

Sample Funding Gap Framework

Sample A.

We started our fiscal year on July 1st—with a \$1.2 million dollar budget—and a \$300,000 funding gap. In the last two months, we have secured \$100,000 of funding through a variety of sources.

That leaves a funding gap of \$200,000 to be raised by June 30, 2012. We look to you, our supportive community to help us raise approximately \$20K per month so we can do our life-changing and life-saving work.

Eliminating our funding gap by raising unrestricted operating dollars will allow us to move into the 21st century with technology, systems and programs that will build a strong, passionate, organized organization so we can continue to support women, children and families throughout Minnesota.

Is our work critical? Ask little Mikayla —just five years old—who was murdered by her father on an unsupervised visit that was opposed by her mother. In addition to prevention and education, our work helps to change laws and raise awareness about stories like little Mikayla's so a tragedy like hers doesn't happen again.

Sample B.

This fiscal year we have a funding gap of \$1.8 million. That's an increase of over \$200,000 from last year. The good news: As of today, 3 months into the year, we have received more than \$452,000 to reduce that funding gap.

The real news: We have a long way to go to end this year with no funding gap. And daily we hear of another source of funding that is being cut or eliminated. We have our work cut out for us.

In our Lighthouse Program where we have a \$32,000 funding gap this year, it takes just \$75 per student to ensure they have a caring, trustworthy adult spending time with them each week. More than 400 young children like Melvin whose mother left him alone to fend for himself will find out they truly are not alone when we meet our funding gap this year. Melvin used to be called a drop out and "problem" kid. Now he's an honor roll student at ____ and on a path to graduate from college in 2013.

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Sample for You to Customize

This fiscal year we have a funding gap of _____.

[You may want to note how it's different, less or more, than last year. And that these are unrestricted operating dollars.]

As of today we've raised _____ toward to reduce that gap.

Let me help make this real for you. In our _____ program it takes just _____ per (day, person, month, housing unit, etc.) to help people like _____. Share some of their story to convey the impact of raising these dollars.

What's different: Written vs. Talking
