

## **Goal #4: Developing Financial Resources**

### CITRUS CHAPTER

Objective #1: It is not our intention to charge a fee for our programs as they are organized for service to the community. We have some \$2200 in our Chapter fund. Much of this will be spent in promotion of Goal #2, but we could ask for donations from our membership. Implementing Activity: At some point we can request some of our members for contributions to cover expenses by focusing on our needs and Chapter expenses and offering them an opportunity to further our purposes. An occasional letter requesting this assistance is understandable.

Objective #2: In Riverside there are several corporations (etc.) that identify with our purposes and might well be pleased to contribute to our purposes. We will not know unless we ask. Implementing Activity: Such corporations are known within the City. A list should be determined and the requests should be made.

Objective #3: If we succeed in developing a Model United Nations as a program that increases membership and advances our purposes, we could explore the possibility of structuring the training in such a way that we could develop a possible grant for additional funding. Implementing Activity: The implementing process will depend on the structure we find effective and our ability to address the purposes for the grant.

### COASTLINE CHAPTER

Objective #1: Create a direct giving campaign with membership. Implementing Activity: Create and mail donor request and information packet.

Objective #2: Hold fundraiser with 4 Coastal Alliance partners at Art Museum. Implementing Activity: With Orange County Chapter, Long Beach & Harbor hold event with MOLA (Art Museum). Charge admission.

Objective #3: Build membership to take advantage of our portion of dues. Implementing Activity: Membership table and materials at all events.

### HARBOR CHAPTER

Objective #1: To raise funds to help pay the Executive Director's salary and to fund projects with the separate chapters. Implementing Activity: Executive Director is investigating funding sources through gifts, donations and grants.

Objective #2: To help finance individual Chapter activities at the local level in order to give the chapter more exposure in its own area.

### LONG BEACH

Objective #1: Identify employers that have an international mission, i.e., BCUN members, etc. Implementing Activity: Develop communication pieces that will create a win-win situation for the identified employers. Ask for sponsorship dollars for programs that will be beneficial to them.

Objective #2: Develop a fund-raising program. Implementing Activity: Create a fund-raising model that includes high interest, current topics and high profile speakers that will attract businesses and/or NGOs with similar goals. Try to sell them booth space at our events and possible newsletter ad space.

Objective #3: Develop a grant writing template. Implementing Activity: Identify and contact sources that offer grants that promote our ideals.

#### ORANGE COUNTY

Objective #1/Implementing Activity: Ask for additional contributions in every Newsletter. Recruit Board member for this position.

#### PASADENA/FOOTHILLS

Objective #1: Create and implement a Resource Development Team. Implementing Activity: While the newly formed Resource Development team can assist with the formulation of fundraising projects, given the current capacity of the organization, I suggest that the focus be placed on the following projects that have long term value: monthly giving program, solicitation of corporate donors and grants.

Objective #2: Long-term giving. Implementing Activity: This program was proposed by Ellen Snortland at our February 2006 Board retreat. The idea is to have members give \$25 per month pledge to the UNA. (We can offer this first at our 2006 Membership Drive.) We can pilot this program this year and begin to promote it on our website. Donations such as this can be collected on line or by giving the routing number and banking information or participants. It will be an automatic deduction. We can further this program by encouraging large companies to offer the UNA as a select charity for monthly giving. Wells Fargo and Warner Bros. are examples of companies that offer this option to employees for giving from each and every paycheck. The ED can report back with a list of corporate possibilities.

Objective #3: Internet Resource Development. Implementing Activity: 1) Website development. Now that we can donate on line, we have a built in ASK that our Board and membership can help to source. Providing on line donation options increases our reach exponentially. All of our correspondence should include the web address. Our PR team is developing ways to heighten traffic on the site. The Africa Conference will be a huge draw in this regard. 2) On line Store. The UNA Pasadena online store will be launched this year. With fair trade goods being supplied at no upfront costs by Bliss Unlimited, a fair trade store in Burbank, CA, we will build slowly with 5 artistic handmade items available on line for the holidays. The mark-up between wholesale and retail will be retained by our Chapter. This meets our goal of promoting fair trade goods as well as our Art the Voice of Humanity project that promotes the role of art in social change. Given Pasadena's history with the Green Street store, we hope to recapture the volume of interest in supporting the UNA through these purchases.

#### POMONA VALLEY

Objective #1: Analyze financial needs. Implementing Activity: Prepare and adopt annual budget. Analyze income and expenses for appropriate levels.

Objective #2: Develop programs that the public will support financially. Implementing Activity: Hold another Global Health Conference. Suggest contributions at UNA events.

Objective #3: Continue seeking other organization support for chapter. Implementing Activity: Maintain and expand financial contributions from other organizations (such as University Club, International Place, and shared expenses with sister groups).

#### SAN DIEGO

(Below is not divided between Objectives and Implementing Activity)  
Use monthly events, such as UN Day, UN Charter Day, UN Film Festival, and Water for Life to generate contributions from members and participants.

\*Sell cultural items and food

\*Offer entertainment to generate interest

\*Low price of admission that is affordable for the general public and students.

Secure short and long term corporate, institutional and local sponsors for our events.

Create CPNN (Culture of Peace and News Network) Workshops open to the community, which will train participants in writing about peace and provide them with the opportunity to be published.

Ask for advice and support from national office for grant writing.

Ask Members for contributions at events and through mailings.

#### SAN FERNANDO VALLEY

Objective #1: Get support of chapter members for chapter financial needs. Implementing Activity: Send two letters per year to chapter members for contributions focusing on financial needs.

Objective #2: Get support of corps/institutions sponsorship for chapter events. Implementing Activity: Send letters to corporations for sponsorship of major chapter events.

Objective #3: Analyze fundraising needs and get advice. Implementing Activity: Ask for advice and support from National office in grant writing.

#### SANTA BARBARA

Objective #1: Send fundraising envelope with newsletter – 2 per year as in past. Implementing Activity: (No luck with corporate sponsors). We ask members for a donation during program. (No luck with charging members admission.)

#### SOUTHERN CALIFORNIA DIVISION

Objective #1: Increase membership per Goal #1. Implementing Activity: Follow up with implementation of recommended activities in Goal #1.

Objective #2: Undertaking programs per Goal #4. Implementing Activity: 1) Identify issues of concern to UNA and UN MDGs. 2) Find capable individuals to accept chairship for each issue.

Objective #3: Form Standing Committees on issues to hold programs. Implementing Activities: For each area for which a Standing Committee is formed, request grants from regional and National organizations to bring Educational Programs to the Division that can benefit the Division.