

# venture1:9

## The Ten Elements of a “Sticky” Case for Support

*Evangeline Pattison, Consultant, TFG*



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## The FOCUS Group

### Our Core Services

- Targeted Advancement Counsel
- Strategic Planning
- Feasibility Studies
- Capital Campaigns
- Research and Foundations
- Training and Tools



2

## Strategic Planning Guides the Case

- Affirms your mission and vision
- Validates predicted outcomes
- Creates "buy in" by key constituencies
- Demonstrates organizational competence
- Re-examines strategic assumptions
- Signals leadership effectiveness



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## The Fundraising Case

- **What is it?**
  - Best, clearest articulation of your mission and how you fulfill that mission.
  - Required budget and proposed strategy to raise the needed funding.
  - Includes deliverable and measurable outcomes.
- **How is it used?**
  - In personal meetings with prospective donors where the individual or couple has been told prior to the meeting that there is a fundraising agenda.
- **Who is it for?**
  - Major Donors



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## Ten Elements of Case for Support

1. Theme / Title Page
2. Need
3. Mission
4. Lifetime Value
5. Program
6. Accomplishments
7. Vision for the Future
8. Financial Needs
9. Gift Plan
10. Leadership Profile



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Theme

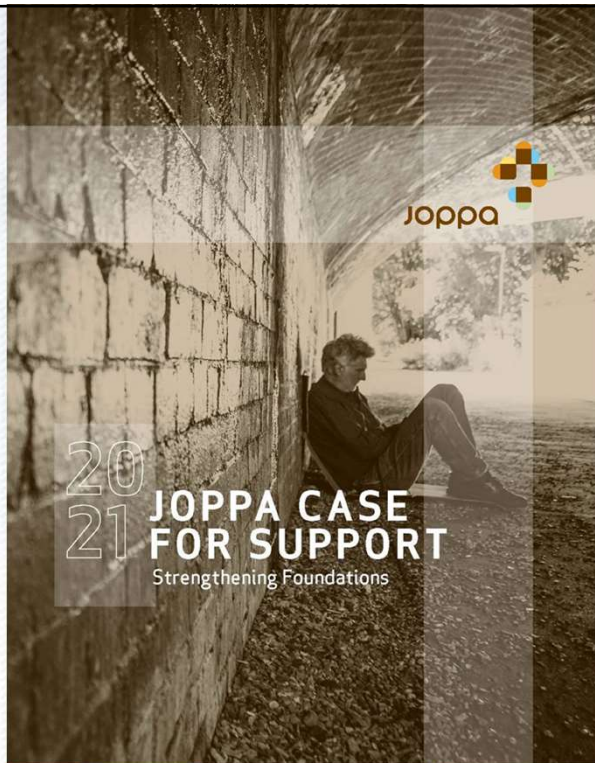
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## Theme

- Often the hardest piece of the case to decide on.
- Will appear as a single thread throughout.
- Should express, in a creative way, the communications objective of your case statement.



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### BROKEN FOUNDATIONS

No home—No hope

### ROOTED IN LOVE

Our mission

### LAYING THE GROUNDWORK

Founded in faith

### RESTORING A FOUNDATION

Meet Will Winder

### STORIES OF STRENGTH

Giving rise to a new life

### PILLARS OF SUPPORT

How we help

### BOLSTERING A COMMUNITY

Our impact

### FUNDING OUR FOUNDATION

The cost of providing hope

### A STRONG BASE

Our leadership

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**CENTERED**  
Strengthening  
Our Roots  
Raising up generations of  
Jesus-centered leaders

ROOTS  
Establish deeply and firmly

MADE TO THRIVE

DEVELOPING ROOTED LEADERS WHO  
THRIVE

DEEPENING OUR ROOTS

STRENGTHENING OUR TRUNK &  
BRANCHES -  
EMPOWERING ASSOCIATES

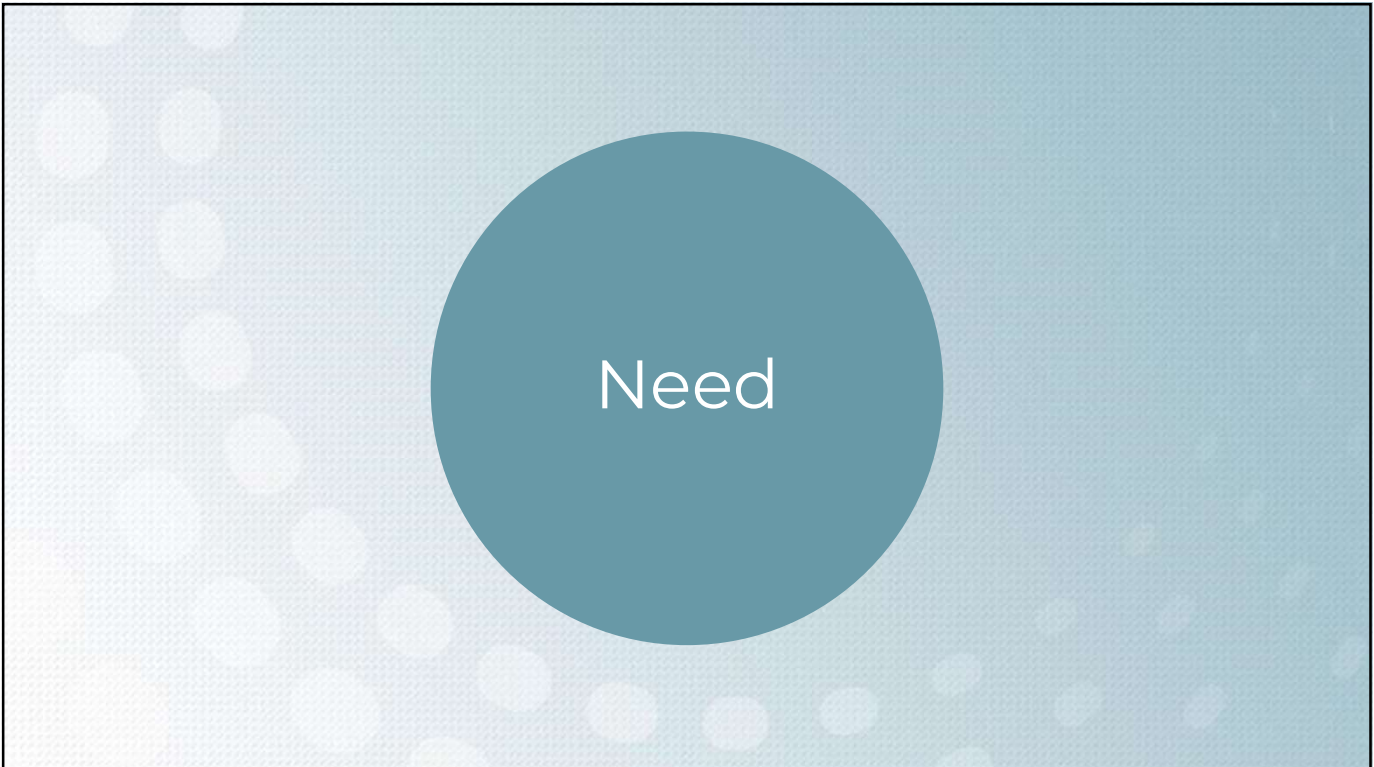
A STRONGLY ROOTED FUTURE

NOURISH THE SOIL

GROWING DEEP TOGETHER

THRIVING PARTNERS

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Need

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# Need

- The problem your organization is addressing (not financial needs).
- Use a combination of statistics and anecdotal information.
- Don't overstate - may discourage donors.



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2021 JOPPA CASE FOR SUPPORT

## BROKEN FOUNDATIONS

No home—No hope

**650**

people are homeless each day in Polk County<sup>1</sup>

**1 IN 3**

homeless individuals in the Des Moines metro area first-time homeless<sup>2</sup>

**30%**

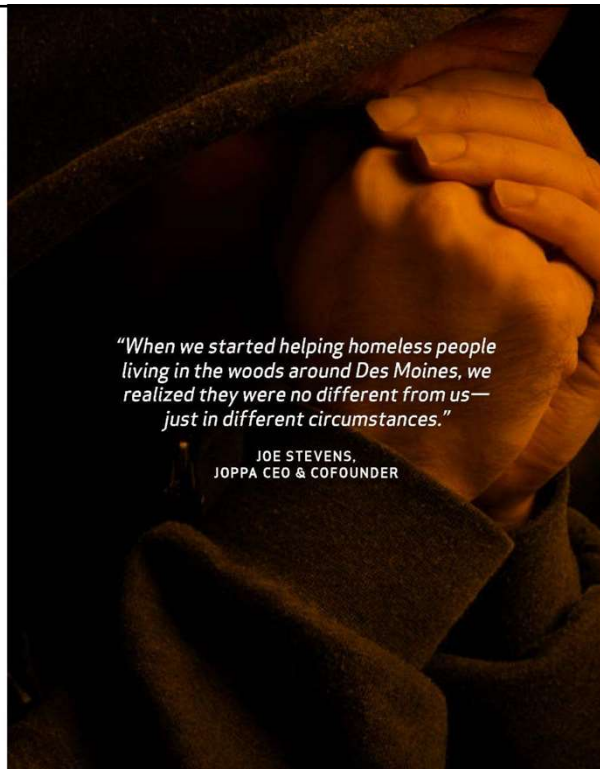
of our nation's homeless population are families with children<sup>3</sup>

Homelessness is not a choice. Many families are just one paycheck away from being on the streets. In fact, half of extremely low-income households in Iowa spend more than 50% of their income on housing. That leaves little to pay for food, clothing, transportation and medical care—which puts them at risk of housing instability.

Now homelessness is on the rise—a troubling fact that emerged from the affordable housing crisis and worsened during the COVID-19 pandemic. More and more of our neighbors are left with no options, no home and no hope. Their foundations are shattered, and they need a bedrock upon which they can rebuild their lives.

<sup>1</sup> Institute for Community Alliances  
<sup>2</sup> Joppa Field Survey, November 2020-January 2021  
<sup>3</sup> National Alliance to End Homelessness

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*“When we started helping homeless people living in the woods around Des Moines, we realized they were no different from us—just in different circumstances.”*

JOE STEVENS,  
 JOPPA CEO & COFOUNDER

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CENTERED
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## ROOTS

*Establish deeply and firmly*

### Struggling to Thrive

*"It is dangerous if our identity as a leader becomes more important than our identity as a child of God."*  
Patrick Lencioni, Author & Speaker


*"The most terrible poverty is loneliness . . ."*  
Mother Teresa

The world is yearning for compassionate, strong leaders who have the potential to influence the rise of healthy, rooted communities in every sphere of life. The writer of Hebrews tells us, "Remember your leaders . . . consider the outcome of their way of life and imitate their faith."

Leadership is not just a title; rather, it is the influence someone has within a community. Yet many leaders struggle with understanding their identity and feel increasingly lonely as demands press in on them.

Jesus-centered leaders are desperately needed. And these leaders need to be cared for by others so that they, too, can thrive.

Yet . . . according to Barna Research Group, 82% of Christians believe the U.S. is facing a crisis of leadership because there are not enough good leaders. A Survey on the Global Agenda from the World Economic Forum in 2015 reported that 86% of respondents agreed that there is a leadership crisis in the world.



Strengthening Our Roots

Most of those who do find themselves in a position of leadership are lonely . . .

- 50% of CEOs express feelings of loneliness, and 61% believe loneliness hinders their job performance.\*

Leaders struggle with identity . . .

- Only 34% feel called to the work they currently do.\*
- Another 34% admit they have "never thought about it before."\*\*

And, they are in dire need of development . . .

- 27% of leaders surveyed said they want help to lead with courage, 17% desire to grow in terms of discipline, 15% in vision and 13% in passion for God.\*\*
- The emerging generation readily expresses a desire for mentoring relationships and community, yet only 33% feel deeply cared for or that someone believes in them.\*\*

*Our world needs leaders, yet for a majority of leaders it is a struggle to thrive.*

*We believe there is a better way.*

\*Harvard Business Review \*\*Barna

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# Mission

- Why you exist - uniquely designed to address the need.
- Use your mission statement - do not recreate the wheel, but use fresh language and interpretation.
- Include core values, and/or a brief history or timeline of your organization.
- The appeal should relate back to mission.



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2021 JOPPA CASE FOR SUPPORT



STRENGTHENING FOUNDATIONS

## ROOTED IN LOVE

Our mission

Joppa helps homeless people survive, find housing and rebuild their lives.

Our mission is to create communities of unconditional love, support and hope for the homeless, as we work together to prevent and ultimately end homelessness.

Joppa core values start with unconditional love. We believe everyone deserves a home, and that begins with forming relationships with those experiencing homelessness in our neighborhoods.

We help homeless people restore their broken foundations piece by piece—helping them access existing resources in the community and giving them the building blocks needed to work their way out of homelessness.

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2021 JOPPA CASE FOR SUPPORT

## LAYING THE GROUNDWORK

### Founded in faith

Joppa may have started small, but from the beginning we had faith and focus on our mission to end homelessness. This solid foundation gave rise to milestones which, brick by brick, formed what Joppa is today.

- 2008 – Joe, Jacki and Caleb Stevens begin weekly outreach to unsheltered individuals in the Des Moines metro and launch the Winter Survival Program.



- 2009 – This growing grassroots movement becomes “Joppa.” In our first year, we help 47 individuals off the streets and launch our Aftercare Program.

- 2010 – We open the first “Joppa Center” as a base for volunteers to conduct outreach and aftercare services.



- 2012 – With grant support from Polk County, Joppa establishes the Homeless Nutrition Program.

STRENGTHENING FOUNDATIONS

- 2014 – Caleb launches the Joppa Kids program for children to learn about homelessness and participate in service-learning activities.
- 2016 – We share our vision for a transitional village for those working their way out of homelessness and build our first model Tiny Home.



- 2018 – Joppa hits 500 consecutive weeks of providing homeless outreach services.
- 2019 – We complete the first permanent Cottage Home, which provides truly affordable housing for those on fixed incomes.



- 2020 – Joppa moves to its new, larger location on Euclid Avenue and starts construction on the Homeless Resource Center. We provide uninterrupted services throughout the COVID-19 pandemic, grow our staff and continue to expand our reach.



Joppa has helped 460+ people off the streets since we began. 87% remain in housing today.

CENTERED

## MADE TO THRIVE

Our history is rooted in the 1930s, a time when marketplace and civic leaders gathered together to pray and seek God’s guidance for the welfare of Seattle and its citizens. Since that time, we have been faithful to raise up and unify generations of Jesus-centered leaders. We believe that with God, leaders can thrive and transform communities.

We believe the world can be changed by young people who love Jesus, have a vision for servant leadership, and a commitment to see Jesus lifted up in every aspect of their lives.



**Commitment to God**  
... resulting in love and faithfulness to others.



**Compassion to Serve**  
... meeting the needs of others in innovative ways.



**Courage to Follow Jesus**  
... challenging popular beliefs on leadership, operating as people of peace, and thriving as the roots of faith grow deep.



**Committed Friendships**  
... multigenerational relationships that span generations.

“Discipleship is really about development and developing people into what they’re called to do - that redesign that God’s given them and how to apply that design into what they do vocationally. That is what discipleship is.”

Jeff Rogers  
Founder & CEO of One Accord

Strengthening Our Roots



### Who is a leader?

It’s a CEO and a stay-at-home parent. It’s a banker, a politician, or a mechanic, all serving God in their unique identity.

We help emerging and current generations of leaders understand that their ministry is everywhere they go. It will thrive as they grow in their ability to care for their spheres of influence through their God-given identity.

### What are traits of a rooted, thriving leader?

- A person who puts Jesus before others, possessions, and self.
- A person who navigates life using the wisdom of the scriptures.
- A person of prayer.
- A person who lives under the teaching, direction, and authority of God’s Spirit.
- A person who loves people and self.
- A person who bears fruit.
- A person who lives in unity and seeks peace.
- A person who makes other followers of Jesus.

# Lifetime Value



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## Lifetime Value

- What is the long-term impact of your mission on individuals and communities? Over 10–20 years?
- Assure donors of the return on their investment.
- Do not forget human interest - stories, quotes, testimonies.



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2021 JOPPA CASE FOR SUPPORT

STRENGTHENING FOUNDATIONS

## RESTORING A FOUNDATION

### Meet Will Winder

When Will found Joppa, he was living in his car. In and out of prison since age 15, Will was finally free—but he was cold, hungry and discouraged. See how Joppa helped Will restore his foundation, one step at a time.

Joppa supporter Vicki Wallace knocked on the window of Will's car. She asked if he was hungry and gave him \$40.

Vicki's husband Bill came the next day and gave Will a Joppa business card.

Will went to Joppa and received food—his most pressing need.

Joppa paid for a hotel room for Will before he could move into permanent housing.

Joppa cofounder Jacki Stevens found an apartment for Will in Ankeny.

Joppa helped Will apply for jobs, fill out paperwork and search for housing.

Will signed the lease and moved into his new apartment. The next day, he got a job.

"Joppa motivated me. They gave me hope through their actions. Their compassion sparked a fire that's burning—a fire to survive, a fire to want to help others."

Joppa continued to support Will and teach him life skills through the Aftercare and Circle of Friends programs.


Will was successfully rebuilding his life, but within a few years his rent climbed to the point where his fixed income wasn't enough.

Joppa once again answered his prayers. Will became the first-ever tenant of the new Cottage Home.

Will now lives in his Cottage Home, has a job and is happy to be off the streets, thanks to Joppa.

"At Joppa, they didn't judge me. They didn't care how I got homeless. They cared only about meeting the need."

"The only way to give back to God is to give back to others. Five years from now, that's where I want to be. I want to be part of a strong organization that keeps people first."



JOPPA

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## DEVELOPING ROOTED LEADERS WHO THRIVE

At the foundation of human relationships as God has created us to relate to one another is truth telling. When Jesus came and interacted with people, he told them the truth. Whether it was Pharisees or disciples or the blind man who needed to have his sight restored, he told them the truth. All of this you can translate right into our business world, our school world, our everyday world.

Chi-Dooch "Skip" Li  
Founder & Partner, Bill, Li & McKinstry

My understanding of how to lead like Jesus has been drastically shaped by the men and women I have gotten to know through these events. Centered has taught me what it looks like to pour into those around me and how to turn to Jesus when my own strength is not enough.

Ashley Weeks  
Donor Relations Coordinator, CRISTA Ministries

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Strengthening Our Roots

To live Jesus-centered in the marketplace takes courage. I also think it takes being excellent at what we do, listening, loving people. I think to be a good leader we have to come from a place of love and care for others and see them as made in the image of God, as image bearers, even if we don't agree with them all the time.

Cindy Breith  
Executive Director, US Programs, Medical Teams International

The understanding of faith as it relates to what I do vocationally has been a huge, huge change - a transformation really - from business being transactional to becoming relational.

Jeff Rogers  
CEO, One Accord

I have gained enriching friendships, made deep connections and acquired new mentee relationships. I am honored that Centered has provided opportunities for me to serve and through generous contributions, eliminated financial barriers which would have prevented me from doing so. Every interaction is fruitful and aligns well with kingdom living. The Christ-experiences organized through Centered are needed, relevant and God sent.

Treva Cobbinah  
Community Leader


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## Program

- How you do what you do.
- Scope of programs and activities.
- Who are you serving?
- How are you serving them?



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## PILLARS OF SUPPORT

### How we help

Joppa has three pillars that support our mission of helping those in need, while working to end homelessness.

STRENGTHENING FOUNDATIONS

### 1 HOMELESS SERVICES

Our foundation is ensuring everyone has the basic blocks for survival: food, clothing, shelter, heat and—most importantly—hope. We build relationships and connect people with resources to find housing and employment. After they move into a permanent home, our Aftercare Program offers support and nourishment as they rebuild their lives.

**Joppa Homeless Services include:**

- Weekly outreach and aftercare
- Circle of Friends
- Homeless Nutrition Program
- Winter Survival Programs
- USPS mail deliveries
- Street nursing and medical referrals
- Job development and placement
- Transportation and housing assistance

### 2 HOUSING DEVELOPMENT

The primary cause of homelessness is a lack of affordable housing. To fill this gap, Joppa is developing fundamental housing solutions:

1. **Cottage Homes** – Permanent, truly affordable homes for seniors, veterans, disabled individuals and others living on fixed or part-time incomes, including those formerly homeless.
2. **Loft Cottages** – Transitional tiny homes with full bathrooms and kitchenettes. Located in a safe, supportive village, the Loft Cottages provide a place for homeless individuals to live while they rebuild their lives.

### 3 EDUCATION ADVOCACY

Joppa strives to educate the public about why people are homeless, why we should care, and what we can do to help. We believe this education will help end homelessness nationwide. As part of this effort, we create educational materials, produce videos and organize the following signature events throughout the year:

- Project PJ
- Joppa Community Cleanups
- Down & Out Homeless Fundraiser
- Iowa Homeless Memorial
- Homeless Christmas Celebration

**"Project PJ" helped our kids focus on the needs of other children and adults in our community. This was an excellent opportunity to learn about something beyond their own daily lives."**

-Tracy Lepeltak, Counselor & Dean of Students, Cowles Montessori School

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## CENTERED

Strengthening Our Roots

### DEEPENING OUR ROOTS

*Deeper engagement opportunities*

#### Women's Fellows

The Women's Fellows is a six-month post-graduate program that equips young women to bring the kingdom of God to bear in all areas of their lives.

**"The Fellows changed my life. When I joined, I was unemployed and had very low confidence in myself. I didn't have a clear grasp on who I was or what I was supposed to do with my life. By the end of the year, I had a powerful community of women supporting me, found and started my job through a connection I made in the Fellows community, restored a broken relationship, got engaged and married, and broke powerful lies I believed. What a gift, and something I will forever be grateful for."**

*Kristin Lee  
2016-2017 Fellow*

#### Leadership Cohorts

Leadership Cohorts are designed for college students who want to grow in their understanding of what it means to be a Jesus-centered leader. They learn key principles of Jesus and attributes of a follower of Jesus. This is done through weekly group teaching and discussion, one-on-one coffees, and memorizing more than 40 Scriptures. In the 2019-2020 academic year, there were cohorts in Seattle, Ellensburg, and Spokane.

**"What started for me in 1996 as a college student has continued now into being an adult and parent. The investment into my life with Jesus has forever influenced me in a deep and profound way. Not only has this ministry and their leaders impacted my life for going on three decades, they have also invested in my children. Jesus is truly at the center of this ministry, which in turn has amplified Jesus to the epicenter of my life."**

*Sean Hughes  
Leadership Cohort Participant*

#### The INN Community

Centered strategically partners with The INN Community, a ministry dedicated to serving college-aged individuals in the Seattle area. This community hosts weekly gatherings of around 250 college students and provides spiritual growth through one-on-one mentorship, small group fellowship, biblical training, student leadership opportunities, short-term missions and more. The INN is a department of University Presbyterian Church, which has a 100-year legacy of Jesus-centered teaching and intentional investment in the next generation.

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## Accomplishments

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## Accomplishments

- Describe the impact of your programs on those you serve and the greater community.
- Use whatever possible to illustrate impact:
  - Objective data
  - Anecdotal data - stories, testimonials

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2021 JOPPA CASE FOR SUPPORT

## BOLSTERING A COMMUNITY

### Our impact

It's amazing to see how far Joppa has come, with God's blessing and the generosity of our donors, volunteers and partners. Here is the impact we made in 2020:

# 45

homeless individuals helped off the streets and into permanent housing

# 8,609

outreach visits to people living under bridges, in tents and in vehicles

# 3,298

aftercare visits to recently homeless people

# 118,889

pounds of food rescued and delivered to those in need

#### Then and Now

2015	2020
<ul style="list-style-type: none"> <li>• 17.5 hours per volunteer</li> <li>• 1,967 referrals to partners</li> <li>• 1,747 USPS mail deliveries to homeless individuals</li> <li>• 5,092 meals served</li> </ul>	<ul style="list-style-type: none"> <li>• 30.5 hours per volunteer</li> <li>• 6,605 referrals to partners</li> <li>• 2,340 USPS mail deliveries to homeless individuals</li> <li>• 7,540 meals served</li> </ul>

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CENTERED
Strengthening Our Roots
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## DEEPENING OUR ROOTS

### Raising Jesus-centered leaders through events and leadership development

**Regional Events**

Our events are fed through relationships and partnerships. In fact, we refer to them as "gatherings of friends." The goal of each gathering is for people who come to have a personal encounter with Jesus and a broader view of and connection to God's Kingdom family.

In 2019, almost 1,500 people encountered Jesus through one of these gatherings!

**Did you know?** Our events are "staffed" with volunteers. In 2019: Volunteers served 5,861 hours equalling 2.8 full-time employees. That's a value of \$146,500!

**We want everyone to attend our events regardless of financial ability.** In 2019: We gave \$68,000 in scholarships to over 200 people.

The King County Prayer Breakfast and Governor's Prayer Breakfast bring together a cross-section of current and emerging leaders to pray for their communities and leaders. It is also a time to publicly acknowledge the need for God's guidance in personal, vocational and civic life.

The Weekend is a gathering that draws together friends who have a history of celebrating the vastness of God's Kingdom through unity and diversity. It includes people from different generations, life experiences, ethnicities, cultures, and socioeconomic backgrounds. The hope is that communities will be transformed through relationships rooted in Jesus and multigenerational friendships.

Washington State Leadership draws 18-25 year olds from across the state to a forum where they learn how to integrate faith with their vocation.

**National & International Reach**

The National Prayer Breakfast is held in Washington, DC, each February. In 2020, 127 countries were represented, and a delegation of 80 from Washington state attended. People were introduced to a global community of friends who seek to follow the teachings of Jesus, regardless of cultural background or religion.

Our Bridge to Jackson, Mississippi, was started to connect students and young professionals from Washington state to Jackson. This bridge has helped to create a healthy relational platform for the emerging generation to have vital discussions surrounding societal topics such as racial tension and socioeconomic challenges.

Our International work involves over 200 young adults from former Soviet block countries. They meet regularly to build their relationships with each other, to encourage one another in their pursuit of God, and to care for the widows and orphans in their communities.

*"It was encouraging to see that no matter who was speaking and what context they came from the main conclusion was that pursuing Jesus is the foundation for everything in life."* 2020 WSL attendee

*"God is working throughout our generations and he is more than ready to use us in any way he can to grow his kingdom!"* 2020 WSL attendee

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## Vision for the Future

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## Future Vision

- Where is your organization headed over the long-term? (Strategic Plan)
- Relate the vision to the mission and goals.
- Show how your fundraising will help fulfill this vision.

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STRENGTHENING FOUNDATIONS

## EXPANDING FOUNDATIONS

### Our vision for 2021

Despite the pandemic, increasing homelessness and other challenges, Joppa is resilient and continues to grow. We're excited to establish new initiatives that will not only move Joppa forward in ways we've never seen before—they will be game-changers for the entire community.

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**1 HOMELESS RESOURCE CENTER**  
 Joppa is constructing Iowa's first Homeless Resource Center, a one-stop-shop for homeless individuals to find resources, referrals and hope. The center will provide food and water, supplies, job and housing resources, a computer station, a full-time case manager and more.

The Homeless Resource Center is an innovative solution to provide efficient and comprehensive support, allowing us to expand our reach and help even more people off the streets.

**2 THRIFTMART**  
 Joppa is getting ready to launch Thriftmart, a nonprofit thrift store that sells high-quality new and gently used goods. We plan to eventually expand the brand and open additional stores.

Thriftmart will provide sustainable income for Joppa operations, while offering job training for homeless individuals. The store will also raise awareness about homelessness to new audiences.

**3 JOPPA VILLAGE**  
 Joppa is working with city and county officials to find a suitable location for a transitional village of Loft Cottages in the Des Moines metro. The village will be a gated community that provides a safe place for people working their way out of homelessness.

The Joppa Village will immediately get 50 people off the streets and help them gain a source of income and overcome other barriers before moving on to permanent housing.

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## A STRONGLY ROOTED FUTURE

**CENTERED**

Strengthening Our Roots

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### Deepening Roots

Kingdom growth is always relational. Love is the only sustainable soil where growth thrives. Centered is uniquely positioned to lovingly engage and unify a broad spectrum of people who reflect the diversity and breadth of God's Kingdom. Over the next two years, we will continue to cultivate our historic base, which is rooted in excellent leadership events and discipleship resources. We anticipate reaching approximately **2,000 people in 2021**.

### Strengthening Our Trunk & Branches

To move forward with our mission and vision, it is vital that a strong foundation be established so that new growth can thrive. This is possible through:

- Onboarding an Events & Operations Coordinator
- Empowering our Associates
- Improving Infrastructure
  - App development
  - Website overhaul
  - Migration to Office 365

**Did you know?**

IN A HEALTHY OAK TREE, THE ROOT LINE NEEDS TO BE TWICE AS WIDE AS THE TREE IS HIGH.

We anticipate that Associates will be able to spend 40 hours more per week directly investing in the leaders of tomorrow. That's 2,080 hours in just one year!

### Bearing More Fruit

- Growing our existing partnerships.
- Forming new partnerships.
- Establishing deeper relationships with market place and civic leaders.

According to Jesus, growth and laborers are directly related. Fields are ripe for harvest. Jesus said, "The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

We are committed to discover and raise up multigenerational and multicultural "city teams". We connect with city leaders who have a God-inspired desire to care for the good of their city. These are people of peace who are compassionate towards others and have an ability to gather like-minded people.

Our hope is that these "city teams" will maximize our events and discipleship resources for their local area, both accelerating Centered's mission to raise up generations of Jesus-centered leaders and transform cities into places of peace and hope.

## Financial Needs

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## Financial Need

- Describe in terms of program.
- Airtight numbers.
- Show sustainability.
- Be ready with detailed, supplemental information, but don't lead with it.

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2021 JOPPA CASE FOR SUPPORT
STRENGTHENING FOUNDATIONS



## FUNDING OUR FOUNDATION

The cost of providing hope

**CORE OPERATING COSTS:**

Category	Total
<b>Homeless Services</b>	<b>\$639,070</b>
Homeless Resource Center	
Outreach & Aftercare Programs	
Nutrition & Winter Survival Programs	
Case management	
Housing & employment assistance	
<b>Housing Development</b>	<b>\$221,187</b>
Loft Cottages	
Transitional Village	
Cottage Homes	
<b>Education Advocacy</b>	<b>\$498,559</b>
Public awareness events	
Joppa Kids	
Storytelling & thought leadership	
<b>Administrative/Fundraising</b>	<b>\$141,184</b>
Accounting & tax preparation	
Legal & professional services	
Administration	

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CENTERED

## NOURISH THE SOIL

<b>Deepening Our Roots</b>	
Scholarships	\$35,000
Leadership Development	\$30,000
Operations	\$160,000
<b>Strengthening Our Trunk &amp; Branches</b>	
Empowering Associates	\$690,000
Event & Operations Coordinator	\$50,000
<b>Bearing More Fruit</b>	
Establish Community Partnerships	\$20,000
<b>TOTAL GOAL</b>	<b>\$985,000</b>

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# Gift Plan

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## Gift Plan

- This will be based on what we understand about the prospects.
- List # of gifts needed at each level to reach goal.
- Three sections: top, middle, and low tiers.
- People can see where their gift fits into the larger goal.

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2021 JOPPA CASE FOR SUPPORT

**GIFT PLAN**

Donors	Gift Amounts	Total
1	\$100,000	\$100,000
2	\$75,000	\$150,000
4	\$50,000	\$200,000
10	\$25,000	\$250,000
12	\$15,000	\$180,000
15	\$10,000	\$150,000
22	\$7,500	\$165,000
24	\$5,000	\$120,000
26	\$2,500	\$65,000
Everyday Angels	Various	\$120,000
<b>116 DONORS</b>		<b>\$1,500,000</b>

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Strengthening Our Roots

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**GROWING  
DEEP  
TOGETHER**

Partners	Gift Amount	Total
1	\$200,000	\$200,000
1	\$150,000	\$150,000
2	\$40,000	\$80,000
4	\$25,000	\$100,00
15	\$10,000	\$150,000
20	\$5,000	\$100,000
25	\$2,500	\$62,500
40	\$1,000	\$40,000
105	\$500	\$52,500
		\$985,000

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## Leadership Profile

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## Leadership Profile

- List board, committee/s, key staff.
- Include contact information.
- Printed on the inside back cover or back cover.


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STRENGTHENING FOUNDATIONS

## A STRONG BASE Our leadership


**BOARD OF DIRECTORS**




**KYLE HORN**  
Founder & Director,  
America's Job Honor  
Award




**JACKI STEVENS**  
Joppa Donor Relations  
Manager & Cofounder




**JOE STEVENS**  
Joppa CEO &  
Cofounder



**LORI WANKURK**  
Community  
Volunteer




**DIANA CLAY**  
Community Volunteer




**MARGARET GODWIN**  
VP Business Manager,  
Wells Fargo


**CORE STAFF (PAID & VOLUNTEER)**




**CURT CARLSON**  
Housing Program  
Manager




**KAYLA CHOATE**  
Communications &  
Events Director




**TOM FISCHER**  
IT Director




**AMELIA JANSEN**  
Executive Assistant




**PATRICK JANSEN**  
Donor Relations  
Director




**PAT MCPHERRREN**  
Client Services  
Specialist




**STACIE O'CONNOR**  
Case Manager



**EMILY OSWEILER**  
Chief Operating  
Officer




**KIM ROUSH**  
Volunteer Director



**CALEB STEVENS**  
Video Producer &  
Cofounder

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**Joppa**

Patrick Jansen, Donor Relations Director  
patrick.jansen@joppa.org  
(515) 420-9228


**Joppa**  
2326 Euclid Avenue  
Des Moines, IA 50310

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18
**CENTERED**
Strengthening Our Roots
19

## THRIVING PARTNERS


### Board of Directors




Alyssa Petrie  
Board Chair, Philanthropist




Jack McMillan  
Co-Chair, Former Co-President at Nordstrom




Michael Miller  
Treasurer, Founder & CEO at Capital Planning LLC



Toms Lee  
Secretary, Head of Pro-Acquisition at Porch



Scott Hardman  
Managing Director at Alexander Hutton



Russ Johnson  
Founder & Chief Strategy Officer at NavigatorSRVS

*“ I invest because Centered brings people into the awareness of their authentic identity and then provides them diverse and cross generational community that allows them to continue to grow and to plug into what God is doing . . . which is exactly what the world needs more of today . . . ”*  
Russ Johnson

## THRIVING PARTNERS

### Prayer & Planning Teams, Community Partners

**The Weekend**  
Marshall Jamieson, Jim Eney, Janus Sanders, Jim Caldwell, Alexis Phillips, Morgan Gallon, Cassy Acker, Grace Lawrence, Grant Gustafson

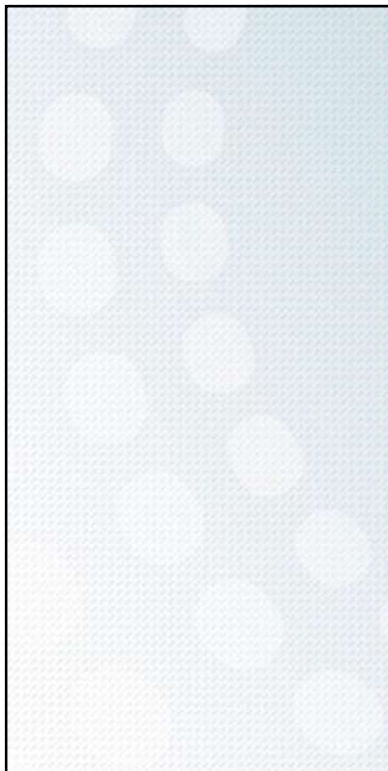
**King County Prayer Breakfast:**  
Flaine Adams, Wes Anderson, Chris Gough, Scott Hardman, Karen Johnson, Russ Johnson, Justin Kawabori, Michael Miller, Jeff Rogers, Kellie Schneider, Scott Urle

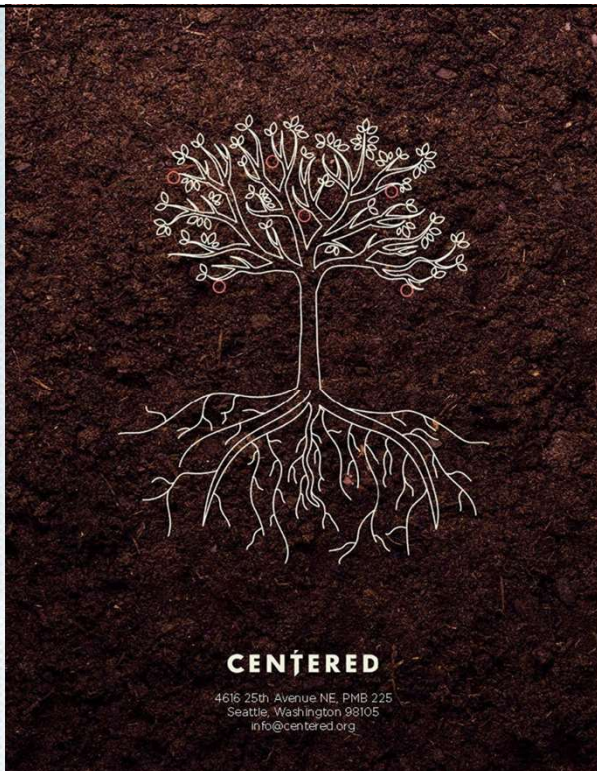
**National Prayer Breakfast:** Brad Decker, Laura Decker, Grant Gustafson, Wes Anderson, Karen Johnson, Dean Johnson, Kristi Gustafson

**Governor's Prayer Breakfast:** Rep. Lauren Davis, Rep. Keith Goehner, Karen Johnson, Wes Anderson, Jeff Vancil

**Washington State Leadership:** Kristin Lee, Toms Lee, Matt Lam, Grant Gustafson, Alexis Phillips, Jeff Vancil

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**CENTERED**

4616 25th Avenue NE, PMB 225  
Seattle, Washington 98105  
info@centered.org

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## Next Steps

- Begin by developing your content following the Ten Elements.
- Move into the design stage.
- Practice presenting.
- Print small batches.
- Ask permission to present your case and make an ask.



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Thank you for  
joining today!

**Evangeline Pattison, Consultant**  
**[epattison@thefocusgroup.com](mailto:epattison@thefocusgroup.com)**

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