

April 2024



Welcome to Emily!

Emily is a fourth generation Stanwood resident, living here with her husband and two sons.

She was an Administrative Assistant for a food brokerage company for

ten years prior to coming to work for SCAF in 2024.

Emily is actively involved with the Cedarhome Elementary School PTO and the board of the Our Saviour's Lutheran Preschool.

Welcome Emily!

Emily can be reached at:
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Nonprofit Newsletter

Case Statement/Case for Funding by Julie Vess

Several of you have asked about Case Statements. Especially, after the amazing workshop that Nancy Nelson facilitated this month about "Embracing the Donor". Let's look at what it is and how to put one together.

Let's dive into creating a compelling nonprofit case statement for funding. Whether you're seeking donations, applying for grants, or simply explaining your nonprofit's purpose, a well-crafted case statement is essential. Here's how to create one:

What Is a Nonprofit Case Statement?

A case statement is a concise document that tells why your nonprofit exists, what it does, and how it operates. It is a compelling case to engage donors, funders, volunteers, and the general public. Think of it as your organization's elevator pitch, guiding all your communications.

Key Components of an Effective Case Statement:

1. **Heartfelt Introduction:** Begin with a compelling story that tugs at the heartstrings. For instance, share a personal experience related to your cause. This emotional hook will make your audience care about your nonprofit.
2. **Purpose of the Organization:** Clearly state what your nonprofit does and why it matters. Highlight the impact you've had on your community or the cause you advocate for.
3. **Mission and Values:** Include your nonprofit's mission statement and core values. These define your purpose and guide your work.
4. **Programs and Services:** Briefly describe the programs and services you offer. Explain how they address the needs of your recipients.
5. **Outcomes:** Showcase the positive outcomes your programs have achieved. Share success stories, statistics, or testimonials to demonstrate your impact.
6. **Support Needs:** Make a compelling case for financial support. Explain what resources your nonprofit requires to continue its vital work. Be specific about the areas where funding is needed.
7. **Gift Chart:** A gift chart helps determine how many gifts & prospects you will need to raise a specific amount of money & can be used for major gift fundraising & events.
<https://giftrangecalculator.com/>
8. **Invitation to act:** Tell your audience what you want them to do. Whether it's donating, volunteering, or spreading the word, provide a specific call to action.
9. **Specific Funding Amount:** Be open and honest about the financial support you are asking for. Specify the amount needed and how it will address your organization's needs.
10. **Contact Information:** Include your nonprofit's contact details. Let people know you're available to answer questions and provide more information.

Remember, your case statement should connect with your intended audience—donors, funders, and supporters. Create it thoughtfully, and it will become a valuable tool for fundraising success!

www.s-caf.org
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Funk and Junk Festival

Free booth space is available for nonprofits at the second-annual Funk & Junk Fest on Saturday, August 17. This event funds the RE/MAX Community Grant Chest. Find out more at <https://elevatenw.com/funkandjunkfest/>



SCAF Grant Cycle:

The Floyd & Delores Jones Community Grant application period will open 5/15/24 at www.s-caf.org. Applications are due 5/31/24 and may include projects up to \$10,000.

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360-629-6878



18th Annual Philanthropist of the Year Award Winners:

Floyd & Delores Jones Spirit of Philanthropy Award

- Tom & Laura Byers

Heritage Bank Business Making a Difference Award

- The Crab Cracker

Tom Eisenberg Pay It Forward Award

- Clarene Ricarte

Hometown Hero Award

- Karissa Bodnar, Thrive Causemetics



Natalie Hagglund, Executive Director: director@s-caf.org
Julie Vess, Community Impact Director: outreach@s-caf.org