

Camp Hobé Fundraising Plan 2021 - 2022

Mission

Camp Hobé offers special psychosocial support programs for kids being treated for cancer and similarly-treated disorders, as well as their families, through summer camps and family outings. Our goal is to create an atmosphere that enhances self-esteem, fosters independence and friendships, and creates a feeling of belonging.

Goals and Objectives

1. Ensure that sufficient funding is secured for the current program year, which runs on a calendar fiscal year cycle.
2. Develop a reserve amount sufficient to provide funding for two (2) years of programs.
3. Develop future funding sources to correlate with the organization's overall strategic plan.
4. Develop a long-term succession plan to develop a strong administrative and program core, consisting of both volunteer and paid staff.

Current Status

What is the current support system for the programs and facilities, including but not limited to, staff, equipment, and participant recruitment/registration?

Financial support for the program is provided through fundraisers, grants, in-kind donations, and private donations. There are currently 9 paid part-time staff positions (2 year-round, 7 seasonal) for the program, all paid reasonable rates. Primary Children's Hospital provides the main avenue for participant recruitment and medical staff volunteers. The summer camp site is owned by the Utah Elks Camp Wapiti, Incorporated, of which we are one of many health-related organizations leasing the facilities annually. The organization does not currently own or lease any year-round facilities; off-season programs are conducted at various locations around the state (eg, Utah Jazz arena, Grizzlies hockey arena).

What are the factors relating to the organization's expenditures and income?

The Executive Director, the Board of Directors, the Planning Committee, and the Community Outreach Committee are solely responsible for raising adequate financial support for the organization each year. This is done through grant writing, donation requests (equipment, supplies, food, etc.), events, and fundraisers. Fundraising events are facilitated by the Camp Hobé Community Outreach Committee throughout the fiscal year, working with the Executive Director. Program income may be unpredictable, as grant money received varies from year to year. Income depends largely on how many other large, cancer-related organizations are asking the community for financial support. It also depends on the varying amounts raised at annual events. Program expenditures are affected by factors such as the amount of in-kind donations received, the number of participants registered for the various programs, the availability of trained volunteers with appropriate certifications, and the requests for new or updated equipment and supplies from the staff directors and leaders.

How is progress of the fundraising plan evaluated?

Progress of the fundraising plan is evaluated on an ongoing basis, using several methods. The Board of Directors is updated on income and expenses quarterly, and on the Give/Get program and overall donor profiles at least once annually. In addition, we have established [a fundraising dashboard](#) with a snapshot of our efforts; this is updated quarterly and is available year-round.

Future Operations

What will the future operational needs be?

The future operational needs will continue to rise along with increases in the number of summer campers attending, requests for summer camp fee waivers, number of participants at family outings, gasoline prices, and costs of program supplies (eg, food). In addition, our organization hopes to be able to purchase computers and other equipment to be used to support our ongoing programs. To improve ease of maintaining long term donor records, we need to transition to using an online donor management system in the next 3 to 5 years. An online system would greatly streamline many administrative tasks that are currently done by the staff either manually or using spreadsheets. We would like to be able to hire a part-time administrative assistant and possibly to have year-round office space designated specifically for the organization. The organization may require additional permanent storage space for supplies in the future; currently we lease space in a Salt Lake County storage facility in addition to storage space at the campsite. Our highest priority is donor management, followed by administrative help, followed by office space, then permanent storage space.

What financial resources will be needed and how will they be obtained?

We will need to coordinate new or existing annual fundraisers that run smoothly each year with assistance from the Board and other committees. In order to make this happen, we have been working to develop a volunteer group that specifically focuses on fundraising efforts (the Community Outreach Committee) and is lead by an experienced volunteer. We will need to find other corporate sponsors to help cover food and program costs each year. In addition, we will need to continue soliciting private donations from individuals, businesses, and organizations. Our basic fundraising program is outlined below.

Fundraising Activities

Grant Writing

- Who conducts the activity: Executive Director
- Who is solicited: Grant requests are directed at private foundations, public foundations, and corporations. Current sources of support include the George S. and Dolores Doré Eccles Foundation; the Ruth Eleanor Bamberger and John Ernest Bamberger Memorial Foundation; the Bernard Egan Family Foundation; the Lawrence T. and Janet T. Dee Foundation; the Boeing Employees Community Fund; Kennecott Utah Copper Visitors Center Charitable Foundation; the Masonic Foundation of Utah; the Michael Foundation; the Castle Foundation; the Eskuche Foundation; and KOA Care Camps.
- Implementation stage: Program in effect. Grants will be submitted on an ongoing basis throughout the year in accordance with the specific funding cycle of each foundation.
- Plan for the future: Program will continue. We will increase the number and amount of grant requests that we submit annually by seeking out new foundations and submitting additional proposals each year. The Executive Director will continue to enlist volunteers to help with the grant writing process.

Fundraising Events

- Who conducts the activity: Several outside organizations conduct fundraisers on behalf of Camp Hobé on a voluntary basis. These organizations are made up of private citizens from the community. The University of Utah Pi Kappa Alpha Fraternity conducts the Kevin B. Kennedy Game Ball Run, a team relay fundraising event, prior to the University of Utah (UU) versus Brigham Young University (BYU) rivalry football game each fall. Cherry Hill conducts an employee fundraising drive each summer. Intermountain Trailer conducts a golf tournament fundraiser each fall. In addition to outside organizations, a team of Camp Hobé volunteers conducts the Catch-A-Cure for Cancer fishing tournament fundraiser each June.
- Implementation stage: Program in effect. We have worked with the Cherry Hill and the Pi Kappa Alpha Fraternity events for more than 15 years and with Intermountain Trailer for 3 years. These organizations plan to continue these fundraisers on behalf of the organization when the COVID-19 pandemic ends and are planning future events. Both Intermountain Trailer and the Pi Kappa Alpha Fraternity are attempting to increase the effectiveness of their events by various strategies, including online donations and event-based auctions. Several years ago, management of the Catch-A-Cure for Cancer event transitioned to our organization and this event is now run by Camp Hobé volunteers. We have successfully implemented a community event agreement to use with parties who wish to fundraise on our behalf. In addition, we have partnered with the Matrons of Mayhem as a recipient of funds from one of their monthly bingo nights, which we are hoping will become an annual event. We have prior experience with running a gala / silent auction event which has helped us develop a fundraising plan which is in line with our organizational goals and staffing levels.
- Plan for the future: Program will continue and expand. We will continue to expand our ability to promote events online and encourage event organizers to use online donations. Additional outside organizations will be identified and asked to conduct fundraisers on behalf of Camp Hobé, on solely a voluntary basis. We will continue to explore the possibility of participating in receiving funds through existing local fundraisers, such as the Squatters Brew Pub golf tournament, the Utah Chili Open, and the Greek Festival. Other ideas that have been proposed include a carnival-type fundraiser in late summer or early fall, a fun run where we give out camp tee-shirts (perhaps sponsored by a law firm or other local companies), and a virtual fun run event. We will work to expand participation in Live PC Give PC and Giving Tuesday by promoting these events year-round on social media. We will try to coordinate event dates carefully with other cancer-related nonprofits to avoid scheduling conflicts, especially with American Cancer Society, Cancer Wellness House, Millie's Princess Foundation, and Huntsman Cancer Hospital. We will work towards having a Camp Hobé representative attend other organizations' events to build relationships.
- No professional fundraisers will be used.

Donations from Private Citizens

- Who conducts the activity: Members of the Camp Hobé staff, Board, Planning Committee, Community Outreach Committee, and other experienced volunteers solicit donations from personal contacts, staff members, or others affiliated with the organization. Solicitations are directed primarily at people who are familiar with the organization's programs, although in-kind donations are also solicited.
- Implementation stage: Program in effect. Over the past decade, we have expanded our ability to accept online financial donations through a variety of platforms. Over the last several years, we have added other shopping donation programs (eg, Kroger Inspiring Donations, Amazon Smile, tobicares) and a car donation program run by a third party vendor (Charitable Adult Rides & Services [CARS]). We also solicit and accept in-kind donations through an organizational Amazon Wish List.
- Plan for the future: Program will continue. We will continue to expand our ability to promote Camp Hobé online and encourage private donors to make online donations. We will expand the program to include friends/associates of committee and Board members, via personal contacts as well as by targeted email campaigns during the year, with an emphasis on the holiday season. We will actively solicit names of potential donors from committee and Board members. We will expand this program into an annual fundraising campaign by reaching out to past / present donors, volunteers, and camper families through both an annual campaign.
- No professional fundraisers or solicitors are used. We do not conduct mass mailings to the general public, door-to-door solicitations to the general public, or commercial media drives with the sole purpose of fundraising.

Donations from Corporations

- Who conducts the activity: Members of the Camp Hobé staff, Board, Planning Committee, Community Outreach Committee, and other experienced volunteers solicit donations from businesses and corporations, with an emphasis on local companies. Both financial and in-kind donations are requested.
- Implementation stage: Program in effect. We request in-kind donations to support our programs each year. We are actively working to develop sponsorship relationships (eg, Sportsman's Warehouse).
- Plan for the future: Program will continue. We will continue to expand our ability to promote Camp Hobé and encourage companies to partner with us. We will actively solicit names of potential business sponsors from committee and Board members.
- No professional fundraisers or solicitors are used. We do not conduct mass mailings to the general public, door-to-door solicitations to the general public, or commercial media drives with the sole purpose of fundraising.

Donations from Camp Hobé Board Members, Planning Committee Members, and Community Outreach Committee Members

- Who conducts the activity: The Executive Director and 1 – 2 champions will solicit donations from the Board through an annual drive. We need to identify 1 – 2 Board members as champions for this effort.
- Implementation stage: Program was implemented in 2012 with our Board of Directors. To improve donor relations and build relationships, we started having board members and other committee members make personal thank you calls and emails to donors.
- Plan for the future: Continue program. Our goal is to maintain 100% member commitment from our Board of Directors each year, through annual donations (GIVE) and assistance with fundraising efforts (GET). We are currently working to increase Board and committee involvement in sponsoring matching grants for the Live PC Give PC and Giving Tuesday online fundraising events. For the next 2 years, we will continue to focus on providing our Board members and other volunteers with education and other tools they can use to become more comfortable with their role in GIVE / GET, such as an “elevator speech”, personal stories, and training on the various fundraising roles available.

Workplace Giving Campaigns

- Who conducts the activity: The Executive Director submits the application form annually to Creating Health Communities (CHC; formerly Community Health Charities), which includes our application for the Combined Federal Campaign (CFC) and the Utah State Employees Charitable Campaign (USECC). When requested, our staff and volunteers participate in campaign kick-off events for these programs to promote our organization.
- Implementation stage: Program in effect. We are currently members of the CFC, CHC, and USECC workplace giving campaigns. We continue to promote awareness of these programs by adding information to our website, promoting them on Facebook and Instagram, and emailing our families, donors, and volunteers about how to participate in these programs.
- Plan for the future: Program will continue. We may focus on improving or expanding our participation in campaign kick-off events so we can attract more attention at these functions. We will continue working to raise awareness of these campaigns in our community of existing families, donors, and volunteers.