

Sample Project Funding Plan and Goals—Program & Staff

This project will be funded through declining support from the M.J. Murdock Charitable Trust and unrestricted revenue from increased donor development and fundraising activities.

FUNDING SOURCES

- **Board:** As we train and augment our board to become an active fundraising body in alignment with our strategic plan, we will ask for significant giving from our members toward this project.
- **Individuals:** Individual donor outreach will be to targeted constituencies with identified interest in youth equity, workforce development, and education. Individual donor constituencies include over 2,500 alumni, over 100 local business partners, educators and community partners, and potential major donors. We have identified at least six potential major donors who are acquainted with a board or staff member and will begin formal prospect research and major donor stewardship at the commencement of this project.
- **Corporations:** In addition to businesses who already partner with us to offer paid internships to students, we will approach regional banks and large corporations that have established corporate social responsibility programs.
- **Events:** Events will function primarily as vehicles for outreach and visibility during the course of this project and will be employed only with a minimum 100 percent anticipated return on investment.

Although none of these funding sources are committed, our overarching goal of this project to engage our organization’s extensive and long-standing network of constituents shows strong potential for a robust and self-sustaining fund development program.

Source	Year 1 Goal	Year 2 Goal	Year 3 Goal	Committed	Balance
M.J. Murdock Charitable Trust	\$75,000	\$50,000	\$25,000	-	\$150,000
Board	-	\$5,000	\$10,000	-	\$15,000
Individuals	-	\$15,000	\$40,000	-	\$55,000
Corporations	-	\$15,000	\$30,000	-	\$45,000
Events	-	\$10,000	\$18,000	-	\$28,000
Total	\$75,000	\$95,000	\$123,000	-	\$293,000