Dear Community Leader,

The Capital Fund Raising Committee (CapFunds) serves the Dane County business community as a joint effort of the Greater Madison Chamber of Commerce and United Way of Dane County. Its primary purpose is to review plans for capital campaigns of non-profit organizations that intend to seek support from the business community, strengthen the soundness and success of campaigns through application of best practices and scheduling, and provide information so that businesses can make educated decisions about supporting specific campaigns. Non-profits tell us that this process helps them refine and strengthen their capital campaign plans and outcomes.

On behalf of the CapFunds Committee, thank you for sharing this quarterly report with others in your organization. We hope you find it helpful as you plan your corporate giving.

Steve Goldberg, Chair

Target Outcomes of the CapFunds Process

1. Soundness and Success of Madison Area Campaigns
2. Application of Campaign Best Practices and Resources
3. Realistic Non-Profit Agency Goal Setting for Project Completion
4. Strategic Scheduling of Campaigns for Maximum Business Community Support
5. Corporate Donor Awareness of Project Stability

Campaign Tip from Our Community

Successful campaigns secure a significant lead gift (or gifts) representing a sizeable portion of the total goal early in the campaign process. CapFunds Committee (CFC) study results revealed that 79% of the campaigns that successfully met their goal secured lead gifts, with the average gift representing 27% of the total campaign goal. Conversely, 57% of unsuccessful campaigns had lead gifts, with the average gift representing just 17% of the total campaign goal.

For more resources on CapFunds, upcoming local trainings, webinars, and CapFunds support, visit http://www.unitedwaydanecounty.org/capital-fund-raising/

Campaigns in This Issue
Habitat for Humanity
Literacy Network
Campaigns in This Issue

Campaigns **reviewed and approved** by CapFunds are included below. Other campaigns that are in the process of review, have not been approved or have chosen not to be reviewed are listed, but not endorsed or vetted by this Committee. For information on CapFunds, its review process and campaign standards, please visit our website at [http://www.unitedwaydanecounty.org/capital-fund-raising/](http://www.unitedwaydanecounty.org/capital-fund-raising/).

---

### Habitat for Humanity

*CapFunds approved and scheduled for 3/2015-8/2015*

At Habitat for Humanity of Dane County, we believe strong communities start at home. More than just shelter, a home provides stability, opportunity, hope and untold potential not only for the family, but for the communities where they live and work. In 2014 we have plans to build an even stronger Dane County. Habitat has identified both a need and an opportunity to bank land at historically low prices we may never see again at a time when land is becoming scarce. Our plans will help at least 70-100 families improve their health and physical safety, increase education and employment prospects, and prepare them to be good neighbors who are engaged in their community. We plan to focus on four specific areas that are ideal for our purposes, near schools and poised to become thriving neighborhoods. **George Kamperschroer from Neider & Boucher and Greg Jones from Dave Jones Plumbing and Heating** are chairing the campaign.

Goal: $1,750,000
Raised to Date: $0

---

### Current Campaign Totals

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN 2015</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Habitat for Humanity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>x</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Middleton Outreach Ministry</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td>Goal</td>
<td>Funds Raised To Date</td>
<td>Goal From Dane County Businesses</td>
<td>Funds Raised To Date From Dane County Businesses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>--------</td>
<td>----------------------</td>
<td>----------------------------------</td>
<td>-----------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Habitat for Humanity</td>
<td>$1,750,000</td>
<td>$0</td>
<td>$437,500</td>
<td>$0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middleton Outreach Ministry</td>
<td>$1,800,000</td>
<td>$849,878</td>
<td>$286,000</td>
<td>$236,023</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td>$3,550,000</td>
<td>$849,878</td>
<td>$723,500</td>
<td>$236,023</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fitchburg Splash Pad</td>
<td>$800,000</td>
<td>$819,035</td>
<td>$100,000</td>
<td>$87,760</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td>$800,000</td>
<td>$819,035</td>
<td>$100,000</td>
<td>$87,760</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL OF ALL CAMPAIGNS</strong></td>
<td>$12,450,000</td>
<td>$3,078,391</td>
<td>$1,623,500</td>
<td>$335,671</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Approved Local Campaigns***

**Campaigns Listed for Information Only**

**Potential Campaigns***

*Vetted by the CapFunds Committee with an approved window of time to approach the business community for support

**Did not utilize the CapFund Process, for informational purposes only

***In the planning stage that have not yet formally approached the CapFunds Committee for approval

For more information contact Bill Monkemeyer at bmonkemeye@uwdc.org or call 246-4351.