



The following document is a sample from a real campaign directed by Capital Quest. Permission is hereby granted for printing this document for the limited purpose of education and training of board members and community/campaign leaders. It is copyrighted material.

For more information on Capital Quest please see contact information below:

**Capital Quest, Inc.
Consultants Serving Philanthropy Nationally
Since 1992**

800-263-1976

www.capitalquest.com

Bill.Krueger@capitalquest.com

The Food Bank of Western Massachusetts



Design and Marketing Study



Capital Quest Background

- Works with health and human service organizations
- Provides management of capital campaigns
- Offices Tennessee, Washington, Arizona

Study Objectives

Via Survey of Community to
assess Needs/Benefits

- Create Case Statement:
Vision
- Fundraising Potential:
Capital Campaign Goal
- Develop Fundraising Plan
- Educate/Cultivate
Community Leaders

Methodology

- Personal Interviews
- Direct Mail Surveys
- Focus Groups
- Corporate & Foundation Research

Evaluation Criteria

- I. IMAGE of The Food Bank of Western Massachusetts
- II. CASE for expansion
- III. Availability of LEADERSHIP: internal and external
- IV. PROSPECTIVE DONORS

I. IMAGE/Perceptions

- How well known is The Food Bank?
- What is perceived role/services?
- Best Thing?
- Least Favorable Thing?
- Comparison to other charities?

Food Bank Facts

- Acquired & Distributed 6.4 million pounds of food in 2002
- Provides food for 420 charitable programs in Berkshire, Franklin, Hampden & Hampshire Counties
 - Food pantries, shelters, meal sites, child-care centers, after-school programs, senior centers
 - Programs provide food assistance to more than 100,000 people annually
- Agencies saved \$8,655,851 in 2002 (5 times the annual cash operating budget of the food bank)
- Distributes supplemental groceries directly to low-income seniors at 50 sites
- Conducts nutrition workshops for program administrators and food recipients
- Collaborates with member agencies to provide food recipients with opportunities - leg up, not just hand-out

Food > Agencies > People



II. CASE: Needs

- Turning away food

Arrives in large quantities, truckloads. Not enough room to accept, inspect and re-package into quantities that are manageable for the agencies in the network

- Current programs requesting more food

- Program waiting list (non-emergency programs)

Hampshire Franklin Children's Day Care Center (Leverett), Consortium Residential Program (Holyoke), Berkshire Family & Individual Resources (N. Adams), ServiceNet Mountain Street Residential Program; ServiceNet Easthampton Youth Outreach (Northampton), South End Community Center After School Program; Rachel Stockman House Women's Information Center; CHD Willow Street Residential Program; Sullivan & Associates Private Homes Internal Pantry (Springfield), Wright Home for Women (Easthampton), ARC of Franklin & Hampshire Counties Internal Pantry (Greenfield), Elizabeth Freeman House (Pittsfield)

- May need to cut current non-emergency programs

- Gaps in services cannot be filled

97 North Hatfield Road, Hatfield



Expansion Benefits

- Accept 3-4 million pounds more food annually
- Eliminate program waiting lists
- Save programs additional \$4 million annually
- Close Gaps - create new distribution programs in underserved areas
- Expand nutrition and other community education programs
- Provide technical services for program administrators in network of agencies

Project Cost

Building Expansion \$1,750,000

Transportation Pool \$500,000

Trucks for Food Bank \$150,000
Agency vans 14 @ \$25,000 each

Computers/Technical \$300,000

Food Bank \$20,000 yr/5 yrs
Agencies 50 x \$4,000 each

Capital Campaign \$200,000

Administration & hard costs
7% of goal

TOTAL COST \$2,750,000

III. LEADERSHIP

People give to people

- Strengths/Weaknesses of internal leaders
 - Staff
 - Board
- Community Leaders
- Competing Campaigns

Board of Directors 2003

Mark Cohen, Esquire

Carol Moore Cutting, Owner, WEIB

Mrs. Tanya Daniels, Vice Executive President, Victory
Temple Food Pantry

Kelly DeRose, Volunteer, Northampton Public Schools

Lisa Ekus, President, Lisa Ekus Public Relations
Company

Randolph Eldridge, Volunteer, Martin Luther King Jr.
Community Center

Rabbi Devorah Jacobson, Jewish Geriatric Services

Carol Johnson, Vice President, MassMutual Life
Insurance Company

John LaFlamme, Store Manager, Stop & Shop
Supermarket

Sue LoBello, Director of Corporate Services, Coldwell
Banker/Keenan & Molta

Teresa Parker, Branch Manager Consumer Lending, The
Bank of Western Massachusetts

Katherine Putnam, President, Package Machinery
Company

Robert Ryan, Chief Operating Officer, Lunt Silversmiths
Rosemary Schmidt

George Semanie, Vice President, C&S Wholesale
Grocers

Idelia Smith, Director of Administration, Holyoke
Community College

Brinkley Thorne, Designer, Brinkley Thorne Associates

William Wildey, N.E. Director, Church World Service

Darcy Zbinovec, Chief Executive Officer, Lightlife Foods

David Sharken, Executive Director, The Food Bank of
Western Massachusetts

IV. PROSPECTS

People give because they are asked

- Individuals
- Families
- Corporations/Small Businesses
- Foundations

Gift Chart

\$2,750,000 Capital Campaign

Number Needed	Total Gift (5 Years)	Monthly Payment (60)	Annual Payment (5)	Cumulative Total Raised
1	\$500,000	\$8,333	\$100,000	\$500,000
1	\$250,000	\$4,166	\$50,000	\$750,000
5	\$100,000	\$1,667	\$20,000	\$1,250,000
10	\$50,000	\$833	\$10,000	\$1,750,000
20	\$25,000	\$417	\$5,000	\$2,250,000
30	\$10,000	\$167	\$2,000	\$2,550,000
40	\$5,000	\$83	\$1,000	\$2,750,000



