



# How to Fund/Support Your Village

Montgomery County Village  
Gathering

September 27, 2016

# Topics For Discussion

- Business sponsorship- Tom Brunetto- Olney Home For Life
- Grants- Mary Ann Zimmerman- Silver Spring Village
- Fees- Donna Savage- Villages of Kensington
- General fund raising campaigns- Catherine McCallum- Chevy Chase At Home

Each speaker will take 10 minutes to discuss their topic.  
Followed by a 40 minute conversation on the issues.  
Please hold questions to the conversation period.

# Olney Home For Life

## Sponsor Program



# Olney Home For Life Community We Serve

- Services to the elderly in Olney, Sandy Spring, Ashton and Brookeville
- Home for **3966** seniors (2012 census data), of which **6.5%** are below the federal poverty level
- Over **15%** of Sandy Spring's seniors are below the poverty level, the **2<sup>nd</sup> highest** zip code in the county
- Senior population includes 10% Asians, 10% African Americans and 4% Latinos
- Expected to have one of the fastest growing (%) senior population in the county, nearly double the County growth



# OHFL Current Senior Services

- **Transportation-** Provides free transportation to seniors in our area to meet their basic and social needs.
- **Friendly Call-** Provides a daily 15 min. call, by trained volunteers, to connect and provide a community connection to seniors otherwise alone.
- **Friendly Visit-** In partnership with MC Mental Health Association, our specially trained volunteers visit seniors 1 hour a week for friendship and socialization.
- **Tech Time For Seniors-** In partnership with the Olney library and JCA, this is an intergenerational program to provide training for seniors on using the Library technology and assist them in using any of their tech devices



# OHFL- Funding Operations

- Business Sponsor Program
- Grants
- This year- Fall Fund Raiser at Olney Winery
- Private Donations
- We charge no fees for OHFL services

# Framework For A Business Sponsor Program

- Understand the sponsorship market; size, community involvement
- Have a clear understanding of what and how the money will be used; operations, specific programs
- Develop a sponsorship program with structure; terms process and defined deliverables

# OHFL Sponsor Program

Sponsor Level	Donation Range	Recognition
Platinum	\$5,000 +	Logos displayed at major promotional events Logos displayed on web site home page Listed on our web site with hyper link to your site Acknowledged and invited to our recognition events Logos displayed at recognition events Thank you letter from CEO
Gold	\$1,000 - \$4,999	Invited to our recognition events Logos displayed at recognition events Listed on our web site donor page Thank you letter from CEO
Silver	\$100 - \$999	Listed on our web site donor page Thank you letter from CEO
Benefactor	Less than \$100	Thank you letter from CEO



# OHFL Sponsors

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



# Framework For A Business Sponsor Program

- Understand the sponsorship market; size, terms, community involvement
- Have a clear understanding of what and how the money will be used; operations, specific programs
- Develop a sponsorship program with structure, process and defined deliverables
- Develop a concise story, partnership offering and business case; numbers, testimonials, news articles, elevator speech
- Solicit participants
- Communicate value you are delivering with their donations throughout the year