



**Philanthropic**  
Service for Institutions

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Seventh-day Adventist<sup>®</sup> Church  
NORTH AMERICAN DIVISION



2018 Report, Year-End Meetings



# Role of PSI



- ▶ Guide NAD constituent institutions in achieving sustainable financial support
- ▶ Provide information and share knowledge
- ▶ Customize our services to be appropriate for the type of organization and its needs and opportunities
- ▶ Base our services on the Bible and best practices
- ▶ Focus on constituent-related service and responsiveness.

Albert Schweitzer said, *“One thing I know: The only ones among you who will be really happy are those who will have sought and found how to serve.”*

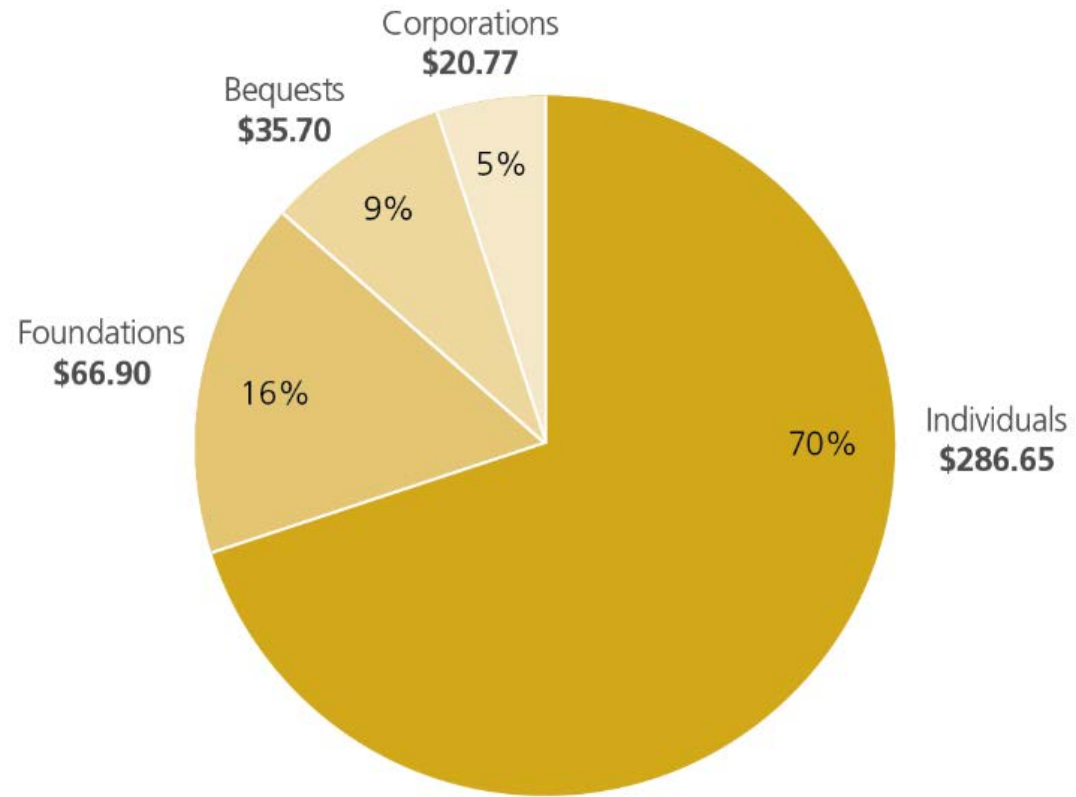




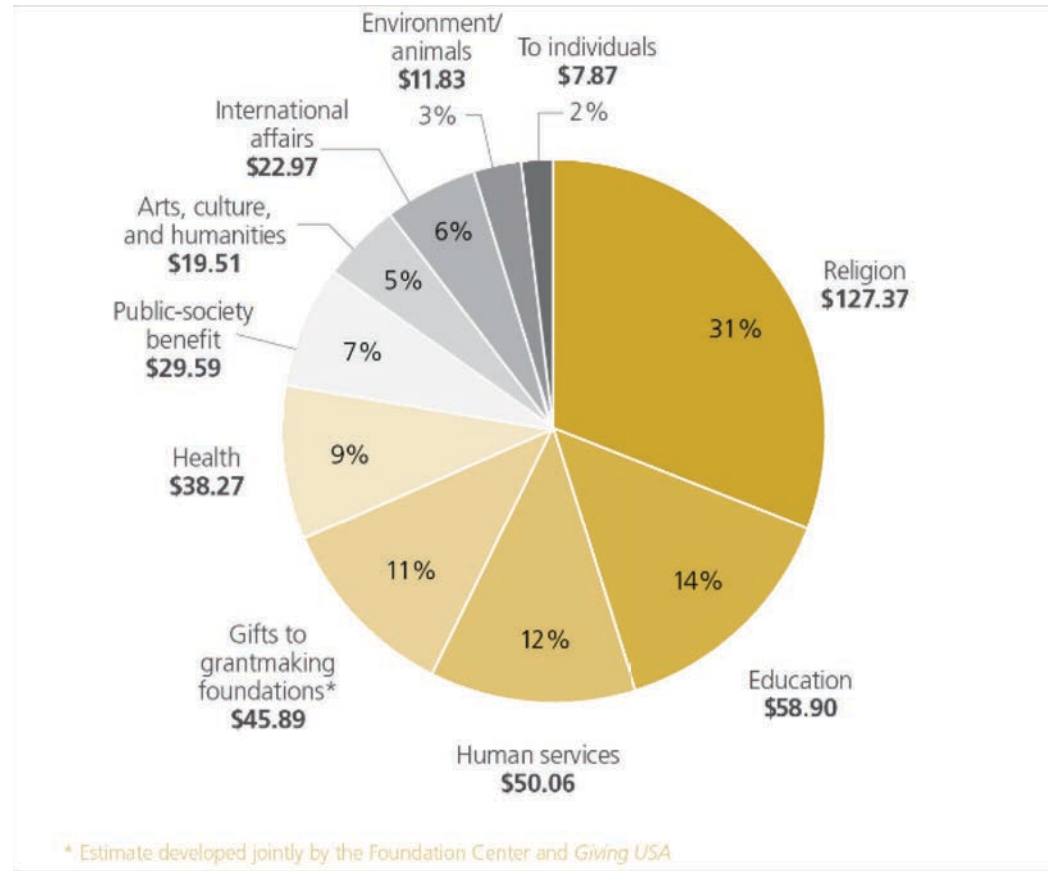
# Bases for fundraising at NAD constituent organizations

- ▶ Fundraising is biblical.
- ▶ Generosity is mutually beneficial.
- ▶ Fundraising is a reality today—church member giving changed in the last couple of decades.
- ▶ Avoid the proverbial “cart before the horse”—focus on money when we should focus on the benefits of giving and on the cause.
- ▶ Fundraising raises up an institution—we have to take a good look at ourselves because the better the organization, the better the results.
- ▶ It’s not about the money—it’s about a good cause that has a price tag.
- ▶ It’s the good causes that engage us as PSI staff, which provides mutual satisfaction for making a difference.

2017 contributions: \$410.02 billion by source  
(in billions of dollars – all figures are rounded)



# 2017 contributions: \$410.02 billion by type of recipient organization (in billions of dollars – all figures are rounded)





# Why do people give?

- *Communities of participation*
- *Desire to make a difference*
- *Identifying with the cause*
- *Asked to give*
- *Understanding what their donation accomplishes*
- *Positive examples, from peers, during youth, by role models*
- *Transparency of the organization and its finances*
- *Positive outcomes promised*
- *Urgency and effectiveness*
- *To give back*
- *Feels good*



# Underlying Concepts

- Fundraising is global—background and present status internationally.
- Fundraising is a **process**, an organized approach to managing resources—human and financial.
- Fundraising is a **team** effort, and a coordinated effort, if it is successful.
- Fundraising requires **investment** of resources—time, money, commitment, and staff.
- Fundraising requires **accountability**, good management, organized efforts, clear communication, and excellent customer service.
- Fundraising takes time.





# Fundraising is . . .

- ▶ The right person asking
- ▶ The right prospect
- ▶ For the right cause
- ▶ In the right way
- ▶ For the right amount
- ▶ At the right time

▶ From The Fund Raising School



# Examples of NAD organizations and their fundraising—Rationale for PSI's existence

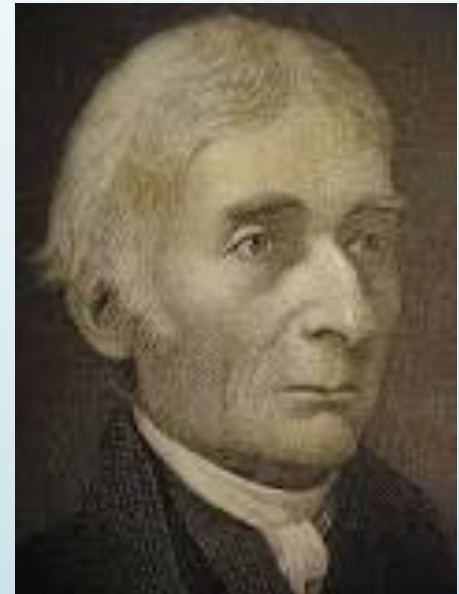
- Academies, MAP and others, involvement of principles, proactive steps in information sharing about best practices.
- Youth programs and camps.
- Healthcare training for boards, assistance with Fundraising Fitness Test.
- Responses to requests for information on strategies by media ministries.
- Career advice and assistance.
- On-site visits at conferences and churches.
- Involvement with senior professionals in higher education.
- PSI has assisted organizations in every sub-sector of the Division.

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# What does it take to be successful today in fundraising?

- ▶ Supportive, strong boards.
- ▶ Understanding time and money involved.
- ▶ Adapting solid, tested principles.
- ▶ Accountability!
- ▶ Presenting promise of outcomes to donors.
- ▶ Respecting donors and practicing good stewardship.
- ▶ Use PSI's services and materials!! Check out our website, take the Adventist Learning Community course, use our various versions of *Successful Fundraising*, contact us.

➤ “I shall pass through this world but once Any good that I can do or any kindness that I can show any human being, let me do it now and not defer it. For I shall not pass this way again.”  
Stephen Grellet, 18<sup>th</sup> century Quaker



# We exist to serve

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