

**Fund-Development Plan for BreakAway 2017-2019**

Development and Fundraising

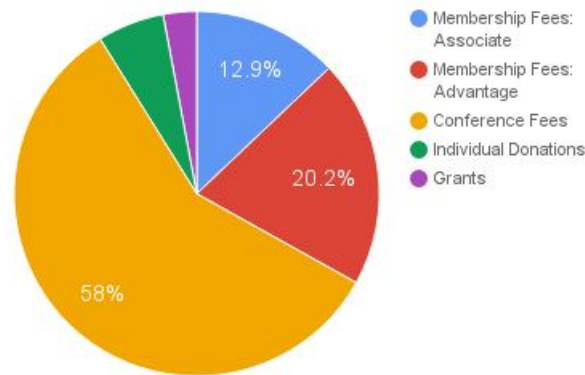
Katie Jerome

**2013-2014 Finances**

	<b>2013</b>	<b>2014</b>
<b>Revenue</b>	\$250,842	\$243,091
<b>Expenses</b>	\$233,696	\$273,778
<b>Net Income</b>	\$17,146	(\$30,687)

**Breakdown of Income**

How Income is Broken Down



Current approximate revenue is **\$341,170**.

Contrasting with BreakAway’s 2014 revenue, it looks like they earned **\$100,000** more than they had previously. Since they don’t have financial data for 2015 or beyond I made estimated guesses on how much money they are making through what I can find on their website and through campaigns that they have done.

## What Break Away is doing well

**Peer-to-Peer Fundraising- Break Away** made over **\$3,300** for #givingtuesday, but extended the program longer than just that day, so either needing to raise the goal or do a longer giving campaign, so it looks like a real challenge for the org to attain their goal in the future. It makes a lot of sense for Break Away to be successful with peer-to-peer fundraising because most of the constituency is young people, millennials and younger, so they make it super user friendly for young people to donate to us.

Break Away also had a successful fundraising campaign for their 25th Anniversary Party, I don't know how much Breakaway raised, but they offered many ways to give and if people couldn't physically come to the party or give we offered live streams and folks to send us emails about how they're doing, we have an AmazonSmile donation program. They emailed and posted on social media about the party several times a week for a significant amount of time.

**Program and Membership Fees-** Break Away currently makes the majority of its money through these fees and memberships from schools. It's something that's easy for Break Away to manage as a five person staff, but at the same time it doesn't open up new opportunities for us do to different projects with more unrestricted funds. They have a hard time being innovative with their fundraising strategies and programs if they are covering costs for all the work that we are currently doing for students through these program and membership fees.

### **Estimated current income from programs and membership:**

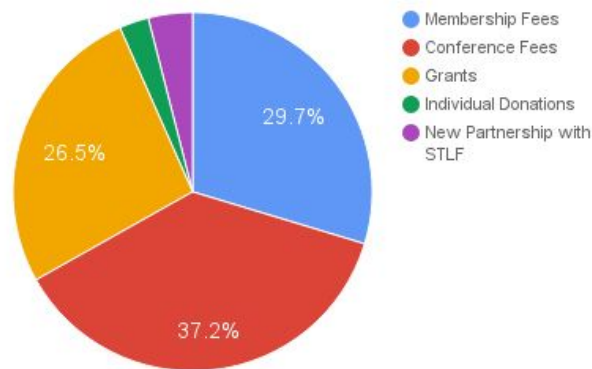
- **Associate chapter membership 400\$/year X ~109 schools = \$43,600 a year**
- **Advantage chapter membership 750\$/year X ~91 schools = \$68,250 a year**

- **ABCs cost 700\$ a person 700 X ~ 70 students = \$49,000 X 4 = \$196,000 a year** (numbers are estimates from what I do know)

About a total revenue of **\$307,850** just from chapter membership and from the costs of ABCs. It is fair to say that Break Away receives most of it's revenue from membership fees and conference fees and that's how they can afford to have four interns over the course of a summer to help with the various conferences.

**What we can change?**

**New Income Proposal for BreakAway**



New revenue for BreakAway could be approximately **\$380,000** so about 40,000\$ increase from previously could be even more.

It's important to note the better diversity of income in this pie chart next to the first one while most of their income is still coming from memberships and conferences, I decreased the conference fee charge by \$200, so that they start to rely less on those funds and more on grants, so that they can start to build the capacity to have another staff member come on in the

next couple of years to help them with development. The first thing that is important to do with fundraising and development is renew the guidestar membership and update our public finances, so grant program officers, board members, funders, ect know how we're doing financially.

Grants- BreakAway should start taking more time to apply for program grants or capacity building grants, so that eventually they would have enough revenue and savings to bring on a development staffer to work on a few different grants that fund social justice work in the community are below- options for us to apply for.

- Ben and Jerry's Foundation grant for grassroots social justice work- **\$25,000**
- Headwaters Foundation for Justice-**\$500-\$10,000**
- Community Foundation for Greater Atlanta- Managing for Excellence Award- **\$75,000** grant

Another idea that could be a next step for Break Away is having a variation of a house party for donors, and the board of directors is having ABC parties or ABC nights where board members and their friends help serve food to college students and get to see some of the work that they're doing at the ABCs- donate to participate. It would a fun way to involve the board in the mission work that we are already doing with students during the summer. Break away has 17 board members and 5 full time staff members that is 21 people total if each of them was able to donate 50\$ themselves and have 5 friends/colleuges/people they know donate to breakaway we could easily raise 1,000 that way. And they could have doing it too because they each would be invited to help serve food one night during an abc of their choosing

Another thing that would be interesting thing to try to do is partner with another alternative break nonprofit in the twin cities, have a modified ABC for them and their chapters in order to work on getting chapter membership but also to spread our mission. The big downside of this is that we would have to take a huge cut to what we normally ask people to pay for these things because stlf has a similar size budget to us and asking students to pay 500-700 out of their own pocket isn't going to do well so we propose to compromise on an overall program fee of 15,000 from stlf to do our programming at one of their conferences. We wouldn't be making a lot of money from this and it would expect that we meet with their staff and make sure that it would be a good fit first but overall it could be a great opportunity to do mission work and if stlf can't afford to pay, which it makes sense that they might not we could still ask for a small program fee from them and also use some grant money to be able to afford the programming. If we were able to pull this off we would be speaking to 25 student run chapters from around the midwest about very similar mission aligned work and some might even become chapter schools through the process.

Lastly, the big push would be to try to add another staff member who only does development work for breakaway so that they could try some more innovative fundraising strategies without feeling like they just don't have the time. It would take the fundraising weight off the executive director's shoulders and it would allow breakaway to build up some savings diversify its income and not rely so heavily on program and membership revenue so that they would have a chance to maybe try a new program or partner with stlf easier. But breakaway as of now does not have the money to hire on another staffer so this would be down the road in the financial plan for them.