



## Development Program Information for New Board Members

As a private, non-profit organization, the Cincinnati Association for the Blind & Visually Impaired depends upon various sources, including gifts from the community, for financial support. Funding sources include the United Way, CABVI's Investment and Endowment fund, grants from foundations and gifts from individuals, organizations and businesses. In addition, clients pay fees for services based upon their ability or may receive third party sponsorship for services (from state rehabilitation agencies). CABVI does not directly receive federal or state funding.

CABVI conducts an **annual campaign** each year to raise funds for operating costs. It is the expectation that all Board Members contribute to CABVI's annual campaign. It is essential to achieve 100% participation each year as a demonstration of commitment to CABVI's work. Trustee support is often a criterion to receive grants from foundations or other sources. Trustees are also asked to participate in the campaign by communicating with a small number of current donors or personal contacts about CABVI. This is generally accomplished by the Trustee adding a personal note to the annual campaign letter. A trustee may also help CABVI gain access to persons in the community who are capable of major gifts. CABVI currently has about 1,800 donors. Gift categories begin at \$25. Many board members contribute at a leadership level with gifts of \$500 or more. Donors are recognized in CABVI's Annual Report and leadership level donors are invited to an annual luncheon.

CABVI offers a **gifts program** to honor a friend on a special occasion such as a birthday, holiday or anniversary with a donation to CABVI, or commemorate a friend through a memorial gift. Gift envelopes include this information.

CABVI is eligible to receive **matching gifts** from many employers. Employers can provide details about volunteer support or matching gift programs.

**Planned gifts** to CABVI provide important resources for the future. Naming CABVI as a beneficiary in a will is the most common form of planned gift. In addition, gifts of property, life insurance, an annuity or a trust may provide tax benefits to the donor. To recognize and thank those who have arranged a planned gift, CABVI has formed a Visionary Society. Names of Visionary Society members are published in the Annual Report and listed on the Donor Recognition Wall with the donor's permission. Board members are encouraged to support CABVI through a planned gift.

CABVI applies for **foundation grants** throughout the year. Grant proposals are submitted to charitable foundations requesting specific amounts of money for specific needs. Occasionally, Board and Committee members may be asked to review a list of potential foundations to determine if they are familiar with any of the people who make decisions at these foundations. Also, the development committee often makes suggestions about connections to potential foundations. CABVI assesses which grants are available for certain projects and applies accordingly.

CABVI periodically holds **special events** (such as the **Know You Can 5K and the Dining in the Dark**) to raise community awareness and attract new friends. Board members participate in making these events a success.