

Relationship-building Communications

How to keep donors inspired and loyal

Part ONE presented by Tom Ahern

Acquisition is easy ... but expensive.

Retention is hard ... but cheap.

8 of 10 first-time
donors do NOT make
a 2nd gift

Source: Adrian Sargeant, 2010

“Can readers easily
skim my stuff (and
what will they
absorb)?”

Great photo...
great recognition...
but what's the story?

By land, by air, and by sea, they have traveled the world. **David and Sylvia Izen** have visited big cities, like London, Paris, and Hong Kong, and journeyed through vast countryside, as in China, Australia, and New Zealand. They love the adventures, yet there is no place like home.

Massachusetts is their home. It is where they raised their two daughters, Joan and Beth, and where, in 1966, David Izen took over a bankrupt carpet wholesale business. He created a family atmosphere and emphasized quality products and professional service. With hard work and perseverance, he transformed the company into a successful enterprise.

The Izens appreciate a similar focus on quality and service at Lahey Clinic. They are both long-time Lahey patients, having been cared for by Lahey physicians and clinical staff in their own homes. Each has successfully battled cancer and other serious health concerns. They are grateful for the high-quality, compassionate care that enables them to stay healthy enough to travel the world.

The Izens have found many ways to express their gratitude on, as David Izen says, "give back some of the generosity that has been given to us." In one instance, they honored their beloved Lahey physician, Burt Mandel, M.D., when they established a charitable remainder unitrust.

This trust offers many benefits. When it was created, it generated a sizable charitable deduction that reduced the Izens' income taxes. It also helped to diversify their portfolio. Today, this professionally managed trust provides Mr. and Mrs. Izen with quarterly payments—income that they use to travel and to spoil their grandson, Ethan. Someday, the trust will advance patient care in General Internal Medicine and Radiation Oncology.

David and Sylvia Izen journey around the globe, but they come home to receive world-class health care. Their generosity will help to ensure that this high-quality, compassionate care is available for generations to come.

If you would like information about establishing a charitable remainder unitrust, contact the Office of Gift Planning at 781-744-3333.

World Travelers Come Home to Receive World-Class Care



Tell me what
this story is
about...

Heritage Society Reception



Find
Plan
End
Plec

St

ke



Pacific Skyline Council • 1150 Chess Drive, Foster City, CA

What is this story REALLY about? The need for endowment!!!

When people think about Scouting, chances are they think about kids, not dollars. But the fact is that much of the success the Boy Scouts of America achieves in serving youth can be attributed directly to our success in endowment development. For the Pacific Skyline Council, a healthy endowment is critical for providing a steady source of funding for a variety of purposes, including day-to-day operating expenses, hiring additional staff, and financing improvements to camp facilities.

Endowment can also serve as a rainy day fund to help a council weather tough economic times without having to cut back on services to youth.



Giving Times

Endowment News from the Pacific Skyline Council, BSA



May 2011

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A very special "THANK YOU" to our council's very active 2010-11 Endowment Committee including: Rodger Alleman, Ivan Gendzel, Bill Bethke, Dan Taylor, Dave Elder, Steve Divney, Anthony DiRegolo, Patrick Neschleba, Sean Kelly, Dave Olson, Greg Miura, Larry Christenson - Committee Chairman, Hank Scherf - Council President, Kent Downing - Scout Executive, Sean Magnuson - Assistant Scout Executive, and Jill Schwab - Director of Finance.

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[153-word opening paragraph]

Discover the paragraph break.
It's a reader convenience.

Dear Jane Doe,

Welcome ... I hope.

I'm writing today to request the pleasure of your acquaintance.

There's a place reserved for you on The Rhode Island Foundation's mailing list ... but *only* if you agree and check, "Yes, I'm interested" on the enclosed reply card.

You'll be in good company, that I can promise.

[etc.]

To speed skimming, make each thought its own paragraph.

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Put important stuff on top. People don't read deep.

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We welcome your ideas, comments and suggestions. [unimportant]

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The beneficiaries of the council's unique "Endowing Scouting's Next 100 Years" campaign are our three local Camps: Camp Oljato located in the high Sierra and Boulder Creek and Cutter Scout Reservations located in the Santa Cruz Mountains. [semi-important]

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Don't bury your offers. Turn them into little stand-alone ads.

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We welcome your ideas, comments and suggestions. [\[offer\]](#)

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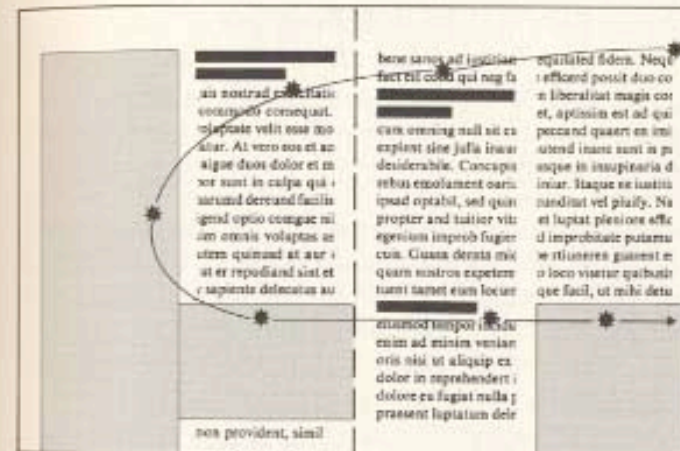
Vögele's eye motion study

Figure 40



With minimal display, the reader's eyes scan only a short distance into the page.

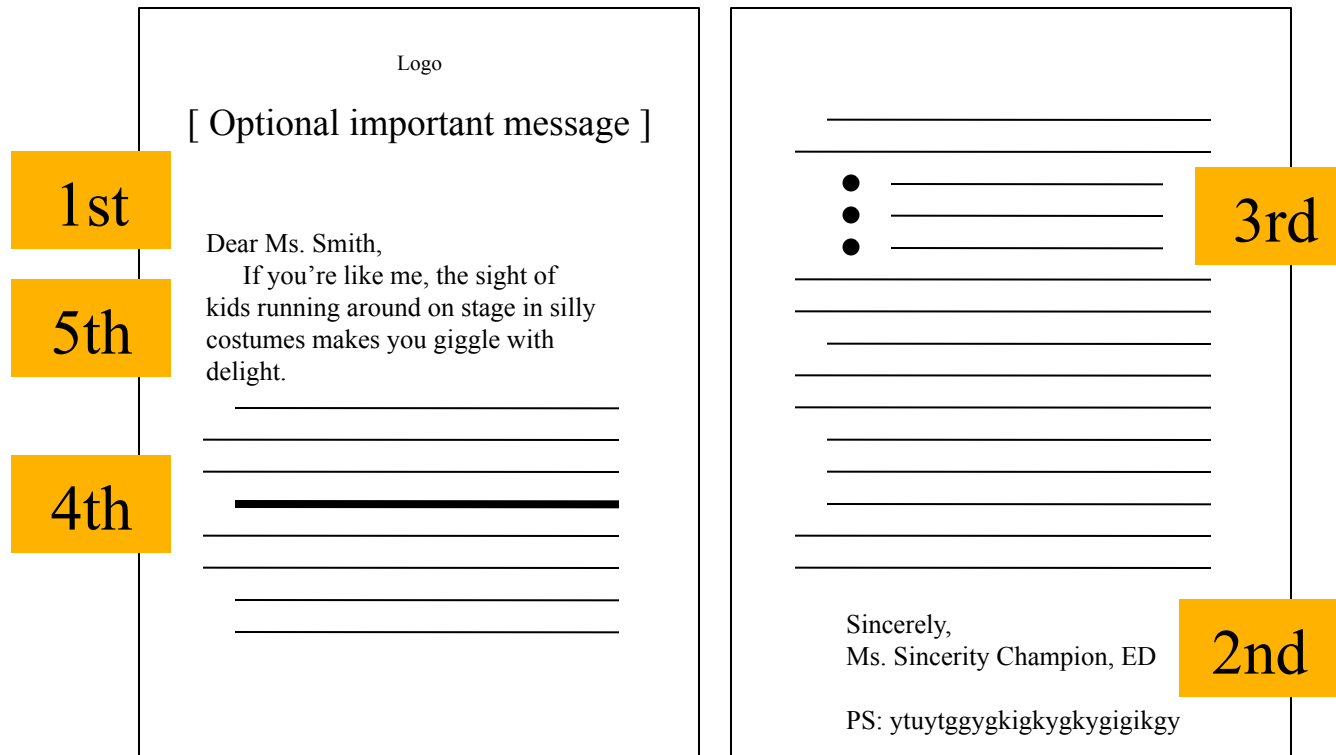
Figure 41

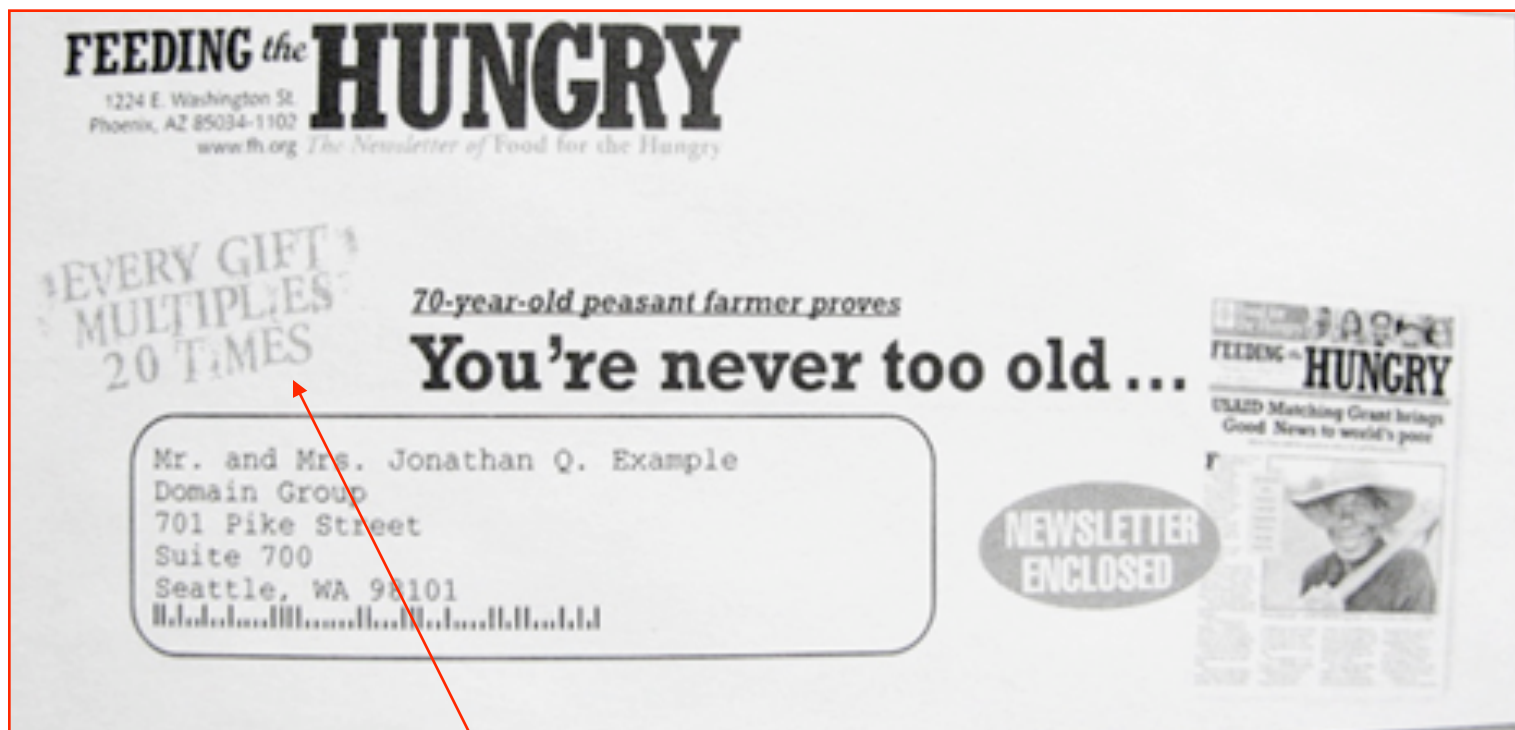


More display points give the eyes more fixes and increase the likelihood of the reader's going back to digest the message.

Our eyes go first **and involuntarily** to the bigger, bolder, briefer things.

How we read direct mail





Offer



Sarge: Found on the streets of Melbourne discarded, hungry and alone.

The Lost Dogs Home

[Home](#)

For just 27c per day you can help stop the suffering of dogs like Sarge 365 days a year.

Abandoned dogs like Sarge arrive at The Lost Dogs' Home every day. Many suffer from severe neglect, extreme hunger and horrific injuries.

Your gift of just 27 cents per day - deducted as a monthly amount of \$8 from your bank account or credit card - will help to treat and prevent the suffering of dogs like Sarge.

Yes, I want to help dogs like Sarge

By making a **monthly gift**, you will help to:

- Keep our 24 hour animal ambulance rescuing dogs and cats from the streets
- Provide the veterinary equipment and medical care that saves lives

I'd like to voice my concerns about animal welfare

By completing our **online survey**, you will:

- Add your voice to help animals in distress
- Help us better understand animal welfare attitudes and issues in Australia

Offers

#1 reason US donors do not
add charity to their wills?

“It never occurred to me.”

Source: *Iceberg Philanthropy*

Bequest marketing made simple

- Write a “vision statement.”
- Identify your best donors.
- Create a bequest society.
- Send the donors a letter, inviting them to join the society.
- Repeat **this offer** annually.
- Mention the importance of bequests in every publication. Ask them to consider the idea. **Offer easily understood information.**

80-90% of all “planned gifts” are bequests.
Why is it an also-ran?

Find the Right Tool - Charitable Giving Tools Comparison Chart

HAVE YOU EVER NOTICED how many types of planned gifts there are? They are available in a dizzying variety, differing in size, weight, length, and materials, each one appropriate for the intended job. Craftsmen know that any job is easier when they use the right tool. Sophisticated techniques for making a charitable gift are becoming popular and common as more and more people learn about the benefits they can create for themselves and Scouting. It's important as one investigates making a gift, that the details of each option not be overlooked.

The chart inside provides a starting point in understanding the basic features of several popular planned charitable gift arrangements. It's impossible to list and describe all the options you might consider, we hope this information will point you in the right direction, helping you identify some options that you'd like to investigate further. More detailed information is available online at www.bsagiftplan.org, and our Scouting staff of experts. With these resources, you and your attorney or financial advisor will be able to find the right tool for the charitable work you want to do.

	DONOR'S INCOME TAX DEDUCTION	INCOME BENEFICIARY	INCOME PAYMENT
BSA CHARITABLE GIFT ANNUITY	Difference between the fair market value of the initial gift amount and the actuarial value of the non-charitable income obligation.	One or two individuals named in the agreement.	Based on actuarial tables. Rates increase with age.
BSA POOLED INCOME FUND			Pro-rata share of pooled fund's income. Paid quarterly.
CHARITABLE REMAINDER ANNUITY TRUST	Present value of charitable remainder calculated with government mortality tables and earnings assumptions.	Donor and/or others named in the trust agreement.	At least five percent of initial fair market value. Paid at least annually.
CHARITABLE REMAINDER UNITRUST			At least five percent of net fair market value, revalued annually and paid at least annually.
WILL/ BEQUEST	No income tax deduction; no completed charitable gift.	No transfer occurs until death, so donor retains ownership and rights to all income.	Donor, during life.
ESTATE AGREEMENT	Value of Scouting's remainder interest, adjusted for depreciation and depletion.	Donor.	Usually no income under this arrangement.
CHARITABLE LEAD TRUST	Generally no income tax deduction. Possible gift or estate tax charitable deduction.	Scouting or other qualified charity.	Amount established by trust agreement.

Chart continues on next page

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All fundraising copy should
sound like someone talking.

-- George Smith, Tiny Essentials of Writing for Fundraising

Jargon is a
flame retardant

How do you start a miracle growing? You plant a gift in your will.

"Medical miracles" in children's health care ...

... those breathtaking advances that, when you first hear of them, seem almost impossible to believe ...

... can often be traced back to just two things:

1. an idea in the right mind; and ...
2. enough philanthropic investment to transform that wonderful idea into a healing reality.

How does it work?
It's pretty simple,
once you decide to save the world...
Or your local library.

Frequently Asked Questions

Q. Why should I make my bequest through The Rhode Island Foundation? Why not leave a gift directly to a charity?

A. The Rhode Island Foundation is a permanent institution, founded in 1916. Decades from now, centuries from now for that matter, The Rhode Island Foundation will still be here. And your bequest will still be hard at work, making grants to the charities and causes you care about most.

Q. Is it difficult to make a charitable bequest?

A. Not at all. You can do it today, with a call to your lawyer, if you already have a will. Or call the Bequest Department at The Rhode Island Foundation (401-274-4564). We'll answer your questions. We can suggest language for your will or trust. We can even help you find an attorney, if you need one.

Q. How big is a typical charitable bequest in Rhode Island?

A. Individual bequests to The Rhode Island Foundation over the past 10 years have ranged from \$10,000 to many millions.

Joanne and John Patrick
 Carol M. Perine
 Ridgefield Thrift Shop
 Patricia and Stephen Ross
 Rotary Club of Ridgefield
 Lynn and Mike Ryer
 Howard and Marilyn Schnidman
 Hope H. Swenson
 Jim and Nancy Ullom
 Union Savings Bank
 Alayne and Harry Vlachos
 Eileen Walker
 Webster Bank

PATRONS up to \$1,000

Richard Attridge
 John and Lori Berisford
 Lee V. Blum
 Michelle and Robert Boffa
 Books on the Common
 Mr. and Mrs. Thomas P. Brennan
 Jo Ann and Michael Cali
 Karen Calo
 Casey Fuel

Jean and Jim Horend
 Richard Jabara
 Jan Jackman
 Harriet and Howard Jacobs
 Kane Funeral Home
 Arline and Robert Kimerling
 Mary Ann and Bill Lang
 Carl and Christine Lecher
 Bob and Pam Lowell
 Di and Paul Masters
 Helen and Ronald Mayrbaur
 Susan McGourthy
 Jane and Jim Neighbors
 Philanthropic Youth Council (PYC)
 Tom and Mary Laura Pritchard
 Brenda and James Rouse
 Frank and Donna Ruccia
 Richard and Barbara Sanderson
 Sarah Tod Fund
 Charles and Virginia Snyder
 Thea Steiner
 Evelyn R. Taylor
 Lucille and Ed Vigliano
 Dorothy A. Wright

Rose M. Antonucci
 Charles and Patricia Argoff
 Auntie G's Deli
 Virginia Bailey
 Ann D. Baker
 Mr. and Mrs. Kenneth E. Baker
 Janine Y. Banette
 Dr. and Mrs. Kenneth L. Barber

The Frances and Benjamin
 Benenson Foundation, Inc
 Videen and Christopher Bennett
 Bernard's of Ridgefield
 Phyllis and Jim Best
 Debora Thornton and
 Raymond Betri

FOUNDERS CIRCLE

Individuals who have left a bequest to Founders Hall.

Anonymous
 Stephen Antkiw
 Theresa Bach
 Jeanne Cook
 Elaine and John Couri
 Col. and Mrs. Jack Daniels
 Liz and Steve Goldstone
 Claudia and Jim Kelly
 Dolores MacNeill
 Margaret McEachern
 Beverly and William Osgood
 Joanne and John Patrick
 Carol M. Perine
 Candace Plechavicius
 Alayne Vlachos



What would we do without
 Founders Hall? It's in my will because
 it must continue!

13

“Social information” – Adrian Sargeant

Eglantyne Jebb wants you! ... in her Society

You are hereby cordially, delightedly, enthusiastically invited to join our Eglantyne Jebb Society.

What is it? The Society is a special group of compassionate souls who have taken one extraordinary step: they've added a gift in their wills to benefit Save the Children.

The Society isn't an especially large group. Most Americans don't leave gifts to charity, studies show. And you don't even get great perks (a bookmark, name recognition, and the occasional special report).

But your legacy and others helps ensure that Save the Children remains a strong force for good in countries around the globe, no matter what the future brings.

To join the Eglantyne Jebb Society, simply make your charitable bequest and let us know. We do not ask the size of your gift. >> **Contact Diana Bogue via email at dbogue@savechildren.org or phone her at 203-221-3717.**

Eglantyne Jebb wants you! ... in her Society

You are hereby cordially, delightedly, enthusiastically invited to join our Eglantyne Jebb Society. [put the fun back in fundraising & wear your heart on your sleeve]

What is it? The Society is a special group of compassionate souls [social information] who have taken one extraordinary step: [make it easy but important] they've added a gift in their wills to benefit Save the Children.

The Society isn't an especially large group. [exclusivity] Most Americans don't leave gifts to charity, studies show. And you don't even get great perks (a bookmark, name recognition, and the occasional special report). [real]

But your legacy and others helps ensure [credit for the future goes to the donor] that Save the Children remains a strong force for good in countries around the globe, no matter what the future brings.

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Hierarchy matters.
What comes 1st is
most important.

Stare at the screen...

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Heritage Society Reception



THURSDAY, MARCH 31ST, ENDOWMENT DONORS gathered at the Palo Alto Service Center to celebrate and recognize the Council's 2010 spectacular record of generosity.

When people think about Scouting, chances are they think about kids, not dollars. But the fact is that much of the success the Boy Scouts of America achieves in serving youth can be attributed directly to our success in endowment development. For the Pacific Skyline Council, a healthy endowment is critical for providing a steady source of funding for a variety of purposes, including day-to-day operating expenses, hiring additional staff, and financing improvements to camp facilities.

Endowment can also serve as a rainy day fund to help a council weather tough economic times without having to cut back on services to youth.

Endowment growth has been fostered through the Council's "Endowing Scouting's Next 100 Years" Campaign, James E. West Fellowship, the 1910 Society, and the Founders Circle Award, which provide recognition for those who make significant contributions. (cont'd on pg. 2)

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Pledge Form	p. 8

Council Endowment Chairman

Larry Christenson, Scout Volunteer
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Staff Advisor to the Endowment Committee

Kent Downing, Scout Executive/CEO
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Prepared. For Life.™

Pacific Skyline Council • 1150 Chess Drive, Foster City, CA 94404 • 650 341.5633 • pacsky.org

You had 5 seconds.
What did you just learn?

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Anatomy of a failed front page...

30 people
felt good
about this
page, if
they saw it

Memorial Foundation ♦ Joe DiMaggio Children's Hospital Foundation

CHRONICLE

WINTER 2010

AN INVITATION TO INVEST IN YOUR HEALTHCARE

Fairy Tale Ball Raises \$270,000 for Children and Families at Joe DiMaggio Children's Hospital

It was an unforgettable action-packed, two-day event filled with entertainment, golf, a gala and poignant moments of reflection as more than 550 guests danced the night away to classic rock's biggest names, including Clarence Clemons, Steve Augeri (formerly of Journey), and Wally Palmer from The Romantics. **The 7th Annual Fairy Tale Ball "Mulan,"** presented by the Diamond Angels of Joe DiMaggio Children's Hospital Foundation was hosted and sponsored in part by The Westin Diplomat Resort and Spa.

Guests enjoyed the festivities which ultimately help the latest members of our community. The impact of the Fairy Tale Ball was brought clearly into focus as attendees heard the story of this year's ambassador, Maggie, a healthy eighteen-month-old who weighed only 11 ounces at birth.

The majority of funds raised will support the new recently expanded Wanie NICU at Joe DiMaggio Children's Hospital, a state-of-the-art 64-bed facility that cares for South Florida's most acutely ailing newborn babies made possible by The Wanie Foundation. Over \$19,000 of the evening's proceeds will support the Diamond Angels Family Fund, which provides families of children with life-threatening conditions being treated at the hospital, with emergency financial support for non-medical expenses. During its seven years, the Fairy Tale Ball has raised nearly \$2 million.

"When we conceptualized this event, we chose to call it the Fairy Tale Ball and use a different fairy tale as the theme for each year," said Babette Ferre-Koser, who along with Wendy Palmer, co-chaired this year's tales show central characters faced with overwhelming obstacles, but they all triumphed in the end."

Maggie is the smallest baby ever born and cared for at Joe DiMaggio Children's Hospital's Wanie Neonatal Intensive Care Unit (NICU) and is a living example of hope and survival. Born prematurely, Maggie underwent 35 blood transfusions and three surgeries and after five months was discharged from the hospital. She continues to meet milestones, amaze her parents and has not needed to be readmitted to the hospital, thanks to the extraordinary medical care she received early in her life. At birth Maggie's tiny body was fragile, but her will to live was strong. Thanks to the Diamond Angels and other donors, the Wanie NICU saved Maggie's life. Every day the NICU is full of babies like Maggie, struggling to survive. For more information on how you can help the tiniest of our patients, please contact the Foundation office at 954-265-3454.

This year's Diamond Angels ambassador, Maggie, with her NICU doctors and her parents, Michael (L) & Dr. Bruce Robinson. Maggie's parents, Maggie and Dr. John Robinson.

Dr. Blair and Kristin Robinson with Heather and Dr. Robert Davis.

Larry Allen, owner of chair Wendy Palmer, Ron, Kathleen Egner, and Drs. Babette and Joe Koser.

David Friedman, event co-chair Babette Ferre-Koser, Ronnie Finkler, and Diamond Angels President Sharon Truitt with her husband, Dan.

Jege Elvén, Janet Elvén, David Soren, Babette Cocklette, and John and N Gil.

The magic
word "you"
appears
nowhere

Excludes everyone but attendees

“Case closed” headline





WINTER 2010

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It was an unforgettable action-packed, two-day event filled with entertainment, golf, a gala and poignant moments of reflection as more than 550 guests danced the night away to classic rock's biggest names, including Clarence Clemons, Steve Augeri (formerly of Journey), and Wally Palmer from The Romantics. **The 7th Annual Fairy Tale Ball "Mulan,"** presented by the Diamond Angels of Joe DiMaggio Children's Hospital Foundation was hosted and sponsored in part by The Westin Diplomat Resort and Spa.

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The majority of funds raised will support the new recently expanded Waisie NICU at Joe DiMaggio Children's Hospital, a state-of-the-art 64-bed facility that cares for South Florida's most acutely ailing newborn babies made possible by The Waisie Foundation. Over \$13,000 of the evening's proceeds will support the Diamond Angels Family Fund, which provides families of children with life-threatening conditions being treated at the hospital, with emergency financial support for non-medical expenses. During its seven years, the Fairy Tale Ball has raised nearly \$2 million.

"When we conceptualized this event, we chose to call it the Fairy Tale ball and use a different fairy tale as the theme for each year," said Rubette Ferre-Aron, who along with Wendy Palmer, co-chaired this year's tales show central characters faced with overwhelming obstacles, but they all triumphed in the end."

Maggie is the smallest baby ever born and earned her at Joe DiMaggio Children's Hospital's Waisie Neonatal Intensive Care Unit (NICU) and is a living example of hope and survival. Born prematurely, Maggie underwent 35 blood transfusions and three surgeries and after five months was discharged from the hospital. She continues to meet milestones, amaze her parents and has not



This year's Diamond Angels ambassador, Maggie with her 6-yr-old NICU doctor and her parents. Pictured (L-R): Dr. Bruce Schubert, Maggie's parents, Maggie and Dr. Janet Roberts.

needed to be readmitted to the hospital, thanks to the extraordinary medical care she received early in her life. At birth Maggie's tiny body was fragile, but her will to live was strong. Thanks to the Diamond Angels and other donors, the Waisie NICU saved Maggie's life. Every day the NICU is full of babies like Maggie, struggling to survive. For more information on how you can help the tiniest of our patients, please contact the Foundation office at 954-265-3434.



Dr. Allen and Frances Ostroman with Walter and Dr. Robert Davis



Larry Koles, guest co-chair Wendy Palmer, Steve Rubette Ferre-Aron, and Dr. Rubette and Dr. David



Howard Frohman, guest co-chair Rubette Ferre-Aron, Betty Ferre-Aron, and Diamond Angels President Sharon Truitt with her husband, Tom



Dr. Janet Roberts with her husband Mark, General Manager of the Diplomat Resort and Spa



Jorge Flores, Janet Flores, Frank Sacco, Roberto Caschella, and Sylvia and Al Gil



Dr. Janet Roberts, Mercedes Butler Allen and Dr. Rick and Wendy Max



Dora and Janet DeBraga

...and a good time
was had by all...





Memorial Foundation ♦ Joe DiMaggio Children's Hospital Foundation

CHRONICLE

WINTER 2010

AN INVITATION TO INVEST IN YOUR HEALTHCARE

Fairy Tale Ball Raises \$270,000 for Children and Families at Joe DiMaggio Children's Hospital

It was an unforgettable action-packed, two-day event filled with entertainment, golf, a gala and poignant moments of reflection as more than 550 guests danced the night away to classic rock's biggest names, including Clarence Clemons, Steve Augeri (formerly of Journey), and Wally Palmer from The Romantics. **The 7th Annual Fairy Tale Ball "Mulan,"** presented by the Diamond Angels of Joe DiMaggio Children's Hospital Foundation was hosted and sponsored in part by The Westin Diplomat Resort and Spa.

Guests enjoyed the festivities which ultimately help the littlest members of our community. The impact of the Fairy Tale Ball was brought clearly into focus as attendees heard the story of this year's ambassador, Maggie, a healthy eighteen-month-old who weighed only 11 ounces at birth.

The majority of funds raised will support the new recently expanded Waisie NICU at Joe DiMaggio Children's Hospital, a state-of-the-art 64 bed facility that cares for South Florida's most acutely ailing newborn babies made possible by The Waisie Foundation. Our \$19,000 of the evening's proceeds will support the Diamond Angels Family Fund, which provides families of children with life-threatening conditions being treated at the hospital, with emergency financial support for non-medical expenses. During its seven years, the Fairy Tale Ball has raised nearly \$2 million.


"When we conceptualized this event, we chose to call it the Fairy Tale Ball and use a different fairy tale as the theme for each year," said Bulbette Ferre-Kosar, who along with Wendy Palmer, co-chaired this year's tales show central characters faced with overwhelming obstacles, but they all triumphed in the end."

Maggie is the smallest baby ever born and cared for at Joe DiMaggio Children's Hospital's Waisie Neonatal Intensive Care Unit (NICU) and is a living example of hope and survival. Born prematurely, Maggie underwent 35 blood transfusions and three surgeries and after five months was discharged from the hospital. She continues to meet milestones, amaze her parents and has not



This year's Diamond Angels ambassador, Maggie with her 14.2 doctors and her parents, Richard (14) & Dr. Bruce Robinson. Maggie's parents, Maggie and Dr. Bruce Robinson.

needed to be readmitted to the hospital, thanks to the extraordinary medical care she received early in her life. At birth Maggie's tiny body was fragile, but her will to live was strong. Thanks to the Diamond Angels and other donors, the Waisie NICU saved Maggie's life. Every day the NICU is full of babies like Maggie, struggling to survive. For more information on how you can help the tiniest of our patients, please contact the Foundation office at 954-255-3434.



Dr. Alan and Priscilla Robinson with Maggie and Dr. Robert Davis.



Larry Katz, event co-chair Wendy Palmer, Dr. Nicholas Laganis, and Mrs. Harpita and the class.



Howard Friedman, event co-chair Bulbette Ferre-Kosar, Bonnie Finkler, and Diamond Angels President Sharon Thiele with her husband, Tom.



Sherry Kaskalis with her husband Mark, General Manager of the Diplomat Resort and Spa.



Jorge Flores, Janet Flores, Priscilla Laganis, Barbara Caschitto, and Sylvia and Al Gil.



Dr. James Allen, Maudie Heller Miller and Drs. Nick and Wendy Mast.

P.S. Your fundraising events are
not accomplishments. They are
tribe-building exercises, at best.

“Am I treating the
donor as our org.’s
superhero?”



The Society for Nice,
Middle-Class, Older
People (SONMOP)
needs your help to feel
good about themselves

Source: Mark Phillips, Bluefrog, via Jeff Brooks

Every donor
communication sends a
message.

Unfortunately,
it's often exactly the
WRONG message.



“Is this
all I am
to you?”

Pacific Harbors Council E-Newsletter

Feb 2, 2011

A Scout is Reverent Scout Sunday Feb 6th and Scout [Sabbath](#) Feb 12th [READ MORE](#)



[P.R.A.Y. Patch & Duty to God](#)
[Calendar of Religious Dates](#)
[Community Alliance Resources](#)

New Venue for Tacoma Breakfast

Friday March 11, 2011 will be the **Support-a-Scout Luncheon** at the Hotel Murano in Tacoma. This event replaces the Tacoma breakfast with much nicer venue, and of course, it is now a luncheon. Anyone may come to the luncheon and we need help in getting tables filled. Consider filling a table of 8 with any type of business group; a unit may also sponsor a table. If you cannot make it, it is alright to send in your pledge card and take advantage of the nice commemorative coin sets with your tax



www.pacificharbors.org
[Subscribe](#) [Unsubscribe](#)

[VIEW](#) newsletter as Webpage

FORWARD this email to all scouting parents and leaders so they can subscribe too. Thank you. Newsletter emailed to 6,294 emails.

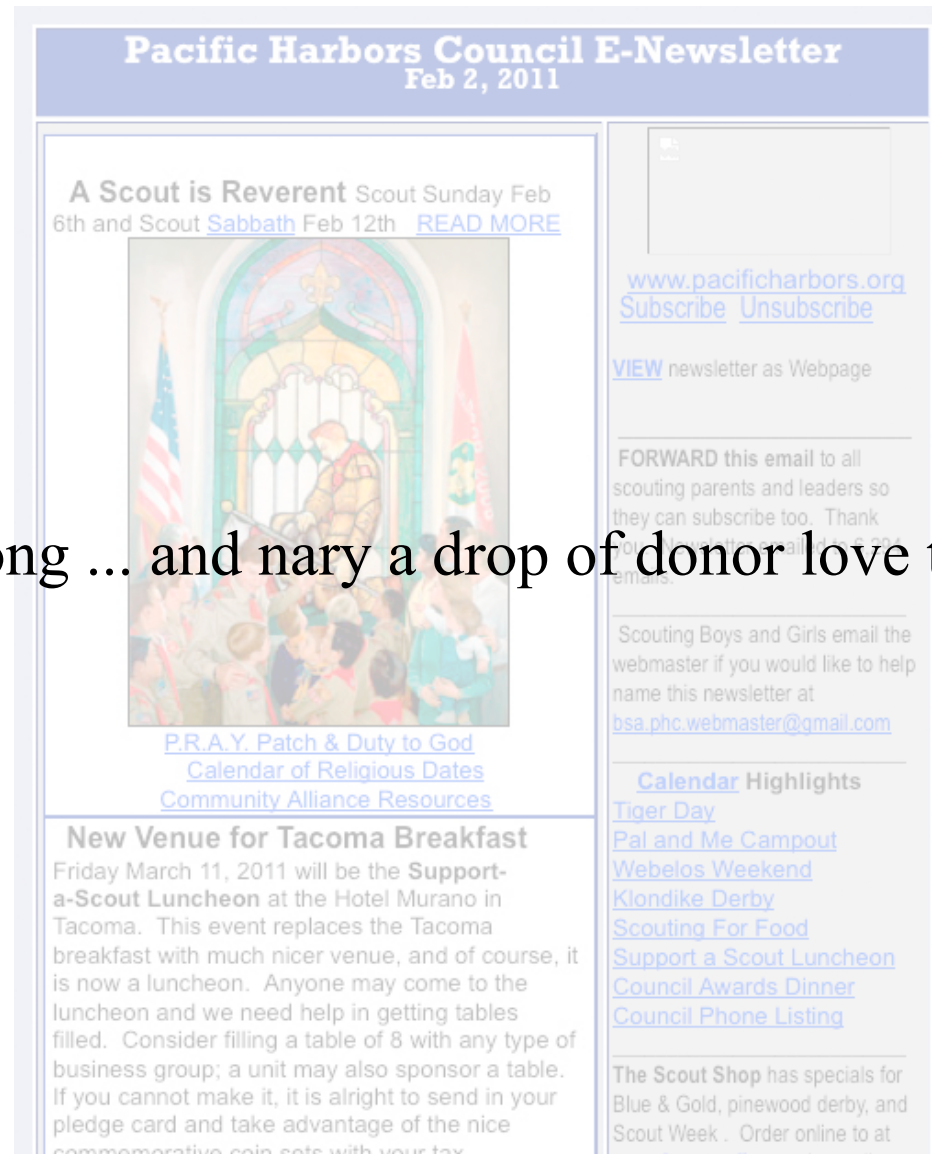
Scouting Boys and Girls email the webmaster if you would like to help name this newsletter at bsa.phc.webmaster@gmail.com

[Calendar](#) Highlights

[Tiger Day](#)
[Pal and Me Campout](#)
[Webelos Weekend](#)
[Klondike Derby](#)
[Scouting For Food](#)
[Support a Scout Luncheon](#)
[Council Awards Dinner](#)
[Council Phone Listing](#)

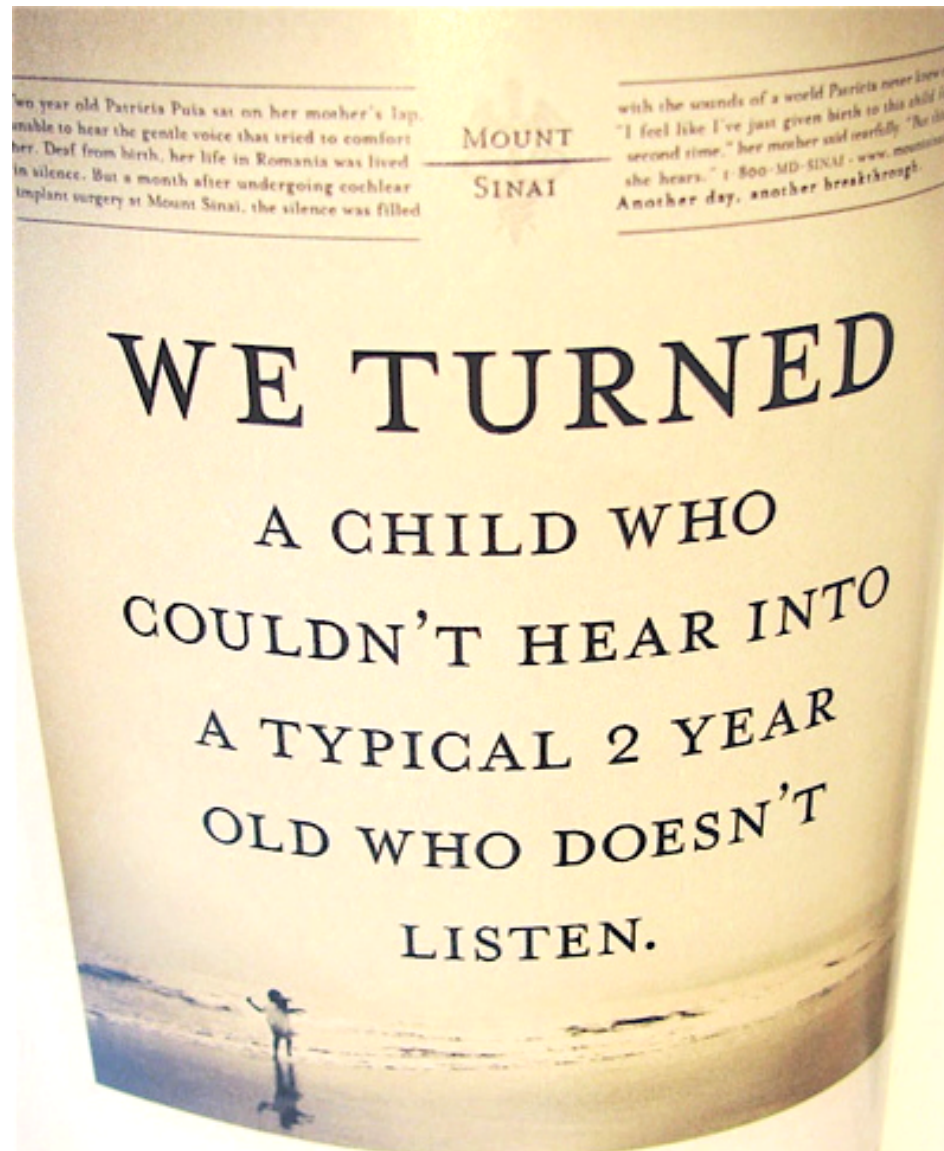
The Scout Shop has specials for Blue & Gold, pinewood derby, and Scout Week. Order online to at

7 pages long ... and nary a drop of donor love throughout.



Are you doing *corporate*
communications or *donor*
communications?

2 different things...



Donor-NEGLIGENT:

“We did this. We did that. We were amazing. Oh, by the way, thanks.”

Corporate communications are about how great the organization is. Favorite pronoun:

we

Donor communications are about how great
the donor is. Favorite pronoun:

you

[corporate communications]

I feel very fortunate because in my travels I am able to meet the people that **we** have helped...

[donor communications]

I feel very fortunate because in my travels I am able to meet the people that **you** have helped...

Corpcomm acts on this part of the brain:

Rational

Intention:

To build image and reputation
(This is a PR activity.)

Donorcomm acts on this part of the brain:

Emotional

Intention:

To bring joy

(This is a fundraising activity.)

“The essential difference between emotion and reason is that *emotion leads to action*, while reason leads to conclusions.”

-- neurologist Donald B. Calne





At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1967, doctors and specialists at

The Berlep's experience is markedly different from that of

CORPORATE communications



Kristin and Jay Berlep love outdoor. Kristin, who had surgery, plays basketball and golf. She

Kristin Berlep is an elegant, statuesque 17-year-old with a warm smile. As a high-school junior, she plays basketball and golf. In addition she takes jazz, ballet and tap dance lessons, and is an business in the school band.

brought together a team — including brace makers, nurses, surgery staff and physicians — to work with children who had spine deformities. Working with the team of specialists, Mose used advanced braces for treating scoliosis and



Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

To meet Zawadi Rajabu, 6, is to

needed a surgeon trained in the Ilizarov method

DONOR communications

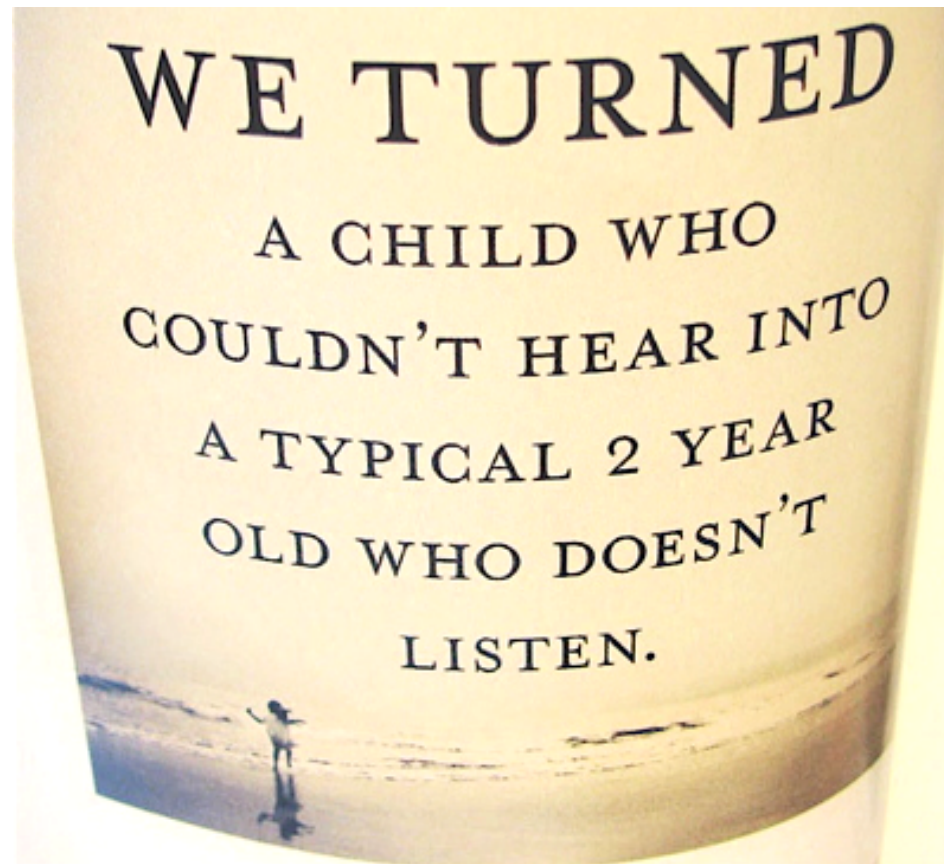


mischievous glint in her eye. "No catch me!" she taunts, running in the opposite direction.

the few surgeons in the world who could help Zawadi: Mark Dahl, M.D., pediatric orthopaedic

People *will* give you
money ... if you make
them **feel good** by
giving them the credit.

Thanks to you and other generous donors like you...



Because of you....

Dear Tom,

Because you are one of our beloved donors....

Because you've chosen to make uncompromised health care a cause you support locally, to the benefit of everyone in the East San Diego County community....

Because you and other local philanthropists have added *so much* to Grossmont's quality of care over the years....

Because your charity helps fund new equipment, new facilities, advanced medical training, research, and community outreach....

Because of all that, I am writing **to thank you again.**

I'm also writing to humbly add: **We cannot do it without you.**

Please make an additional gift today. The quality of our community's health care depends *so much* on you and other generous donors.

At Grossmont, we practice what might be called "donor-*improved*" health care —

Because of you....

Giving

Dear Tom,

Because you're one of our valued donors.
increased

Because you've chosen to make uncompromised health care a cause you support locally, to the benefit of everyone in the East San Diego County community....

75% over
Because you and other local philanthropists have added *so much* to Grossmont's quality of care over the years....

previous
Because your charity helps fund new equipment, new facilities, advanced medical training, research, and community outreach....

Because of all that, I am writing **to thank you again.**

letter
I'm also writing to humbly **ask you to do it without you.**

Please make an additional gift today. The quality of our community's health care depends *so much* on you and other generous donors.

At Grossmont, we practice what might be called "donor-improved" health care —

What donors want

- They want to change the world a bit (or big donors, a lot)
- They want to be part of something special, pursuing a mission they personally care about
- They want to be appreciated for their participation (NOT just acknowledged)
- They like feeling part of the team (NOT just a fan)

Your tools

Appeals, thanks, & newsletters
work together.

You ask. You thank. You report.

You ask. You thank. You report.

Typical donor communications calendar

	Acquisition	Print newsletter	Renewal	Major donor	Lapsed donor	Emergency	E - newsletter
January			#1	Annual report			#1
February		#1					#2
March	#1		#2	Annual mtg. invitation	#1		#3
April		#2		Appeal #1			#4
May			#3				#5
June							#6
July			#4		#2		#7
August		#3					#8
September			#5	Progress report			#9
October	#2	#4					#10
November			Year-end appeal	Appeal #2	#3		#11
December							#12

Source: Alan Sharpe, Mail Superiority

Donor cultivation communications

- **Welcome package**
- Newsletters, mailed and emailed
- Renewal solicitations
- Campaign updates
- Annual reports
- Greetings for holidays and birthdays
- Invitations (*think* annual meeting, even a *virtual* one)
- Website (*think* video)
- Special, exclusive offers and appeals
- Social media (Facebook, Twitter...)

St. Jude's welcome package

- #10 envelope: THANKS! Your St. Jude welcome materials are enclosed.
- Personalized, one-sided letter (for \$10 gift) gushes, “I’ve just received the marvelous news – you’re the newest member of the St. Jude family.” Marlo Thomas
- P.S.: “I know there are many worthy charities that ask for your help. Please know how honored we are that you’ve chosen to support the work of St. Jude.”
- Inserts: thank you from patient, thank you from parent, small notepad, reply slip with a gentle ask for “extra gift”

If undeliverable return to:
Merchants Quay Ireland
P.O. Box 11958
Dublin 8



***Thank a Million!
Your MQI Welcome Kit is Inside...***



Story of a person
overcoming addiction =
mission accomplished

High Park's Drug Rehab, cover page
A Day in the Life: MQI Nurses, page 2
What You Help Support, page 2
They Respect No Borders, page 3
These Things I Wish to You, page 4

Quay Times

The Newsletter of Merchants Quay Ireland | Special Welcome Edition

M Q I

Merchants Quay Ireland

Homeless and Drugs Services

From Heroin Addiction to Academic Honours

Brendan Magee first came to Merchants Quay for a cup of tea and needle exchange when he was living on the streets. After time in prison, and still fighting a heroin addiction, he returned to Merchants Quay, availing himself of nearly every service we offer. Below, the story of his incredible comeback...

You may have walked by him on the ha'penny bridge, crouched, cup in hand, begging. He sat on the stony steps for three years; a combination of a broken home, a heroin addiction he was powerless against and numerous stints in prison. He begged, he robbed and he dealt drugs to fuel his habit. After being dropped at the door of Merchants Quay High Park treatment facility by prison guards, Brendan Magee is now on a different path. He's drug-free and has just received his diploma in Drugs Counselling Theory and Intervention Skills – and



Former MQI client Brendan Magee (left) receiving his diploma

has taken on a full time degree course in Social Science with University College Dublin (UCD). Life didn't always hold such promise. As a young boy it was about survival. From the ages of eight until he was fourteen his father, who battled his own addictions, would beat Brendan. Especially when his father was drunk, Brendan recalls, "he often woke me up out of the bed to do it." He coped by escaping, and as a boy, started sniffing glue. "I remember trying everything, including heroin at

continued on page 4 >>

An Inside Look: High Park's Drug-Free Rehab

After 28 years in the Irish Army, Tony Murray wanted a job that was satisfying on both a personal and professional level. He found it at High Park, Merchants Quay's drug-free residential rehabilitation programme. Here, he offers an inside look...

Tony Murray is a settlement worker at High Park, MQI's drug-free residential rehabilitation programme. He helps clients who are homeless when they enter to secure housing upon completing the course. He also runs an Aftercare group one evening a week for clients who've left High Park and want to avoid old patterns that led

them to drink or take drugs in the first place.

High Park's 17-week residential programme is split into three phases:

Phase One lasts four weeks, and includes a period of detox for those who need it. According to

continued on page 3 >>

A Day in the Life of a Merchants Quay Nurse, page 2...

www.mqi.ie

What You Help Support:

A Short Guide to MQI's Programmes & Services

Open Access Services, for the homeless and others needing support:

- **The Drop-In Centre** offers meals, a safe place off the streets, emergency housing referrals, crisis support services, on-staff dentist, doctor and nurses for wound treatment and primary healthcare
- **Drugs Services** provide needle exchange, access to treatment, family support, plus referrals and advice for those who are addicted to drugs

Pathways Programmes, guide men and women toward rehabilitation and away from crisis drug use:

- **Day Support** provides skills training, methadone prescribing (Dublin 8), therapy groups and other services that bring stability to the lives of people using street drugs or who are in treatment
- **Settlement, Stabilisation and Integration** helps with securing safe housing, skills training and employment. And Aftercare, so former drug users can return to mainstream society

Residential Services for drug users who want to become drug free:

- **High Park (Drumcondra)**: a fully residential 17-week rehabilitation programme in a drug- and alcohol-free environment for men and women; includes detoxification, relapse prevention, work assignments and more
- **St Francis Farm (Co. Carlow)**: six-month residential programme on a working farm; helps clients overcome addiction and prevent relapse whilst receiving direct skills in Animal Care, Catering, Computers and other areas

Thank You!

2

Welcome to the work of Merchants Quay Ireland

A Day in The Life of a Merchants Quay Nurse

Reflections on a nurse's life in Open Access Services at Merchants Quay Ireland.



Nurse Steven Doyle in a rare moment of quiet.

My name is Steven Doyle, and I'm a nurse at MQI's Primary Healthcare Unit. Our medical team provide care to people who are homeless and to those who have problems with alcohol or drugs.

Many people don't realise the host of medical issues related to addiction or sleeping rough, but as a Nurse I see many of these. My colleague, Sister Brid O'Sullivan, does too: at Drop In Services we treat over 300 people daily.

I might clean a wound or treat a minor injury, then see someone with an acute or chronic illness. Another concern is chronic leg ulcerations. It's like a wound that won't heal, which is frustrating for us and exhausting for our clients. We test for blood borne viruses, too, like HIV and Hepatitis C.

The issues are sensitive, but we always speak openly with the men and women we help – part of MQI's philosophy of respecting clients at whatever stage they're at. Sr Brid feels it's vital, and I agree.

But the need eclipses our present capacity. "We're referring people all the time to detox and drug rehabilitation," Sr Brid says, "adding their names to waiting lists. We need far more detox services in this country. We're caught in Ireland."

I can say from listening to the patients I help, there's a stigma around substance misuse and homelessness. Sister Brid says the same: "Some stories are very painful to listen to, so you can imagine what it's like for the clients themselves."

When you hear the hardships they go through, you see beyond the addiction and homelessness and the real person shines through. They are some of the gentlest, nicest people and despite all they've endured, they have so much respect for the ones who care for them.

Nurse Steven and Nurse Brid invite you to see the healing work your donations make possible at MQI's Primary Healthcare Unit in Dublin – ring 01 524 0115 to arrange a visit.



Sister Brid O'Sullivan in action.

www.mqi.ie

They respect no borders: Heroin Use and Homelessness Up; Where One Euro Can Have the Effect of Nine

- A British Home Office study shows investing in MQI is smart: drug treatment saves THREE TIMES the money spent on criminal justice alone
- When social and health related issues are factored in, the study notes that money spent on drug treatment yields more than a NINE-FOLD SAVINGS

The economy is battering lives that many never hear about: almost 20 new injectors, week on week, availed themselves of

Merchants Quay's needle exchange services in 2009. And the number of meals served to men, women and families in need is up by 17%.

And it's not just Dublin: more than 30% of Merchants Quay clients come from outside Dublin City and County, reflecting both the spread of opiate use (such as heroin) and a demand for drug treatment in the regions. MQI is doing all it can to keep pace, even in the face of reduced government funding, by expanding rehabilitation and aftercare to cover the four counties of Laois, Offaly, Longford and Westmeath.

An Inside Look..

(continued from front page)

Tony, clients "settle in and familiarise yourself with the house and guidelines, get to know the group and try to become aware of yourself, your behaviour and your addiction."

Phase Two lasts about eight weeks. Staff and clients work together in therapy groups, drama groups and one to one counselling. Physical as well as mental well being are built back up in the gym. And clients also start writing their life stories. Reliving events from their past can be traumatic, and is often their first time dealing with emotions they've pushed away for

so long. But confronting this pain holds the key to recovery.

Phase Three happens in the last three weeks, and is about reintegrating into the outside world, and living one day at a time drug free. All along this journey, their trust, self-respect and confidence are being built up.

Not everybody makes it through on the first go. But clients amaze themselves when they do, with one saying she "crawled in a baby and was now leaving as a woman." And for High Park's Tony Murray, helping people enter as one person and leave as someone changed for the better is far and away the most satisfying part of his job.

Did You Know?

€0.87c

Amount of every Euro received by MQI – nearly nine of every ten Euros you donate – that directly translates into help for the homeless, food for the hungry and recovery for those addicted to alcohol and drugs.

45,725

The number of meals served at MQI's Drop-In Centre to the hungry and homeless in 2009. Sunday is our busiest day, with more than 400 men, women and children attending for breakfast and lunch.

16%

Percentage increase in numbers of people using our homeless services between January and June 2009 compared to the same period last year.

10 to 26

Increase in the number of men and women who can be guaranteed a bed in our new Detox facility, once completed, at St Francis Farm.

3,216

Total number of health care interventions provided for homeless people at MQI's Primary Health Care Unit, including: wound care, blood testing, dental care, crisis counselling and G.P. services for those living on the streets and suffering from acute or chronic illnesses.

70%

Percentage of clients successfully completing Merchants Quay's High Park detoxification programme.

9

The number of people who still die each week, in Ireland, from drug related causes.

"It's just, there would be lots of people lost without this place."

– Gerard, presently homeless

3

We couldn't help them, without you. Thank you.

...Academic Honours

(continued from front page)

a young age. I was in fear of it, but I always wanted to be one of the lads."

After a stint in prison for robbery, his conscience battling him every time he stole, Brendan turned to dealing. He ended up back in prison. It was there he opted to enter Merchants Quay's residential rehabilitation in High Park, Drumcondra. Brendan was no stranger to Merchants Quay, having used the needle exchange many years back – a service that kept him from contracting HIV or Hepatitis C as a result of injecting with used, rusty needles like so many addicts.

At High Park, he enjoyed the 17-week programme "but found it quite tough." There were

meditations every morning, workshops on drug awareness, two weeks kitchen work and house meetings. Everything focused on self-awareness and personal responsibility. The staff didn't "let us get away with anything", recalls Brendan. "Although I didn't like the feeling of it, they were helping me to see the error of my ways."

After finishing the programme at High Park, he completed a certificate with 'distinction' in drugs counselling through Merchants Quay/UCD, and took up work guiding others on their way to a drug-free life. He went on to graduate with his Diploma in Drugs Counselling Theory and Intervention Skills, and is now enrolled full time at UCD. He'll graduate yet again in 2012. Well done, Brendan!

These Things I Wish to You...

A clean pair of socks. A warm pair of gloves. At MQI's Drop-In Centre, basic care items many of us take for granted are supplied free to our rough sleepers. Always needed:

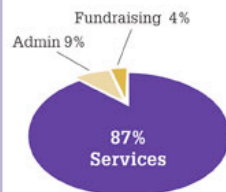
- Men's Jocks and Socks
- Ladies Underwear and Socks
- Towels (Hand and Bath)
- Disposable Razors and Shaving Foam/Gel
- Toothbrushes/Toothpaste
- Miniature "hotel-sized" soaps and shampoos
- Hats, Scarves and Gloves for Winter
- T-shirts/Jumpers/Bottoms/Footwear
- Sleeping Bags/Mats/Rain Jackets

If you'd like to help out, you can send a package to: Merchants Quay Ireland, P.O. Box 11958, Dublin 8. Or drop off at our head office at 28 Winetavern St, Dublin 8. Thanks!

Offer

Nearly 9 out of every 10 Euros you give directly helps those who need it most...

How Your Donations Are Wisely Used:



Thank you for caring.

Can You Make a Difference, Month on Month?

Set up your standing order and give in smaller, regular amounts you can easily manage, so that the hungry and those struggling with addiction can depend on MQI's services without the risk of interruption. If you pay income tax through PAYE your monthly donation can GROW 25% - 69% when we claim tax back from the government.

Monthly € donated	20% tax bracket Your donation + tax reclaim	41% tax bracket Your donation + tax reclaim
€21	€26 (€312 yearly)	€35 (€420 yearly)
€25	€31 (€372 yearly)	€42 (€504 yearly)
€42	€70 (€840 yearly)	€70 (€840 yearly)

Offer

Merchants Quay is now on Facebook: visit us for breaking news and client interviews.



Homeless and Drugs Services

Merchants Quay Ireland
P.O. Box 11958
Dublin 8

Located at:
28 Winetavern Street
Dublin 8

Head Office: 01 524 0160
Fundraising: 01 524 0115
Volunteering: 01 524 0128

Donor cultivation communications

- Welcome package
- **Newsletters, mailed and emailed**
- Renewal solicitations
- Campaign updates
- Annual reports
- Greetings for holidays and birthdays
- Invitations (*think* annual meeting, even a *virtual* one)
- Website (*think* video)
- Special, exclusive offers and appeals
- Social media (Facebook, Twitter...)

Purpose of a donor newsletter

Job #1: Retain more donors

Job #2: Make more money

Don't reverse the order.

A 10% improvement in your donor retention improves your revenue 50% immediately.

And that's just the beginning....

Source: Adrian Sargeant, 2010

If you wish to
subscribe to my
free how-to
e-newsletter...

www.aherncomm.com