

## High Impact Support for Nonprofits

*Georgia's nonprofit community organizations, from the smallest neighborhood group to the largest social service organization, theater, college, science center, or museum are concerned with maintaining a steady flow of operating and program funds.*

### Overview of Issues Facing Nonprofit Groups

In Georgia alone there are about 17,000 nonprofit organizations working to offer solutions to cultural, social, economic, educational, and human needs. Giving by foundations, corporations and individuals achieved unprecedented growth during the year 2000, but uncertainty clouded the future after the events of September 11<sup>th</sup> 2001.

Community and faith based organizations have historically delivered services to families and individuals with special health, social, employment, housing, educational, or relationship needs. These organizations represent a wide variety of local and national groups staffed by persons intimately familiar with the needs of the target populations or communities they serve.

The effectiveness of community based organizations extends from those which are highly successful in delivering services and counseling and raising funds for operations and programs to others that struggle continually with these same issues. This inconsistency impacts not only the organizations, but extends to the persons that staff and manage them and to the persons in need of the services. Race, social class, economic status, geographical location, affiliations, or the type of persons and communities served are not an indicator of outcome regardless of the enthusiasm or passions for their cause within the organization. Community and faith based organizations have realized the need to make bold approaches to capacity and infrastructure building, sustainability, and communications in order to continue their important legacy of service.

Since 1994, Atlanta Georgia based DEBLAR & Associates, Inc. has provided high quality services to corporations, government agencies, social service organizations, universities, and school systems. DEBLAR's assistance is bundled around linked core competencies that include marketing planning, science & engineering education program design, evaluation, and strategic fundraising planning. By

employing a mix of new technology, tradition, and sound business practice, DEBLAR & Associates, Inc. provides solutions to business, administrative, educational, and marketing challenges.



Board of Family Development Task Force (FDTF)  
Cordele, Georgia

The Family Development Task Force was incorporated as a 501(c) (3) organization in 1997. Since their formation, FDTF, Inc. has delivered services to this middle Georgia community in dropout prevention, teen pregnancy prevention, family technology training, after school tutoring, and HIV/AIDS prevention. The for profit arm of FDTF, Inc. is the Dooly/Crisp Cooperative which was established to empower residents to successfully build their community resources by creating employment within this Enterprise community. FDTF, Inc. has been able to purchase and renovate the old school building that anchors the Historic District and Enterprise Community.

DEBLAR helped the leaders of FDTF in Cordele Georgia understand funding plan development, budgeting and proposal development.

## Expanding Grassroots Organization Capacity Development



Citizens for Quality Education  
Holmes County, Mississippi

Southern Partners Fund (SPF), founded in July 1998, is a public foundation created to serve Southern communities and organizations seeking social, economic, and environmental justice by providing them with expanded financial resources, leadership development, technical assistance and training, and access to systems of information and power. SPF supports low income, rural community-based organizations in twelve Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. Large proportions of those served are persons living in rural America's Black Belt.

Unfortunately, persistent poverty, inadequate schools, poor health conditions, and high infant mortality characterize these rural areas. The Southern Rural Development Initiative Inc. (SRDI) has found non-profit institutional capacity in the rural Black Belt counties grossly underdeveloped.

According to Joan Garner, Executive Director for SPF, "DEBLAR & Associates, Inc. has been a valuable resource to SPF in all aspects of fundraising and strategic planning. We engaged this firm over several months to assist us in the organization and development of major funding requests and proposals, to conduct research, and to provide technical assistance in development planning. Because of DEBLAR & Associates, Inc. we are positioned to receive a major grant from the

Ford Foundation. We would not hesitate to engage DEBLAR & Associates, Inc. for any of our future technical assistance requirements relating to marketing, program evaluation, strategic planning, board development, fundraising, and annual appeals."

## Helping to Sustain a History Museum

The APEX Museum in Atlanta Georgia is embarked on a journey to realize the vision of stakeholders to establish and open Phase II of its facility. Since 1978 the museum has presented the nation's history from an African American perspective in order to help visitors better understand and appreciate the contributions of this segment of Americans to the heritage that is uniquely African American. Promoting the programs and value represented by APEX to the greater Atlanta region and beyond requires recognition of issues that have historically impeded the development efforts of the institution and to an extent hindered the institution securing and maintaining broad community support.



APEX on Sweet Auburn Avenue

The APEX Board feels that building the institutional credibility of APEX within the various segments of the public is an important focus for a new development and marketing strategy. According to Dan Moore, Sr. President of APEX, "As the Atlanta Panoramic Experience Museum moved out of our financial difficulties, we sought out DEBLAR & Associates, Inc. to advise us on organizing our campaign. We are convinced of their concern for

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the importance of planning in the development process.”

Building a new image for APEX across the populations of interest requires enhancement of the current panoramic experience so that it has broad appeal among all in the communities that have an interest in the success and growth of the institution. “It was my experience as a founding Board member with the National Inventor’s Hall of Fame in Akron, Ohio that provided the practical insight concerning marketing the institution with audience specific messages and exhibits”, commented Lawrence P. King, DEBLAR & Associates Vice President.

**Supporting a College Foundation Board**

Atlanta Technical College seeks to meet Metro Atlanta industry needs and student demands through the provision of state-of-the-art academic and career preparation, customized business and industry training, continuing education, and other learning services. According to Dr. Brenda Watts Jones, President of Atlanta Technical College, “realizing that there is a “digital divide” that is growing in our community, it is most appropriate that Atlanta Technical College (ATC) would play a lead role in mining untapped resources ---“bridging the gap”-- between the skills needed to achieve economic independence and the people in underserved or under-invested communities ”.

The ATC Foundation Board has been impressed with DEBLAR & Associate’s depth of understanding of the related development issues facing the Board.



ATC Foundation Board Seminar

Rodney Ellis, Director of Institutional Development for ATC brought DEBLAR & Associates in to help

develop a seminar for the Foundation Board Development Seminar last spring. “The support and information provided in all ways exceeded our expectations. DEBLAR, in our opinion, fully demonstrated a thorough understanding of capacity building, board accountability, and donor management issues, and communicated their knowledge in a clear and useful PowerPoint presentation”, according to Ellis.



DEBLAR & Associates, Inc. Vice President,  
Lawrence P. King

“We have found our fresh approach works when we can forge a connection between the populations with the needs, the non-profits addressing the needs and the donors providing resources to meet the needs,” according to Lawrence King, DEBLAR Vice President.

DEBLAR & Associates, Inc. can be contacted on the web at [www.deblarassoc.com](http://www.deblarassoc.com) or by phoning 770.319-8189. Additional resources for assistance for nonprofit organizations locally are the Georgia Center for Nonprofits and the Foundation Center, Atlanta.