



Transformational Cultivation & Stewardship:

Lessons from a \$27.1M Gift



Welcome to Detroit

A Fundraiser's Sandbox



Setting the context

United Way for Southeastern Michigan is inviting people and organizations with expertise, resources and passion to join us in

Making Greater Detroit one of the top five places to live and work by 2030.



EARLY CHILDHOOD EDUCATION




Children prepared to enter school ready to succeed.

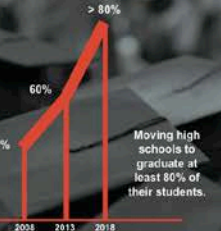
2008: 50%
2013: 60%
2018: 80%

REGIONAL STATISTICS
A child born into a low-income home has only a 48% chance of educational success; that success rate drops to 10% by age 3 if that child isn't stimulated through reading and creative play.

Only 50% of children register for kindergarten meeting 'ready to learn' minimum standards.



HIGH SCHOOL TURNAROUND

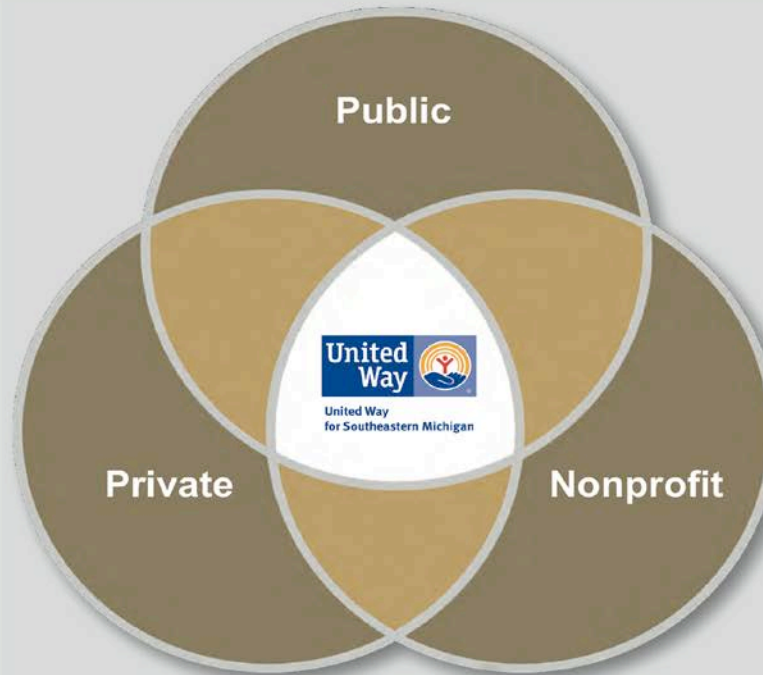


Moving high schools to graduate at least 80% of their students.

2008: < 40%
2013: 60%
2018: > 80%

REGIONAL STATISTICS
Over 30 schools in our region have high school dropout rates of 40% or greater.

Analysts estimate that reducing the dropout rate by 50% could result in \$145 million in increased earnings, \$147 million more in home sales, and \$24 million in increased tax revenue.




INCOME



Helping 19,000 families become financially stable by providing pathways to jobs, financial coaching and access to benefits.

2008: 1,000 Families
2013: 6,000 Families
2018: 19,000 Families

REGIONAL STATISTICS
At present, more than half of the population in the City of Detroit and nearly 40 percent of the population in the tri-county area are living below 200 percent of the federal poverty level. The poverty level for a family of four is \$22,050.

Southeastern Michigan's unemployment rate is above 12 percent, with foreclosure filings nearly doubling in 2010.

1.2 million families in the region are living paycheck to paycheck with 600,000 of them living at or below the poverty level.



BASIC NEEDS: FOOD INITIATIVE



Reducing hunger by over 50%.

Distribution: 100,000 People
Utilization: 19,000 People
Expansion: 300,000 People

REGIONAL STATISTICS
In our community, 700,000 people are at risk of going hungry because current food programs only meet 80% of the need.

Today, 80% of food assistance to those in need is provided through a combination of federal programs, food distribution systems (pantries), and informal networks such as family and friends.

40% of those eligible for the current benefit resources are not participating due to difficulties accessing the various food assistance programs.

"We must have the courage to put a stake in the ground in our communities, to set audacious goals and to bet a great majority of people will join us."

— Rick Harwood, Harwood Institute for Public Innovation



GM Banks on Detroit Kids

\$27.1M to Back United Way High School Program

Developing Your Case for Support

| | | |
|---------------------------|------------------|---------------------------|
| YOUR PROMISE: | | |
| <p>IMPACT STRATEGY #1</p> | <p>WHY YOU?:</p> | <p>IMPACT STRATEGY #3</p> |
| <p>IMPACT STRATEGY #2</p> | <p>WHY NOW?:</p> | <p>IMPACT STRATEGY #4</p> |
| WHY ME (DONOR)?: | | |



McKinsey Whitepaper: Shaping the Future

Solving Social Problems Through Business Strategy

INSIGHTS FROM TRANSFORMATIONAL CORPORATE PARTNERSHIP

UWSEM ASSETS

Relevant Goals-
Agenda for Change
—
Transparent Measures
& Accountability
—
Volunteer
Leadership

CORPORATE PARTNER ASSETS

Corporate Social
Responsibility
Alignment
—
Highly Skilled
Workforce 30,000+
—
Extraordinary
Leadership



**\$27.1M
Investment
GM Network
of Excellence**
Seven Turn-Around
High Schools
—
Early Childhood
Learning Communities
GM Workforce Engagement
Career Day Speakers
—
STEM Internships & Externships
—
Leadership Development
—
Food Drives/Bags
for Breaks

UWSEM CHALLENGES

Legacy Brand Image
—
Significant Investment
Needs
—
Scaling Community
Engagement

CORPORATE PARTNER CHALLENGES

Bankruptcy
—
Employee Morale
—
Consumer Affinity

INSIGHTS

Demonstrate Measurable Impact • Experience the Work • Solve Business Problems • Build Partnership

CREATING TRANSFORMATIONAL CORPORATE PARTNERSHIP

**OUR
ORGANIZATIONAL
ASSETS**

**CORPORATE
PARTNER
ASSETS**

**ORGANIZATION
NAME HERE**

Define
mutually-beneficial
partnership goals

**CORPORATE PARTNER
NAME HERE**

**OUR
ORGANIZATIONAL
CHALLENGES**

**CORPORATE
PARTNER
CHALLENGES**

INSIGHTS

How do we demonstrate measurable impact in our community?

How could this corporate partner powerfully experience our work?

What business problems are we solving for this corporate partner?

How do we honor and sustain this partnership?

Developing an Investment Menu



“I want to give my kids enough so that they could feel that they could do anything, but not so much that they could do nothing.”

Warren Buffett, Billionaire Philanthropist

Major Gift Development Cycle Integration



Developing a Stewardship Menu

| Standard Stewardship | Custom Stewardship | Transformational Stewardship |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Raising broad awareness of mission, vision and resulting community impact.</p> <p><i>Examples: Tours, mailed Invitation to attend mission-focused programmatic pvents, e-newsletter, annual report, website links to stories and outcomes, personal notes.</i></p> | <p>Aligning stewardship with the donor’s specific area of interest and investment; providing access to behind the scene or inner-circle experiences; increasing listening and dialogue, transparency in outcomes reporting.</p> <p><i>Examples: CEO/President chats, personal invitation to meet/hear guest speakers/subject matter experts, VIP access, special seating at an exclusive event, etc.</i></p> | <p>Providing life-changing, deeply personal hands-on stewardship experiences in the donor’s area of interest and investment. Outcomes reporting transparency and collaborative problem solving.</p> <p><i>Examples: Mentoring students,, volunteering on the crisis hotline, awarding the scholarship, riding in the ambulance, “A Day in the Life Of” shadowing experience.</i></p> |

Donor Stewardship Plans

- Is this stewardship activity aligned with the donor's/corporation's area of investment?
- Are we being strategic in the level of stewardship we're selecting?
- Will the donor know their investment is making a measurable difference?
- Will the donor have increased emotional connection to our work?
- What will the donor know or feel as a result of this stewardship activity?
- Who is the best person to invite, engage or accompany the donor in this activity?
- Are we fulfilling on the promise of the donor's investment?
- What's our desired next step with this donor?

Creating Employee Engagement Infrastructure



Team GM Cares Champions



Internal Champions Spread the Word



Creating Opportunities for “Being” in the Work



Food Drives & Distribution Events



Back to School Drives & Distribution Events



Urban Gardening & Healthy Lifestyle Experiences



School Clean-Up Projects



Classroom & Student Experiences



Principal Johnathon Matthews teaches students Wednesday at Cody High School's Academy of Public Leadership.

Student Internships & Mentoring Opportunities



Connecting with Students Face-to-Face



Creating Future Workforce Leaders



National Ground Hog's Day – Job Shadowing



General Motors Receives National Summit Award 2012



- Highest National Corporate Honor
- \$27.1M Corporate Foundation Investment
- \$5.8M Employee Giving
- 1,200 Employee Service Hours
- 110 Summer Internships Annually
- 100 Buick Scholarships Annually
- National Groundhog's Day Job Shadowing - 500 Students

UWSEM Turn-Around Schools Class of 2013



86%

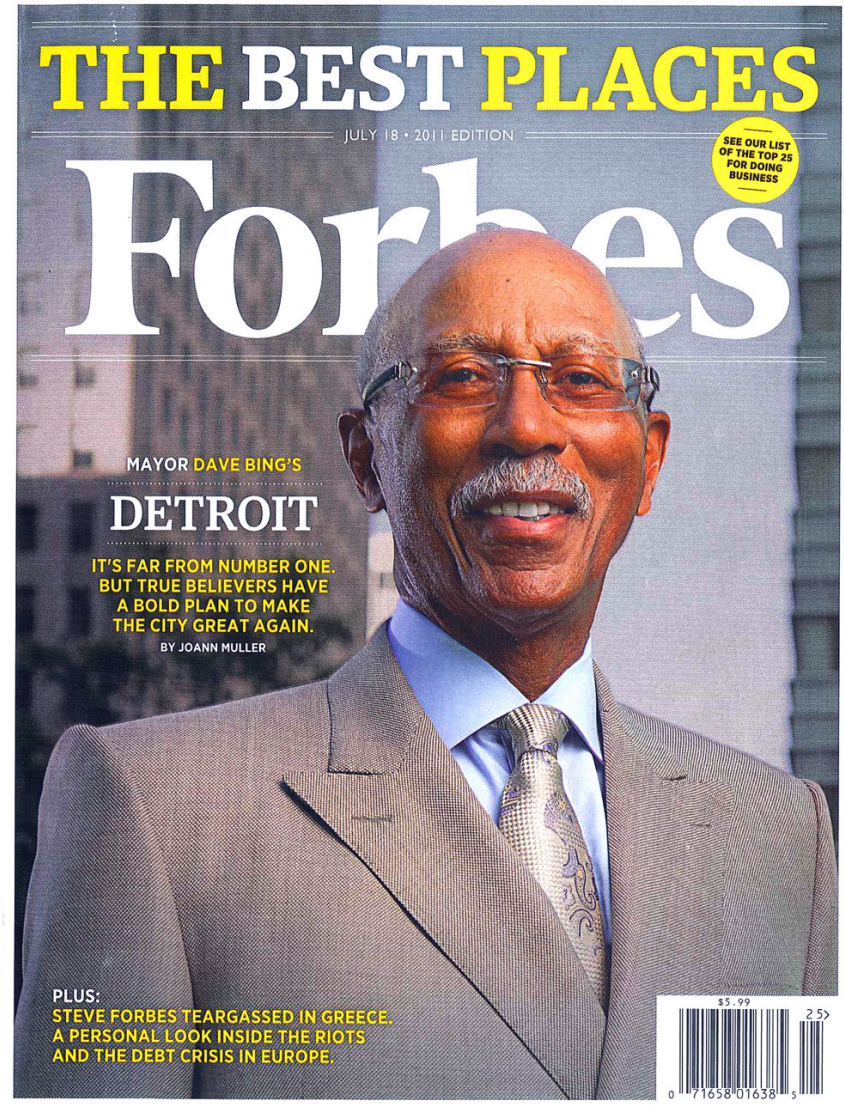
Graduation Rate

Transformational Corporate Stewardship Insights:

1. Approaching Stewardship from the
Donor's View

1. Create Transformational
Stewardship Opportunities

1. Transparency & Outcomes
Measurement are Critical



Want to Learn More?

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