



Safety. Support. Solutions.  
For victims of physical and sexual abuse.

*The Haven Shelter & Services, Inc.*

*Capital Campaign Newsletter*

*June, 2006 (1<sup>st</sup> Edition)*

## Welcome Notes

Welcome to the first edition of The Haven's Capital Campaign Newsletter. For those readers who are already involved in the Capital Campaign project, you are well aware of the great steps we have made towards our Campaign goals. For those of who that are unfamiliar with the Campaign, we would like to take this opportunity to introduce you to the many exciting things we have been working on here at The Haven.

## News and Information

Micki Clay of Maggie Media is on board with our organization to help us muddle through the challenging task of planning the Capital Campaign process.

Clay, who was interim director for Stratford Harbor, has assisted us in the past while working with McFadden and Clay and was able to attend our May 4<sup>th</sup> board meeting to present her ideas and a developmental plan outline. Her ideas, along with her inspiration and motivated attitude were successful in winning the board over and she will be assisting us with putting together an effective Campaign.



*Cultivate: To seek the society of: make friends with; to further or to encourage...*

## Upcoming Events

**DVD:** Currently, we are working on a DVD that presents to our possible donors our need for a new shelter. The pictures, all black and white, were taken professionally and are incorporated into a video format that runs about three minutes. This is in production and should be completed within the next few weeks.

**Website:** Tina Pollard, our Community Relations Coordinator, is working with a company to develop a website that is user friendly and a better alternative to our current site. This could take up to another two months to complete but we are now in the process of turning our information over to the developers.

## Call to Action

Board members, volunteers and friends of The Haven will be needed in order to make the Capital Campaign a success.

Every person that helps is an important part of the campaign process: from stuffing envelopes to meeting with potential donors. Anyone interested in lending their hand to the Capital Campaign project now or in the future, please contact us. We have more than enough to do and everyone has something they can contribute.

The Haven has always been able to succeed and grow to meet the demands of the community because of the dedication of its staff, volunteers and board members. The success of this Campaign will be no different if we can all work together and remember that our goal is one that can impact the lives of the women and children we shelter.

## Committee News

The Capital Campaign Committee has been working diligently to review potential donors list. The list is broken down into counties and board members are in the process of reviewing which members will be responsible for donor solicitation in their area.

Volunteers are being recruited to assist with the ask presentations, deliver names of potential donors and help behind the scenes during this process. If you are interested in volunteering, please contact K.C. Kellam (contact information below).

Pledge cards were sent to all board and honorary board members. These cards are due back by July. It is important to have full board support during our Campaign. Studies have shown that monetary support from the board to establish a lead gift is critical to a successful Capital Campaign. In a nutshell, why would anyone else donate money to a cause not supported by its own board?

## Contact Information

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*Tip: There are two phases to a Capital Campaign. The first, Phase One, is a "silent" phase where money is raised within the organization to raise a lead gift amount.. Phase Two is a public phase where solicitations begin outside of the organization.*

## Recognized Donors

The Carol & Carter Fox Family Fund

of The Community Foundation

The Tidewater Foundation

Patricia P. Pugh

Phyllis F. Smith

Thomas C. & Irene Huffman

Kenneth N. & Sandra Pounsberry

Hazel Farmer

Helen Murphy

St. Timothy's Catholic Church

Andy Kauders

Warsaw Chamber of Commerce

St. Mary's Episcopal Church

Charles S. Ferrett

Richard Huffman

Irene Harris

Marilyn Carter

Bank of Lancaster