



MISSION INCREASE HELPS MY FATHER'S HOUSE DEVELOP EFFECTIVE FUNDRAISING METHODS



Mission Increase partners with My Father's House Community Shelter to improve the quality of fundraising. The result: after participating in training for a year, they began to leverage their fundraising opportunities more effectively and are able to minister to more families.

Overview

Ministry Profile

My Father's House is a non-profit family shelter which opened to meet the needs of the homeless. Their primary purpose is to enable homeless families to regain their independence. They admit only families that agree to participate in a program designed to assist them in resolving their homeless situation.

Financial Situation

My Father's House was a new ministry when they contacted Mission Increase. Like most new ministries they lacked skills and experience in fundraising. They worked very hard at fundraising events that brought very little income. They asked us to help them learn more effective fundraising practices.

Solution

Mission Increase Foundation provided simple fundraising models and plans that would *TRANSFORM* the way My Father's House raised funds. We helped them refine their vision and counseled to focus in two key areas: 1) Donor Acquisition and 2) Major Gifts.

Benefits

- Acquired hundreds of new donors over the past 4 years
- Eliminated ineffective fundraising practices
- Created a broad range of income streams
- Identified major donor prospects
- Recently began a capital campaign to acquire a larger facility.

Situation

Every night in Portland, OR hundreds of people have no place to sleep. This is true in every major city around the world, but it is especially hard when these are entire families. Homelessness should not be a family issue. Cathe Wiese, the executive director of My Father's House said, *"Every night there are more than 3000 families who are homeless in the Portland area. Normally, these homeless families stay with relatives or friends until they wear out their welcome. Then, they live in their cars on the streets, or dad heads to men's shelter, mom heads to women's shelter, and the kids have to go to children's services."*

My Father's House provides a safe shelter for families who need a second chance. They offer housing, food, job training, education for the children, and this is all based on God's love who can truly transform each person in the family. My Father's House came to Mission Increase with little to no experience in fundraising. They were working much to hard at garage sales and bake sales to raise funds with little to show for their efforts.

"As a result of the training we received from Mission Increase, we are raising money more effectively, and it's made such a difference in our ministry."

- Cathe Wiese
Executive Director
My Father's House Community Shelter

"You can't keep a shelter open on bake sales alone. We were really struggling," Wiese said.

Solution

Mission Increase provided basic training in the areas of donor acquisition and major donor development. Through one-on-one training, My Father's House learned how to organize a fundraising dinner as both a effective fundraising tool, as well as a way to

broaden their donor base. Since then, My Father's House has learned new donor acquisition skills, grant writing, major donor skills, and capital campaign management.

Results

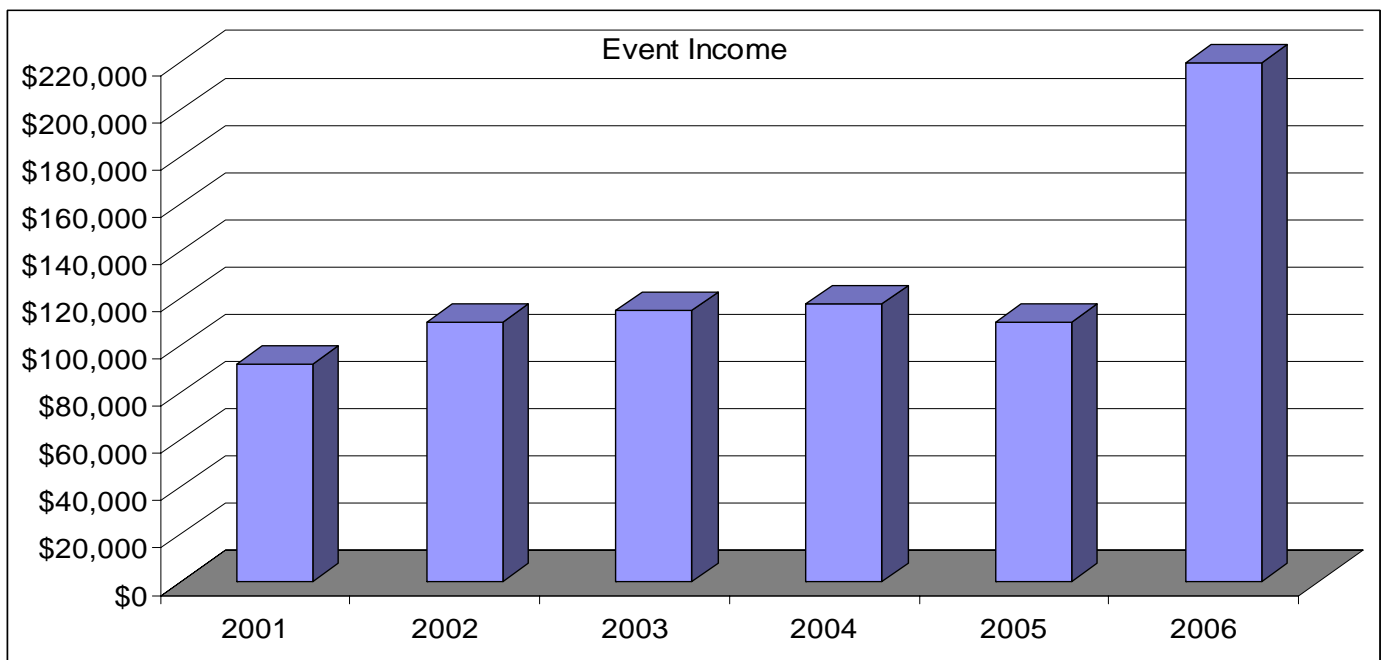
Mission Increase Foundation provided My Father's House targeted training and matching cash grants to help them formulate a master fundraising plan, which has enabled them to secure a more solid future. Our desire was to see them learn new skills that they could use year after year to reach their fundraising goals. Since using this training, My Father's House has acquired over 600 new donors and raised more than \$220,000 at donor acquisition events. They have launched a new capital campaign with the goal of housing 30 families.

"The dinner you helped us with was an outstanding success. I was absolutely amazed at how much we raised, over \$100,000. 92% of the gifts came from new donors."

- Cathe Wiese
Executive Director
My Father's House

About My Father's House

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For More Information

This case study is for informational purposes only. For more information about Mission Increase Foundation, please call (503) 639-7364 or visit our website at <http://www.missionincrease.org>.

