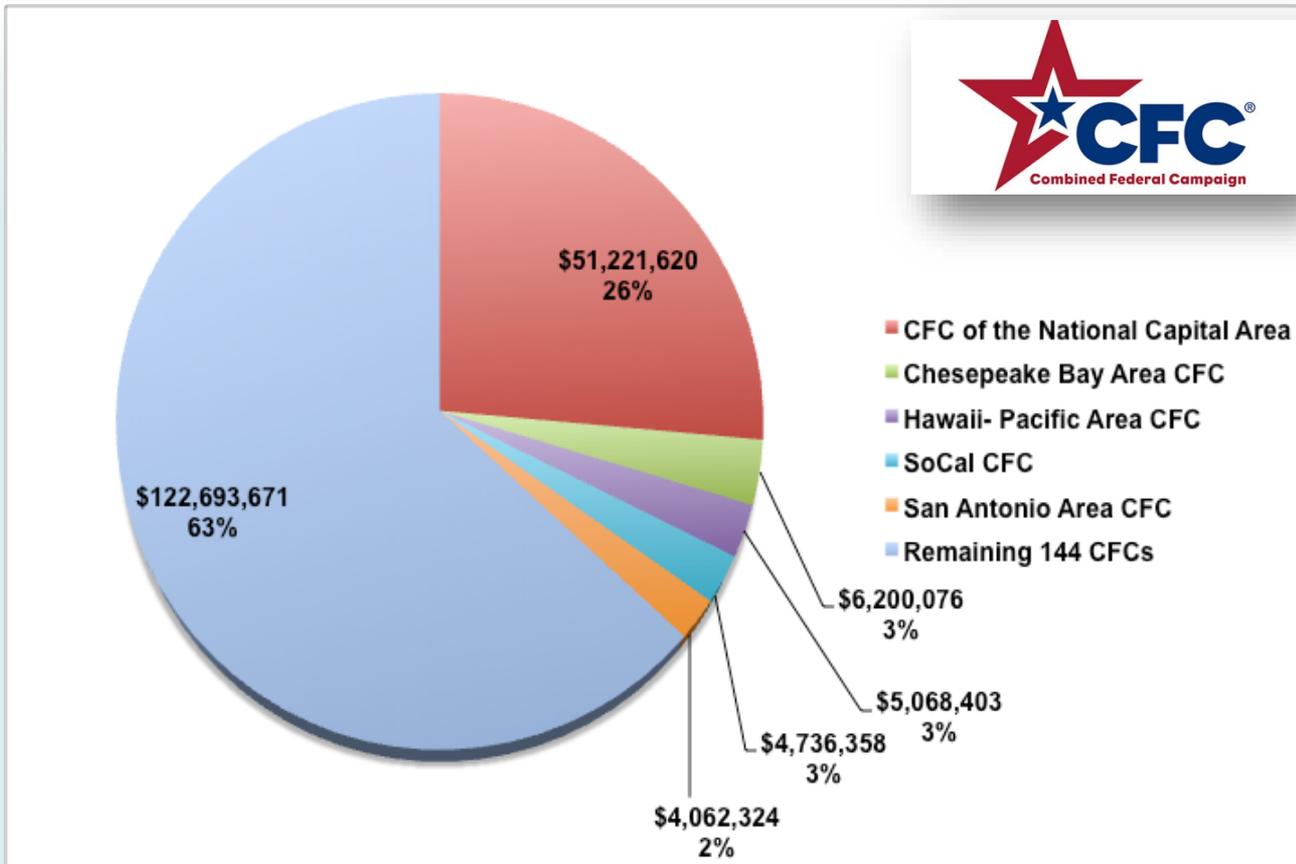
- Success with CFC is highly dependent upon having access to a *significant audience* of Federal or Armed Services employees.
- CFC has upfront “Participation Costs”
- CFC “Participation Cost” varies based on certain stated criteria when signing up each year to participate in the program.
- *It is vital that you weigh the cost of your annual participation in CFC against the fundraising benefit to your CAP Unit!*





Unrestricted Funding Sources

How Big is the CFC?



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Unrestricted Funding Sources

Donor Gifts / Matching Gifts

From Unit Members & Your Unit's Nonmember Donors

- Individuals who donate funds to CAP are the bedrock and foundation of a CAP Unit's donor base.
- This includes both the CAP Unit's own members AND its Nonmember donors.
- It's relatively easy to keep track of important details (Name, Contact Info, Date and Amount of Donation) of the Unit's Member Donors.
- It's also very important to keep track of the same information for a Unit's Nonmember Donors.
- In both cases, the Donor's Gift might well qualify for a Matching Gift from the Donor's Employer!

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Matching Gifts

DID YOU KNOW...

If you or any of your individual donors work for a company that has a *“Matching Gifts”* Program, these donations may be eligible for a matching gift from that employer!



Unrestricted Funding Sources

Donor Gifts / Matching Gifts

From Unit Members & Your Unit's Nonmember Donors

- Many companies offer Matching Gifts for the charitable contributions made by their employees or retirees.
- Company policies regarding Matching Gift eligibility varies widely from company to company as to:
 - Who's Eligible?
(Full-Time/Part-Time, Retiree, even Spouses?)
 - Minimum/Maximum Gift Matched
 - Company Matching Ratio
 - What Charitable Organizations Qualify?

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Unrestricted Funding Sources

Donor Gifts / Matching Gifts

Donations From Unit Members & Unit's Nonmember Donors

- **How important are these Matching Gifts to CAP?**
- **Company Matching Gift Maximums *can range as high as high \$5,000 and sometimes even more!***
- **Company Matching Gift Ratios are typically 1:1 *but can be as high as 3:1 for some generous employers!***
- **To take full advantage of this *golden opportunity*, CAP Units must determine the current employer or “retired from” employer of *each and every Donor to the Unit.***



Unrestricted Funding Sources

Donor Gifts / Matching Gifts

Donations From Unit Members & Nonmember Donors

- **The National Development Team researched and compiled a database of nearly 2,000 companies across the U.S. offering Matching Gift programs!**
- **Contact the National Development Team with a list of your Unit's member & nonmember donors' employers to uncover these *golden opportunities!***
- ***We will respond with a list of the Unit's Donors with Matching Gift possibilities!***
- ***It's then up to you to follow through with these generous donors and their generous employers!***

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Unrestricted Funding Sources

Donor Gifts / Matching Gifts

Donations From Unit Members & Nonmember Donors

Here are just a few examples of some generous companies offering a Matching Gift Program to their employees:





Unrestricted Funding Sources

Donor Gifts / Matching Gifts

Donations From Unit Members & Nonmember Donors

- Compliance with CAP Regs and IRS Regs requires that a CAP Unit send a “Thank You” Acknowledgement Letter to each Donor, *including the companies providing Matching Gifts.*
- Each “Thank You” Acknowledgement for donations made to Regions/Wings/Groups/Squadrons/Flights require signatures as follows:
 - \$4,999 and under - Wing Commander
 - \$5,000 - \$9,999 over - Region Commander
 - \$10,000 and up - COO/National Commander

(Copy NHQ Development at giving@gocivilairpatrol.org on such notifications to all donors)

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Unrestricted Funding Sources

Donations From Local Businesses

- Typically, a CAP Unit won't have a matching gift opportunity with a local business in a local community.
- *These donors are often overlooked by many charitable organizations when seeking funds!*
- *Cash Donations, In-Kind Donations, Sponsorships*
- *Approach them like you would any other potential donor.*
 - *Respect them and thank them for any donation.*
 - *Gracefully accept a negative response if received.*



Unrestricted Funding Sources

Donations From Local Businesses

- Again, compliance with CAP Regs and IRS Regs requires that the CAP Unit send a “Thank You” Acknowledgement Letter sent to each such donor.
- Each “Thank You” Acknowledgement for such donations made to Regions/Wings/Groups/Squadrons/Flights requires signatures as follows:
 - \$4,999 and under - Wing Commander
 - \$5,000 - \$9,999 over - Region Commander
 - \$10,000 and up - COO/National Commander

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Volunteer Hours

DID YOU ALSO KNOW...

If you work for a company that has a *“Volunteer Hours”* Grant Program, and you are a member of CAP, your unit can receive monetary funding based on the hours you serve as a CAP member!



Unrestricted Funding Sources

Volunteer Hours “Grants”

- These are cash donations made to a 501(c)3 nonprofit organization by generous employers *based on the number of “volunteer hours” worked by their employee with a qualifying nonprofit organization.*
- What employers consider to be a *qualifying* 501(c)3 nonprofit organization is *solely determined at the discretion of the employer.*
- To participate, the employee (i.e., a CAP member) registers himself/herself and the CAP Unit with the employer.
- *This can be a major funding opportunity for any CAP Unit that has members who work for such generous employers!*



Unrestricted Funding Sources

Volunteer Hours “Grants”

- The National Development Team researched and compiled a database of over 500 U.S. Companies that offer Volunteer Hours “Grants” to their employees. Want some great examples?



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Unrestricted Funding Sources

Volunteer Hours “Grants”

- The program details of Volunteer Hours “Grant” programs are *solely determined by each employer.*
- *The specific program details vary widely from employer to employer!*
- *The good news is that it is incredibly easy for any CAP Unit at any level to take advantage of this **golden opportunity!***



Unrestricted Funding Sources

Volunteer Hours “Grants”

- Just how significant is the Volunteer Hours “Grant” opportunity to a CAP Unit?
- Here are some actual CAP Unit examples:

Lilly Company:

Five CAP Member/employees earned ***\$250.00 each!***

Disney:

Six CAP Member/employees earned ***\$2,000.00 each!***



Unrestricted Funding Sources

Volunteer Hours “Grants”

- All that a CAP Unit needs to do is to:
 - Poll its own Adult and Cadet “over 18” members asking for the name of their current or “retired from” employer.
 - Forward such information to the National Development Team.
- *The National Development Team will respond to your CAP Unit with a list of the members whose employers might have such a program!*
- *Then it’s up to you to follow through with the generous employers of these members!*

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Unrestricted Funding Sources

Volunteer Hours “Grants”

- Again, compliance with CAP Regs and IRS Regs requires that a “Thank You” Acknowledgement Letter be sent to *each* Volunteer Hours “Grant” Employer/Donor.
- “Thank You” Acknowledgements for each Volunteer Hours “Grant” made to Regions/Wings/Groups/Squadrons/Flights requires signatures as follows:
 - \$4,999 and under - Wing Commander
 - \$5,000 - \$9,999 over - Region Commander
 - \$10,000 and up - COO/National Commander

(Copy NHQ Development at giving@gocivilairpatrol.org on all notifications to employer/donors)



Unrestricted Funding Sources

Other Innovative Fundraising Ideas

- *There are many additional innovative ways to raise funding to support the needs of any CAP unit!*
- *Requirement:*
 - You must seek the approval of such fundraising from the appropriate Wing Commander or above on CAP Form 173-4 or its approved equivalent!*
- In the next few slide, we will discuss just a few of the approved innovative ways that CAP units at the local level are raising funds.

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Unrestricted Funding Sources

Other Innovative Fundraising Ideas

- **Local Business Revenue Models**
 - **Serving Customers at Local Restaurants**
 - **Customer Invoice Discounts for a CAP Donation**
 - **Grocery Chain “Dollars for Receipts”**
- **Event-Based Models**
 - **Revenue-Share for Event Parking Assistance**
 - **Appropriate Concessions Booths at Events**
 - **“Keep the Deposit Containers” Clean Up**



Unrestricted Funding Sources

Discussion

Unrestricted Fundraising

How Many Types Can You Utilize?



Unrestricted Funding Sources

Conclusions

- *There are many easy-to-implement opportunities exist for CAP Units to use to bolster funding!*
- **Unrestricted Funds can be used at a Unit's Annual Budget time to “plug holes” in:**
 - **Planned Expenses, or,**
 - **Increase a CAP Unit's Wing Banker Balance.**
- *For assistance and guidance with enhancing your Unrestricted Funds revenue stream, contact the National Development Team at giving@gocivilairpatrol.org*



Unrestricted Funding Sources

Q & A

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Unrestricted Funding Sources

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Unrestricted Funding Sources

Break Time!

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