

- ◆ In these turbulent, unpredictable times, are you rethinking your organization's reliance on one source of funding?
- ◆ Are you tired of chasing funding whose outcomes are constantly shifting according to agendas that are not yours?
- ◆ Do you want to learn about alternative ways to support your organization's social mission?



Grassroots Philanthropy: Real Money from Real People for Our Real Missions

During 2009 and 2010, a unique, intensive professional development experience in grassroots philanthropy is being offered by the Tatamagouche Centre and WinterGreens Consulting. There are three parts to this in-depth experience:

1. [Introductory Workshop on Grassroots Philanthropy](#) to get your Board, staff and volunteers to start thinking differently about how you raise money. Half-day workshops will be offered between October 2009 and March 2010
2. [Reliable Fundraising in Unreliable Times](#) with Kim Klein — a legend and pioneer for nonprofits of all sizes and types. One day workshop is offered in HRM on Thursday, April 29, 2010
3. [How Your Organization Can Build Renewable Income Streams](#) — an intensive weekend with Kim Klein to deepen your hands-on knowledge at the Tatamagouche Centre from Friday, April 30 to Sunday, May 2, 2010.



WinterGreens
Consulting

INTENSIVE TRAINING OPTIONS

Kim Klein's 6 steps for a revolution in nonprofit fundraising



1. The inability to talk openly about money is the major roadblock holding back progressive nonprofits. This is a learned cultural taboo, and it can be unlearned. Those who control wealth have made a commitment to understanding money. We must too.
2. Income diversity is critical to institutional sustainability and growth. Fundraising and programs need to be integrated, mission driven activities. The ownership of fundraising must rest within the entire organization.
3. We need to set bigger goals and have larger visions. Too often we are limited by our own fears. Start with what you want, not with what money is available. The money exists.
4. Let us all work to deconstruct the charity model. Charity is patronizing. When a person contributes to their own health and well being, they become engaged. Charity givers need to acknowledge their own need for healing as well. Opening ourselves up to receiving is the first step.
5. Cutbacks in the government sector cannot be made up for by the private sector. Promoting a worldwide dialogue about tax policy is an essential part of today's fundraising challenge. We need tax policies in place to create more equitable distribution of wealth.
6. Time is not money. Time is our most precious resource. Compassion, kindness and happiness are all measures of social justice. We must learn to love those who are difficult to love, including ourselves. Too many of us work too much and forget to enjoy life. Let us collaborate more broadly and limit excessive working hours.

FALL – WINTER 2009 – 2010

Introductory Workshop on Grassroots Philanthropy

Invite your Board, staff and volunteers to a three-hour interactive presentation that examines some of our assumptions about money and social mission, about grassroots philanthropy. Start rethinking how you raise money. This session will introduce you to the basic concepts that will be examined in more depth at the subsequent workshops. Invite a couple of organizations in your community to share the presentation and save money!

Cost: \$250/session of up to 25 participants (\$10 each)

Are you interested? Contact:

Wendy Johnston, wintergreensns@gmail.com

Telephone: (902) 639-0095



APRIL 29, 2010

Reliable Fundraising in Unreliable Times

This workshop will be based on Kim Klein's new book: "Reliable Fundraising in Unreliable Times" and her 33 years of experience as a fundraising practitioner. Invite your staff and board members to participate and build a critical mass within your organization to raise more money.

Cost: \$65 Location TBA

Co-sponsored by United Way of Halifax Region



APRIL 30 – MAY 2, 2010

How Your Organization Can Build Renewable Income Streams

Rural? Small? Controversial? Understaffed? Hate asking for money? Whatever your situation, you can learn how to raise money if you come with an open mind. The entire weekend is devoted to helping your organization figure out how to start, maintain or expand a fundraising program focused on individual — which are the most reliable and renewable of all income streams. The intimate setting of the Tatamagouche Centre means time for one on one consulting with the trainer, small group work and fun, interactive discussions.

Cost: \$595 (\$440 tuition + \$155 meals and accommodations)

Location: Tatamagouche Centre, Nova Scotia

Are you interested? To register, contact:

tatacent@tatacentre.ca

Telephone: 1-800-218-2220

www.tatacentre.ca

