

# Mission and Values



At **RootSource Fundraising**, **Our Mission** is to empower nonprofit agencies to build the fund development and organizational systems they need to sustain and grow their services for the community by providing them with:

- Professional grant and publication writing;
- Organizational capacity building;
- Fund development, program and strategic planning; or
- Customized Board and Staff trainings;

We can help your agency in meeting its critical fundraising and organizational goals.

## Values:

*RootSource Fundraising's* organizational values are:

- **Passion,**
- **Commitment,**
- **Integrity, and**
- **Responsibility.**

**Dr. Kim Alaine Rathman**, has more than 30 years of experience in fundraising, organizational development and strategic planning. She has worked with a large number of organizations and programs including:

- Bronx Association of Food Pantries, New York
- California State University, Los Angeles
- Florence Crittenton Center, Los Angeles
- Food & Hunger Hotline, New York
- Hugh O'Brian Youth Leadership, Los Angeles
- Los Angeles City College Foundation
- Millennium Momentum Foundation, Los Angeles
- Mount St. Mary's College, Los Angeles
- Phillips Graduate Institute, Los Angeles
- Project Open Hand, San Francisco
- Providence House, Oakland
- St. Vincent de Paul, Los Angeles & Orange County
- Volunteers of America, Bay Area

Dr. Rathman has a doctorate in Ethics and Public Policy from the cooperative program between the Graduate Theological Union and the University of California, Berkeley; a Master of Divinity from Union Theological Seminary in New York; and an honors diploma in International Law and Policy from the University of Vienna, Austria. She also has designed and taught numerous seminars and workshops in Community Organizing, Nonprofit Administration and Fundraising, Economic Ethics, and Ethics and Conflict Resolution.



**RootSource**  
FUNDRAISING  
Growing Strong Financial Foundations

Empowering agencies with the fundraising and organizational systems they need to grow their services for the community.



**RootSource**  
FUNDRAISING

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# SERVICES

We apply all the above values to our work in growing your organization and its programs because our **Vision** is to develop healthy, financially stable nonprofits that can focus all of their resources on implementing programs and services that help the community's children, individuals and families to flourish.

## **Fundraising, Grantwriting & Publication**

**Development:** We provide agencies with effective fund development strategies and compelling written materials that attract donors aligned with the agency's mission and goals.

- Prospect Research & Identification
- Cultivation Strategies
- Comprehensive Fund Development Plans
- Grant Proposal Boilerplates
- Government RFPs
- Brochures, Annual Reports & Case Statements
- Website Development



## **Program & Organizational Capacity**

**Building:** We find ways for your agency to build and streamline its organizational policies and procedures to meet your program goals and serve your constituents more effectively.

- Program Planning & Evaluation
- Board & Administrative Policies
- Fundraising Policies & Procedures
- Volunteer Management Policies & Procedures
- Evaluation of Donor Database Needs & Entry Protocols
- Strategic Planning
- Board Development & Training

**Training & Workshops:** We furnish effective trainings and workshops that enable board and staff to create a strong organizational and financial base for your agency's work .

- Board Fiduciary & Fundraising Responsibilities
- Writing Successful Grants

- Identifying & Cultivating Major Gift Prospects
- Developing Community Need & Agency Case Statements
- Conducting Prospect Research
- Implementing Small & Large Fund-raising Events that Fit Your Agency & Its Needs
- Planning Ahead – Designing & Implementing a Planning Process

*Training and workshops may be customized to meet your specific needs.*

**Resources:** We work with an array of excellent professionals in the other areas of fundraising, organizational development and communications to meet the full-range of our client's needs.

**Client fees:** May be arranged either on an hourly, a project, or a retainer basis depending on the client's needs and wishes.