
FUND DEVELOPMENT ASSOCIATES

A DIRECTION FOR SUCCESS

The formula for success in a very competitive fundraising environment calls for a combination of skill, sensitivity, commitment and teamwork. This is the approach used by Fund Development Associates.

It's been said that fundraising is the second most important activity in which not-for-profit organizations engage. The success of that activity is based upon the achievement of the goal, the satisfaction of the client and the pride each volunteer takes in having participated. This is the solution that Fund Development Associates brings to each client relationship.

OUR COMMITMENT TO YOUR SUCCESS

The most important component of projects in which Fund Development Associates becomes involved is that they *succeed!* We measure this success by the results so that:

- Your objectives have clearly been achieved
- The established financial goal has been met . . . and
- The delicate, essential volunteer network of your organization has been strengthened and rededicated to its mission.

HOW WE HELP YOU

Fund Development Associates is a full service consulting firm specializing in the following areas:

GOVERNING BOARD DEVELOPMENT

Our Proven System Will . . .

- Strengthen Your Governing Board
- Rededicate Their Efforts
- Motivate Them To Raise More Money
- Bring New Energy
- Simplify The Nomination Process
- Focus On Who Should Be Recruited, Rather Than, “Who Can We Get To Serve”
- Identify Future Leadership
- Add More Diversity

FUNDRAISING CAPACITY BUILDING, ANNUAL GIVING

When Completed You Will Have . . .

- Better Opportunities to Raise Needed Funding
- A Realistic Fund Development Plan
- Greater Productivity From Your Efforts
- A More Focused Governance Team
- Highly Committed Community Volunteers
- A Sound Fundraising Strategy
- Increased Skills
- A More Comprehensive Funds Dispersal Program
- Greater Success In Finding Donors
- A Larger Endowment
- Enhanced Community Awareness
- Clarified Roles and Responsibilities
- A Fundraising Vision

CAPITAL CAMPAIGN FEASIBILITY STUDIES

You Will Have Answered . . .

- Can The Needed Funds Be Raised?
- Where Will These Funds Come From?
- What Is The Region's Fundraising Capacity?
- Who Will Lead The Campaign?
- Who Will Be The Major Givers?
- How Much Will It Cost?
- What Is The Best Time To Do This Project?
- How Successful Are We Likely To Be?
- What Are The Optimal Funding Strategies?
- What Roles Does Everyone Play?
- Can The Project Be Completed All At Once?
- Or Must It Be Phased?

CAPITAL CAMPAIGN MANAGEMENT

The Implemented Strategies Will . . .

- Assure That The Campaign Goal Is Reached
- Energize Your Organization
- Raise Major Funding Amounts
- Attract Larger Gifts To Your Organization
- Identify New, Dynamic Volunteer Leadership
- Reach The Goal
- Achieve Your Funding Vision
- Act As A Major Source For Future Fundraising
- Make You Successful
- Increase Your Organization's Visibility

PUBLIC PRIVATE PARTNERSHIPS

We will help you . . .

- Assess The Funding Opportunities Available
- Enhance Partnerships Between Government And Funding Sources
- Identify Likely Funders
- Articulate Your Vision To Funders
- Develop Funding Parameters
- Explore The Options Of Partnering Your Organization
- Research The Value Of This Relationship

- Create Sponsorship Funding
- Match Funders To Your Organization
- Develop An Individualized Funding Strategy
- Pursue Funding Decision Makers

POLITICAL INITIATIVE FUNDING

We Will Help . . .

- Develop Funding Strategies
- Identify Potential Funders
- Pursue Funding Sources
- Raise Large Amounts, Quickly
- Help Your Initiative Pass The Ballot

SELECTED CLIENTS

The following is a partial list of the organizations that members of our team have assisted:

Healthcare

California Hospital Association
California State Rural Health Association
Center for Aids Research, Education and Services
Charlton Memorial Hospital, Folkston, GA
Children's Health Initiative, French Camp, CA
Children's Hospital of Orange County, Anaheim, CA
Cochise County Hospital, Douglas, AZ
Eskaton Foundation, Carmichael, CA
Francis Mahon Deaconess Hospital, Glasgow, MT
Fremont-Rideout Medical Center, Yuba City, CA
Marshal Hospital, Placerville, CA
Mercy Foundation, Sacramento, CA
Mission Valley Community Hospital, St. Ignatius, MT
Sierra Sacramento Valley Medical Society
Saint Agnes Medical Center, Fresno, CA
St. Luke's Hospital, Ronan, MT
St. Mary's Hospital, West Palm Beach, FL
Sutter Auburn Faith Hospital, Auburn, CA

Sutter Coast Hospital, Crescent City, CA
Sutter Solano Hospital, Vallejo, CA
UC Davis Medical Center, Cancer Center
Woodland Memorial Hospital

Children's Causes

Boys & Girls Club, St. Helena, CA
Boys & Girls Club of Calistoga, CA
Boy Scouts of America, Golden Empire Council
California Youth Soccer Association, Pleasanton, CA
Camp Ronald McDonald, Susanville, CA
California Consortium for the Prevention of Child Abuse
Children's Health Initiative, French Camp, CA
Children's Hospital of Orange County, Anaheim, CA
Children's Miracle Network, Salt Lake City, UT
Children's Respite Care, Carmichael, CA
Fairytale Town, Sacramento, CA
Girl Scouts Heart of Central California, Rancho Cordova, CA
Lilliput Foster Homes, Stockton, CA
Mary Graham Children's Shelter, Stockton, CA
New Morning Youth and Family Services, Placerville, CA
Ronald McDonald Children's Charities, Oakbrook, IL
Sacramento Children's Home
Sierra Families Forever, Nevada City, CA
The California Children's Lobby

Museums

Discovery Museum, Challenger Learning Center, Sacramento, CA
Napa Valley Museum, St. Helena, CA

Arts

League of Historic American Theaters
Marble Valley Center for the Arts, El Dorado Hills, CA
Roseville Arts Center, Roseville, CA
Sacramento Theater Company
Sierra Cultural Arts Center, Placerville, CA
The Sacramento Ballet
The Tower Theatre, Roseville, CA
Woodland Opera House, Woodland, CA

Education

California State University
Chawanakee Joint School District, North Fork, CA
EnCompass Learning Center, North San Juan, CA
Prosser Creek Charter School, Truckee, CA
Sacramento County Office of Education
St. Michael's Day School, Carmichael, CA

Human Services

American Red Cross, Boise, ID
American Red Cross, Monterey, CA
American Red Cross, Pacific Service Area
American Red Cross, Sacramento, CA
American Red Cross, Santa Rosa, CA
American Red Cross, Yuba City, CA
Human Services Agency, Stockton, CA
Legal Services of Northern California
Sacramento Aids Foundation
Sexual Assault and Domestic Violence Center, Woodland, CA
YMCA, Sacramento, CA

Environmental

Institute for Solar Living, Hopland, CA
Pacific Flyway Center, Davis, CA
Sly Park Environmental & Education Center, Pollock Pines, CA
Yolo Basin Foundation, Davis, CA

Religious

Roman Catholic Diocese, Sacramento, CA
Our Lady of Perpetual Help, Clovis, CA
Sacramento Cathedral Restoration (Blessed Sacrament)
St. Lawrence Church, North Highlands, CA
St. Michael's Episcopal Church, Carmichael, CA
Trinity Episcopal Church, Folsom, CA

Libraries

Napa Valley Wine Library, St. Helena, CA
Sacramento Public Library Foundation
Solano County Library Foundation, Fairfield, CA
St. Helena Public Library, St. Helena, CA

Public Broadcasting

KKTO-FM/PBS, Lake Tahoe, CA
KSYS/PBS, Medford, OR
KVIE/PBS, Sacramento, CA
KVPT/PBS, Fresno, CA
KVMR Community Radio, Nevada City, CA
KXPR & KXJZ-FM/PBS, Sacramento, CA

Recreation

California Parks and Recreation Society, Freeport, CA
City of Novato, Novato, CA
Hamilton Community Recreational Facilities, Novato, CA
The Sports Management Group, Berkeley, CA
U.S. Forest Service, Susanville, CA

Animals

Humane Society of Truckee-Tahoe, Truckee, CA
Sacramento Zoological Society

THE ASSOCIATES OF THE FIRM

Fund Development Associates is the regional expert in fundraising. No one has more direct, hands-on experience. By selecting our firm, you will have a team of professionals with more than one hundred years of combined successful fundraising experience who have assisted hundreds of charitable organizations achieve their goals.

Each team professional assigned to a project devotes his or her full time and energy to achieve a successful outcome. Every project undertaken by Fund Development Associates has succeeded in reaching its published goal. We know of no other firm in business as long as we have that can make that statement.

As President of the firm, William Schopfer leads this team of highly skilled professionals.

WILLIAM SCHOPFER

Bill Schopfer is President of Fund Development Associates, Inc. His extensive experience in fundraising began as a Capital Campaign Director for the national financial consulting firm of Haney Associates. In his twenty-five year career he has raised millions for organizations nationally. He has a wide range of experience conducting major fundraising projects successfully for a highly diverse client base.

Mr. Schopfer later joined Mercy Foundation directing all fundraising activity for a multi-hospital system. He left Mercy after five years and co-founded Fund Development Associates, Inc.

Mr. Schopfer brings experienced fundraising management with a wide range of clients from children's causes and the arts, to education and healthcare. He is a Certified Fund Raising Executive (CFRE) and was named Outstanding Fund Raising Executive of the Year by California's Capital Chapter of the Association of Fundraising Professionals (AFP).

He served on the AFP National Board of Directors, served two terms on its National Certification Board and is a Past President of California's Capital Chapter.

He is active in many civic and community organizations including a former member of the Board of Directors of the Nonprofit Resource Center and member of its faculty; current President of the Board of Sol Aureus Prep Charter School and Past President of the Boards of the Heart Research Foundation and Sierra Families Forever.

NICKI SHEARER

Nicki Shearer is an experienced fundraising executive, perhaps best known in the Public Broadcasting System. She chaired the National PBS Development Advisory Committee. Prior to that Nicki had been first Chair and then Co-Chair of the annual Development Conference presenting topics to conference attendees

ranging from Capital Campaigns and major gifts through membership, auctions and special events.

Ms. Shearer headed all fundraising at KVIE/Sacramento for thirteen years, during which time the station received the Overall Development Award four times as well as many awards for auction, special events, membership and planned giving activities.

Prior to joining KVIE, Ms. Shearer headed fundraising efforts at station WHA/Madison in Wisconsin. During her tenure she increased membership revenues by 400% and brought to the station its first National Auction Award. Ms. Shearer is a Certified Fund Raising Executive (CFRE) and was honored as Outstanding Fund Raising Executive of the year by the California's Capital Chapter of the Association of Fundraising Professionals.

THOMAS BYRNE

Tom Byrne's experience as a manager, national trainer and consultant includes over twenty years of work in development, management and resource support of not-for-profit organizations across the country. Mr. Byrne began his career as the founding Executive Director for United Cerebral Palsy in Stanislaus County. He later moved on to the national staff of United Cerebral Palsy Associations, Inc., in New York City.

In that capacity, he had principal responsibility for providing a wide range of affiliate management and support services in thirteen western states. He had additional responsibility for researching, initiating and servicing multiple national corporate marketing partnerships, especially those with headquarters on the West Coast.

He now provides counsel to healthcare organizations, schools, social service agencies; youth sports groups and education foundations. Mr. Byrne works with those projects that can benefit from his unique talents in fund development, corporate marketing and not-for-profit management experience.

Mr. Byrne has served as a member of the Ethics Committee of California's Capital Chapter of the Association of Fundraising

Professionals. Additionally, he served on the board of the California Consortium of Education Foundations and is an active volunteer trainer for the Nonprofit Resource Center.

ANGIE WILLIAMSON

Angie Williamson brings more than ten years of experience in the field of not-for-profit management, fundraising and marketing. She is a former Administrator of the Association of Fundraising Professionals California Capital Chapter and a former Director of the BoardLink program at the Nonprofit Resource Center, an innovative board training and matching program, which has been recognized nationally as a model for connecting corporate board members and nonprofit organizations.

As a consultant to not-for-profit organizations, she has led numerous projects to support board development, Capital Campaigns and capacity building. Her experience also includes award-winning marketing projects in the transportation management field.

Ms. Williamson is a member of the Association of Fundraising Professionals and is an active volunteer for the California Capital Chapter. She also volunteers for the Pacific Crest Trail Association and other community organizations.

CAROLYN CHAMBERLAIN

Carolyn Chamberlain has been in financial services since 1980, working initially as a commercial banker for Wells Fargo and then as a vice president and manager in private banking at Union Bank. Because of a life long interest in not-for-profit organizations, she easily transitioned into a career in fund development.

Initially, she worked as the Director of Corporate Development at the Anderson School at UCLA, and then as Associate Director of Philanthropy for The Nature Conservancy in Sacramento. Carolyn later became the Director of Philanthropy for the Sacramento Regional Community Foundation.

Ms. Chamberlain has also worked for a consulting firm providing financial analysis for grants and loans as well as grant making research and support for major foundations.

She is active in the California Capital Chapter of the Association of Fundraising Professionals as well as the Planned Giving Forum of Sacramento. She is also a volunteer fundraiser for Stanford University and the Yolo Community Foundation.

MARLA BREITMAN

Marla Breitman has more than ten years of fundraising experience. She has worked to greatly enhance program participation and funding for EnCompass, a holistic family learning center located in the Sierra foothills. She more than doubled program enrollment within two years and brought significant growth to their funding base.

Ms. Breitman worked as the Fund Development Officer for EnCompass. During that time she improved her skills by attending many fund development training sessions including the University of Indiana Fund Raising School in the Principles and Techniques of Fund Raising.

Her skills excel with major donor solicitation. Marla has trained board members, staff and volunteers in fundraising methods including prospect identification, cultivation and solicitation. She created the first fund development plan for EnCompass while providing strategy support for their Capital Campaign and annual fund including securing a major funding operations grant.

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