

AFAH FUNDRAISING/FOUNDATION PLAN 2021/2022

This plan will outline strategies for raising funds from various family, private and corporate foundations. Concentration will focus on the cultivation and solicitation of new foundation support as well as maintaining current and lapsed donors.

New Prospects:

Research will be conducted in the following avenues:

1. Determine types of support needed ie: general operating, programs, research, and matching grants.
2. Foundation Directory (Candid): Query on those that support children, health, Israel, and Judaism.
3. Grant Watch: A search engine used by various organizations to help with research.
4. Board of Directors: Possible contacts through personal and corporate affiliations.
5. Once all research has been completed packets will be sent out introducing AFAH and ALYN.

Current Constituents:

1. Reporting will be conducted through the organization's database to determine what foundations are currently active.
2. Once that determination has been made 990's will be pulled to establish giving capacity.
3. Reports will be generated and distributed to BOD for any personal affiliation.
4. Meetings will be set up for those that have the capacity to give more than currently giving.

Lapsed Constituents:

1. Reporting will be conducted through the organization's database to determine what foundations have previously given and are no longer doing so.
2. Research will be conducted to see if foundations are still active.
3. If the foundation is still active letters will be written to re-introduce AFAH and ALYN. Also asking why the foundation has stopped funding AFAH.
4. BOD will once again be asked for any personal affiliation.
5. Meetings will be set up to discuss partnering with AFAH and ALYN moving forward.