



# Student Advocacy Center Case Study



By working with Detroit Philanthropy to conduct a Fund Development Audit, the Student Advocacy Center was able to secure \$50,000 in grant funding to increase organizational capacity and, ultimately, work toward its long-term goal of achieving financial sustainability.

## BENEFITS

- Increase fundraising revenues, allowing your nonprofit to expand current programs and services
- Secure funding to allow your nonprofit to invest in organizational capacity building
- Develop customized strategies that match your nonprofit's goals with giving opportunities



*"If you are feeling stuck and unsure about how to transition your fundraising to the next level, Detroit Philanthropy can help by providing strategic direction, ideas and clear action steps."*

**Peri Stone-Palmquist,  
Executive Director  
Student Advocacy Center**



## OBJECTIVES

With its 45-year history of helping underserved students stay in school or get back into school, the Student Advocacy Center (SAC) identified a need to increase fundraising revenues, particularly unrestricted funds, in order to continue to increase its programming. By building on their current fundraising and marketing efforts, they sought to raise more funds, expand awareness of their mission, and ultimately, ensure the organization was poised for long-term growth and sustainability.

Consequently, Detroit Philanthropy was contracted to help SAC take its fundraising efforts to the next level.

## SOLUTIONS

Detroit Philanthropy started working with SAC by completing a development audit to assess the organization's current fundraising operations which included not only fundraising strategies, tactics, and infrastructure, but also board relations, donor messaging, and marketing efforts. Once the assessment was completed, Detroit Philanthropy developed specific recommendations to ensure SAC would meet its short-term goals of increasing the donor base and fundraising revenue, and its long-term goals of achieving financial sustainability.

Armed with that data, expert advice and targeted projections, SAC was able to use the assessment to successfully make the case for grant funding. Consequently, they were awarded a \$50,000 grant to increase internal capacity so they could fully implement Detroit Philanthropy's recommendations.

As a result of this year-long engagement, SAC was able to achieve the following:

- The hiring and onboarding of a new fund development director
- Development of comprehensive corporate donor strategies
- Increased brand awareness and executive positioning
- Alignment of major gift giving opportunities to support SAC programming
- A comprehensive, annual fundraising plan

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

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