



UNION GOSPEL MISSION (PORTLAND) WORKS WITH MISSION INCREASE TO BUILD MAJOR DONOR PROGRAM



Mission Increase partnered with Union Gospel Mission (Portland) to help them improve the quality of their fundraising. The result - reducing their debt, increasing their income and growing their ministry substantially.

Overview

Ministry Profile

Union Gospel Mission (UGM) has been "feeding the hungry and restoring the addict" since 1927. UGM provides meals for the homeless and needy and operates LifeChange, a long-term addiction recovery community. In LifeChange, residents live and work at Union Gospel Mission for four years and learn to overcome addiction and build new lives.

Financial Situation

Small and medium-sized non-profits face many of the same challenges when they reach a certain financial level and fundraising methods begin to "dry up." UGM approached Mission Increase in hopes that they would re-engineer their fundraising efforts and allow UGM to solve their current debt challenges.

Solution

To meet UGM's needs, Mission Increase set out to *TRANSFORM* their fundraising practices; while paring back their direct mail and fundraising spending, and focusing on 1) Major Donor fundraising, 2) Events and 3) Grant Writing, as new sustainable streams of income.

Benefits

- More "personal" development strategies
- Broad range of funding streams
- Wider access to foundation and grant making agencies
- Cost-effective
- Allowed for strategic forecasting
- Easy to learn, use and maintain for the future

Situation: Growing debt as fundraising sources dry up

Union Gospel Mission (UGM) is a vital ministry in the heart of downtown Portland, serving those literally in the gutter. Their LifeChange program transforms addicts back into great moms or dads and productive citizens. Despite having a passionate staff and great vision Union Gospel was in debt and struggled to fulfill their vision. They were using antiquated development systems that were not meeting their needs. Over the years their fundraising was drying up and they did not have the skills or experience to create new systems that work.

Solution: Fundraising That Fit Today's Needs and Tomorrow's Goals

Mission Increase Foundation did a thorough review and analysis of the development skills and practices of UGM and determined that UGM lacked experienced staff, had little fundraising infrastructure, and poor development tools. UGM received targeted cash grants and training to transform the way they raised funds. Mission Increase provided in-depth training in donor acquisition, major donor work, direct mail, board leadership, and capital campaign management.

Results:

Mission Increase totally transformed their development systems Union Gospel used in their fundraising practices. The training helped them move from indebtedness to raising

"Our work with major donors was in bad shape. We tried to get major gifts, but our efforts were never very good.

After the grant and training from Mission Increase we began to identify more and more major donors. In the very first year we had one donor who had never given large amounts give a \$100,000 gift"!

- J. Kevin Campbell
Finance Director
Union Gospel Mission

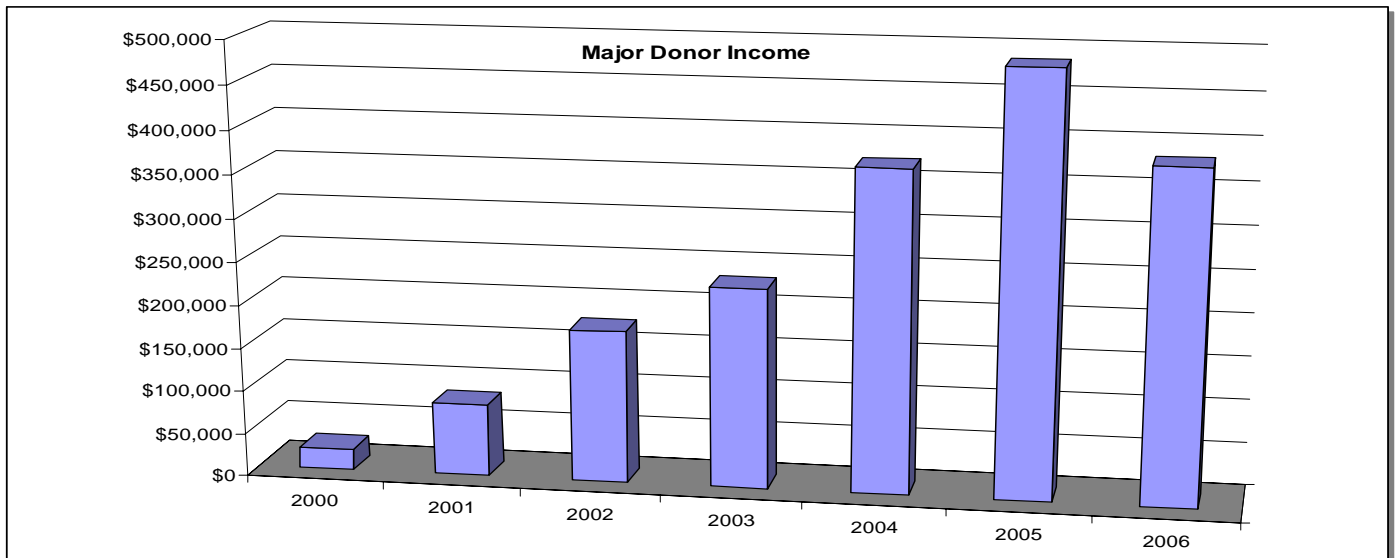
in excess of \$7,000,000 to complete a capital campaign. One of the key areas Mission Increase focused on was major donor development. In 2000, Mission Increase awarded a \$50,000 cash grant to enable UGM to hire a major donor officer, a position which they originally could not afford. Through training with Mission Increase staff, the UGM major donor officer raised twice the amount of his annual salary that first year. Since that time, this new position has raised over \$1.6 million in new funds. Recently, UGM opened a new building allowing them to provide physical and spiritual nourishment. Eventually, this new site will help double the number of lives impacted through the LifeChange program.

“Thanks to the grant and training from Mission Increase, our annual income has never been better.”

- Bill Russell
Executive Director,
Union Gospel Mission

About Union Gospel Mission (Portland)

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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>.

