



# Detroit Horse Power Case Study



Capital campaign services for Detroit Horse Power brought the expertise and organization needed to embark on a \$4,500,000 campaign.

## BENEFITS

- Ensure your organization has the capacity and ability to be successful with a capital campaign through a feasibility study
- Provide expertise to guide campaign strategy through proven best practices so your team can focus on raising capital, not researching strategies
- Keep program activities on schedule by leading campaign implementation through a customized action plan

## OBJECTIVES

By combining in-class lessons with trips to regional horse farms, Detroit Horse Power (DHP) instills valuable life skills to help prepare at-risk youth to become successful adults. While they have been fortunate for community partners who provided access to horses and riding spaces, the need for their own dedicated equestrian center became more and more evident as the program continued to grow.

Consequently, they enlisted the support of Detroit Philanthropy to conduct a capital campaign readiness assessment and, ultimately, to help guide and implement their campaign strategy.

## SOLUTIONS

Detroit Philanthropy began by assessing DHP's current fundraising efforts, conducting interviews with key stakeholders, and synthesizing the findings into a capital campaign readiness report. This report provided insights into the willingness of DHP's donors to support a capital campaign and also provided recommendations which would ensure DHP would be poised for the successful completion of their intended \$4.5 million capital campaign.

Following the completion of the campaign readiness assessment, Detroit Philanthropy continued on in the role of Campaign Fundraising Counsel to assist DHP with implementation of the recommendations which included solidifying its annual fundraising operations, seating a Capital Campaign Committee, drafting a comprehensive campaign plan and timeline, and developing strategies for donor engagement and solicitation.

Since the capital campaign committee kicked off in the fall of 2020, Detroit Horse Power is on course to achieve their comprehensive campaign goals by 2023.

“

*"With an ambitious fundraising effort before us, Detroit Philanthropy provided the expertise we needed to effectively prepare for a capital campaign. Since conducting a feasibility study, they are now guiding our strategy and helping us implement a comprehensive plan to take our fundraising to the next level. I'm confident their extensive knowledge and experience will help us meet our goal."*

**David Silver,**  
**Executive Director**  
**Detroit Horse Power**

”

Contact us to learn how we can help you help others!

Rachel M. Decker, President | 313.782.3708 | [Rachel@DetroitPhilanthropy.com](mailto:Rachel@DetroitPhilanthropy.com)

[www.DetroitPhilanthropy.com](http://www.DetroitPhilanthropy.com)