Making The Arc’s Philanthropic Case

Kathy Swayze, CFRE
Impact Communications
FUNDRAISING IS COMMUNICATIONS
SNIFF! I'M NOT CRYING, I JUST HAVE SOMETHING IN MY EYE....
Doesn’t tell me WHAT you do, Tells me WHY you do it.

Tells about 1 person

Uses details to make it real

Starts with the challenge, problem the person is facing

Shows change/resolution – how your organization made a difference

Creates emotion, paints a moving picture
What is the SOS Children's Village of tomorrow? It is a living example of the SOS Children's Village program approach and it refers to program locations working in the spirit of the SOS Children's Village Program Policy. SOS Children's Villages of tomorrow is responding to the situation of our target group in ways that are considered to be the most appropriate within the local context. Whether there is a need for a new program, a need to renovate an existing program (re-Innovation), or a need to strengthen efforts towards a “Sustainable Path to ONE million children”, all those opportunities are used and determine an SOS Children’s Village of tomorrow.
What Does It Take to Save a Generation?

**It Takes Courage:** The challenges facing Africa’s young people today are numerous.

**It Takes Vision:** We envision a future in which all children know the love and support of a family.

**It Takes a Plan:** We have a solid plan to reach the most children in crisis.

**It Takes You:** It will take a global village of caring people like you to achieve the long-term, systemic change that is needed.
The Arc
For people with intellectual and developmental disabilities
I/DD: It’s not what you’d expect, it means many things
Differences might seem scary… but people aren’t.

Stereotypes are learned and they can be unlearned.

You have the power to end damaging stigmas and open doors of opportunity for people with intellectual and developmental disabilities.

Life would be boring if we were all the same. Being Difference is what allows us to learn and grow.
Changing Hearts and Minds
When the dreams of any member of our society are deferred, we are all diminished.

At The Arc, we have a dream. That one day, in the not too distant future, every person with I/DD can lead a fulfilling, independent, healthy life of their own choosing.

We must boldly change the national conversation around intellectual and developmental disability.

We must teach others what we have long known — that men and women with disabilities should not be pitied, but have extraordinary contributions to share.
Why the ARC?
No other organization is as well positioned to lead this movement for change. The Arc of the United States reaches into every part of our nation, with nearly 700 state and local chapters.

These chapters are the backbone of our work—providing individual advocacy, services, and supports for people with I/DD and their families.

With the active involvement of men and women with I/DD, the ARC is leading a movement to change hearts and minds and end discrimination once and for all.
1. Leading the Fight for Inclusion and Opportunity
2. Creating Practical Solutions to Empower People to Live Their Best Lives
3. Building a Nationwide Movement
Bringing the voices of millions of people with disabilities to the table
Making our Voices Heard

Oppose cuts to Medicaid and Social Security benefits.

Empower Self Advocates
Fight for change within the educational system.

Expose discrimination.
Take disability rights violators to court.

Demand affordable housing options.

Fight for fairness from law enforcement agencies and the judicial system.
Creating Practical Solutions

– **EARLY CHILDHOOD**: we help parents navigate challenging healthcare and support services; connect them to a community of other families.

– **SCHOOL_AGE YEARS**: we advocate for families within the educational system.

– **YOUNG ADULTS**: we provide support to guide decisions about living arrangements, jobs, recreational activities.

– **CAREGIVERS OF ADULT CHILDREN**: we help families make plans to ensure their children will be taken care of when they are gone.
The ARC responds:
Autism Spectrum Disorder
A nationwide movement
• People are the heart and soul of any successful movement.

• The Arc was created by a group of parents and concerned citizens who demanded better for their loved ones.

• Today, we must reach those who know nothing about I/DD to further the fight for opportunity for people with I/DD.
Our vision: every person with a disability can lead a fulfilling, independent, healthy life of their own choosing and make a meaningful contribution to their family and community.
Making the Case

To achieve our vision—we will need extraordinary support from private sector philanthropists, partner organizations, and individual supporters.

Our plan is ambitious because it must be. The status quo is not acceptable.

Government assistance programs are insufficient and unstable—the safety net is fraying.

This is the human rights issue of our time.
Questions?

Kathy Swayze, CFRE
Impact Communications
connect@impactdc.com