

# Why End-of-Year Support is so Important

8 October 2024



## End of Year Fundraising, Why it is So Important for us

We have entered October. For a lot of nonprofit organizations, this is fundraising Super Bowl. If you pay attention to organizations or causes that you care about you probably know the statistics: 28% of nonprofits raise more than half of their revenue in these last three months of the year, 12% of ALL GIVING is done in the last three days of the year, \$3.1 billion dollars are donated on Giving Tuesday alone.

For us, we operate on a calendar year basis, which means our budget process is happening during the last quarter of the year. Every donation that comes in has real impact on our planning for next year. Can we hire that important staff person we've been hoping for? How much money can we budget for rent and utility assistance? What kind of budget will we have for summer kids programs next year? Year-end giving tells us what we can and can't do in the first half of next year.

Last year, we set a last quarter fundraising goal of \$300,000 and we fell about \$60,000 short of that. That meant a few things for our organization. We had to say no to some high-need folks who were struggling with winter utilities, we cut a few things from the final Webster Community Center budget that we are still fundraising to put back in, and we had a slower start than we wanted on our Emerson Housing project.

This year, we are setting that same goal and asking for your help. To achieve that goal, we're going to work a little harder. Here are some things you can expect between now and the end of the year:

- More stories of impact on our social media. We want you to have a better sense of what we do here and sharing those stories is important. Follow our [Instagram](#) and [Facebook](#) for those updates.
- We'll be sending out more than 5000 pieces of mail with remittance envelopes and action steps for how to support.
- We'll keep you up to date on several great events coming up that need your help including our [Hat, Coat, Glove drive](#) and our [Santa's Workshop Event](#).
- On Giving Tuesday, we take a break from fundraising and our team and board members call donors, just to say thank you. That's a great opportunity to ~~share a story about how~~ you came to learn about Micah 6, or ask any questions you might have about the work here.
- We'll invite you to get involved in a deeper way by supporting monthly as part of our 248 Society. We are also planning some really cool events for members next year. Get in on the ground floor!

**Here is what we want to do with those funds:**

- Hire some important new staff including a volunteer coordinator who will work closely with church, school, and corporate groups that want to come out to serve in our neighborhood.
- Continue moving our Emerson housing project forward, building 50 small homes for seniors.
- Increase the number of kids we can take to summer camp.
- Put several high-impact pieces back into our Webster Community Center project including a pre-school aged playground, solar panels to help keep operation costs down, and light and sound equipment for the gym to make it more useable once we open.
- Fund the move and expansion of our food work by building out the Pontiac Food Co-Op storefront at Webster Community Center.
- Expand our housing help for rent, deposits, moving expenses, and utility assistance.

We hope that you're able to help us reach our goal this year. Our neighbors are literally depending on it. Can't wait to share stories of impact with you.

## It Isn't All About Cash! Other Fun Ways to Help us Hit Our Goal!



### Death By Chocolate October 24th

For eight years now, Micah 6 Community has been hosting the Death By Chocolate event to showcase the great flavor creators here in Pontiac. Over the years we've seen spooky cupcakes, creepy cookies, and have tasted some amazing desserts and confections.

Typically, we have selected three or four bakers from across the city and given attendees a single vote to pick their favorite dessert from the evening, but that is (to use a food term) getting stale. So, we're mixing it up this year.

This year, we want to bring even more creators to the table to show off their skills. We want multiple categories of dessert and we want to see more entrepreneurs than ever showing off their skills. That means more chocolate, more competition, more fun and a better bang for your buck.

[Buy Tickets](#)

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### The Mighty Gobbler Thanksgiving Day

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## Hat, Coat, Glove Give Away October 26th

Throughout late September and early October, Micah 6 Community will be accepting donations of new and lightly used hats, coats, gloves, scarves, and winter boots to share with people in our community with a distribution day of October 26th.

If you want to donate, there will be large cardboard boxes on the porch at 32 Newberry where you can drop items anytime. Or, donate below.

[Donate](#)

[Register to Run](#)



## Santa's Workshop December 14th

This annual race has been supporting Micah 6 Community for five of its ten years. This event is hosted by Lutheran Church of the Master as a gift to the community. Since 2015, the Mighty Gobbler has raised over \$65,000 for local non-profit organizations.

So if you're one of those people who love a good race on Thanksgiving morning and aren't eager to drive downtown but you're still looking for professionalism and camaraderie, come join!

[Donate](#)



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