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

Understanding the competition through examination of the current and anticipated fundraising environment is an important task that should be undertaken during the campaign planning phase. The CapFunds survey data supported the idea that successful capital campaigns took into consideration other events taking place in the community, such as the Monona Terrace and Overture Center projects. Anecdotal information gathered through this research indicated that some capital campaigns may have fallen short - particularly in anticipated business contributions – when fundraising for these initiatives was underway.

For more resources on CapFunds, upcoming local trainings, webinars and CapFunds support, visit

http://www.unitedwaydanecounty.org/capital-fund-raising/
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/).

### Briarpatch Youth Services (formerly Youth Services of Southern Wisconsin)

**CapFunds approved and scheduled for 03/2015-07/2015**

Homelessness among young people is a serious problem in our community. Couch-surfing, sleeping in cars, staying with unsafe strangers – it’s conservatively estimated that there are 200 Madison youth who live this life every night. Briarpatch Youth Services is committed to bringing a shelter for these youth to Dane County. This eight bed shelter will be part of the agency’s services for runaway and homeless youth, ages 13-17. We seek to raise $3.1 million to help open and fund ongoing operations of the shelter, and to retire the mortgage on our new building. Retiring the mortgage will free up approximately $120,000 per year for services to youth and families including the youth shelter, parent support groups, and youth employment programming. Currently $2.1 million has been raised towards this goal, and we invite the community to help fill this critical need for local youth. **Our campaign cabinet is comprised of dedicated community leaders such as Mark Meloy of First Business Bank, Kate Reilly, and Holly Cremer Berkenstadt.**

Goal: $3,100,000
Raised to Date: $2,100,000

### Literacy Network

**CapFunds approved and scheduled for 11/2014-03/2015**

Literacy Network will purchase and renovate a building to house its offices and classrooms. More than 55,000 adults in Dane County struggle with the reading, writing and communication skills needed to support their families. The new South Side Education Center will enable the organization to nearly double the number of adult learners served to more than 2,000 by 2017. The center will feature 6 classrooms and 8 dedicated tutoring spaces in 12,000 square feet of collaborative space in South Madison to help adults build skills to get out of poverty. Capital funds will be divided evenly between building costs and the cost of extra operational programming which will be made possible by the new larger facility.

This project will enable Literacy Network to move out of its cramped and overcrowded space on South Park. The new home will be at the former Wingra Clinic near many partner agencies, such as Urban League, Madison Urban Ministries, Goodman South Madison Library, Boys and Girls Club and Madison College.

Goal: $3,000,000
Raised to date: $50,000

### 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>
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<tbody>
<tr>
<td>Briarpatch Youth Services (formerly Youth Services of Southern Wisconsin)</td>
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<td>Habitat for Humanity</td>
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<td>Middleton Outreach Ministry</td>
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**Note: approximately 50% of the campaign total is for expanded programming and operations.**

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

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

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

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**Other Campaigns Previously Listed in Newsletter**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Campaign Goal</th>
<th>Funds Raised To Date</th>
<th>Amount Left to Raise</th>
<th>Campaign Began</th>
<th>Campaign Ended?</th>
</tr>
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<tbody>
<tr>
<td>Independent Living</td>
<td>$2,000,000</td>
<td>$883,316</td>
<td>$1,116,684</td>
<td>2012</td>
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<tr>
<td>Madison Opera</td>
<td>$1,875,000</td>
<td>$1,481,000</td>
<td>$394,000</td>
<td>2013</td>
<td>N</td>
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<tr>
<td>Porchlight</td>
<td>$2,000,000</td>
<td>$1,040,100</td>
<td>$959,900</td>
<td>2014</td>
<td>N</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,875,000</strong></td>
<td><strong>$3,404,416</strong></td>
<td><strong>$2,470,584</strong></td>
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</tbody>
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For more information contact Bill Monkemeyer at bmonkemeye@uwdc.org or call 246-4351.