



# *Where is the Money?*

## **Fundraising for FQHCs**

**PRESENTER:**

**Cheryl Trinidad**

Chief Development and  
Communications Officer  
To Help Everyone Health and  
Wellness Centers

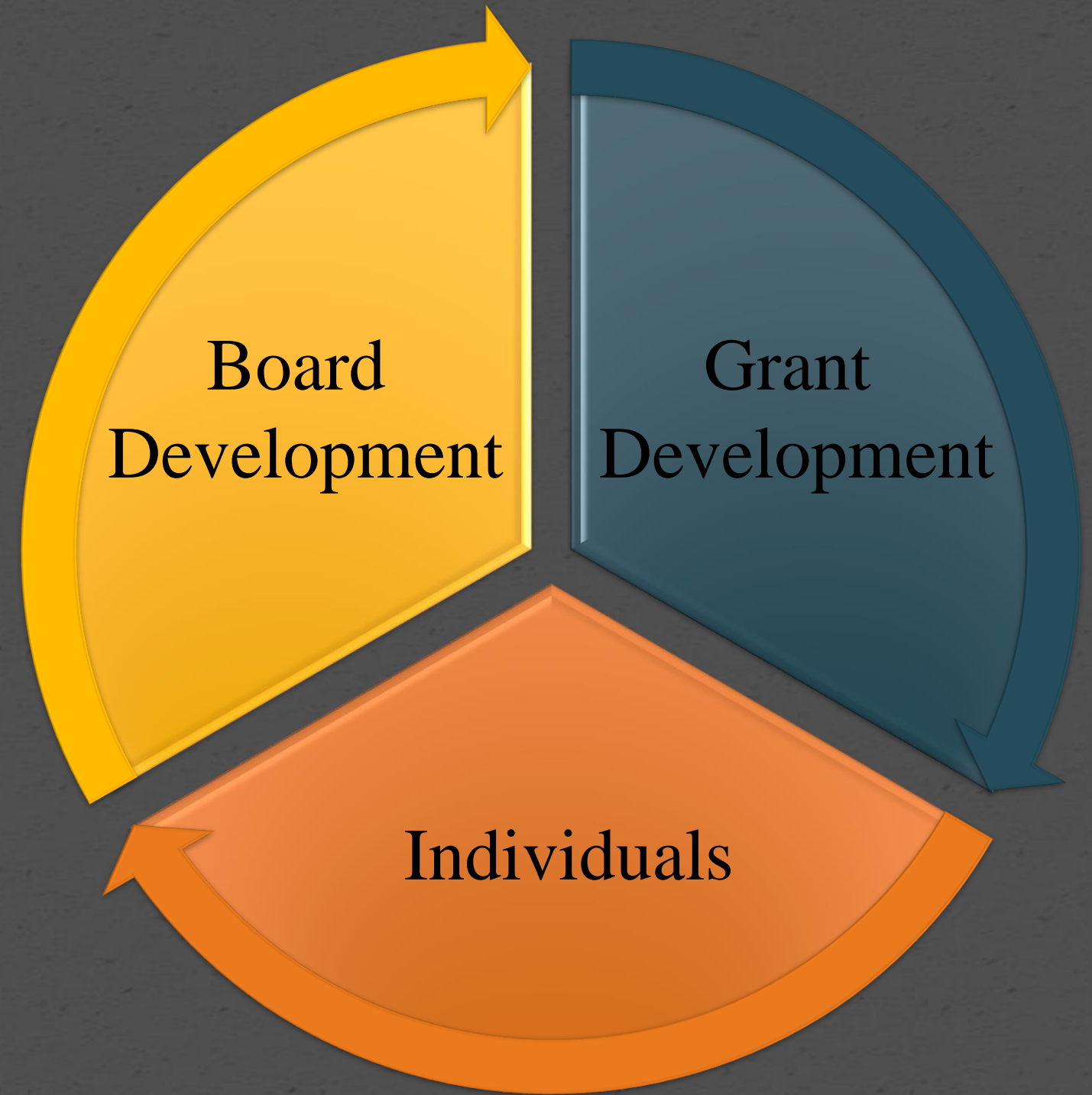
**CONTACT:**

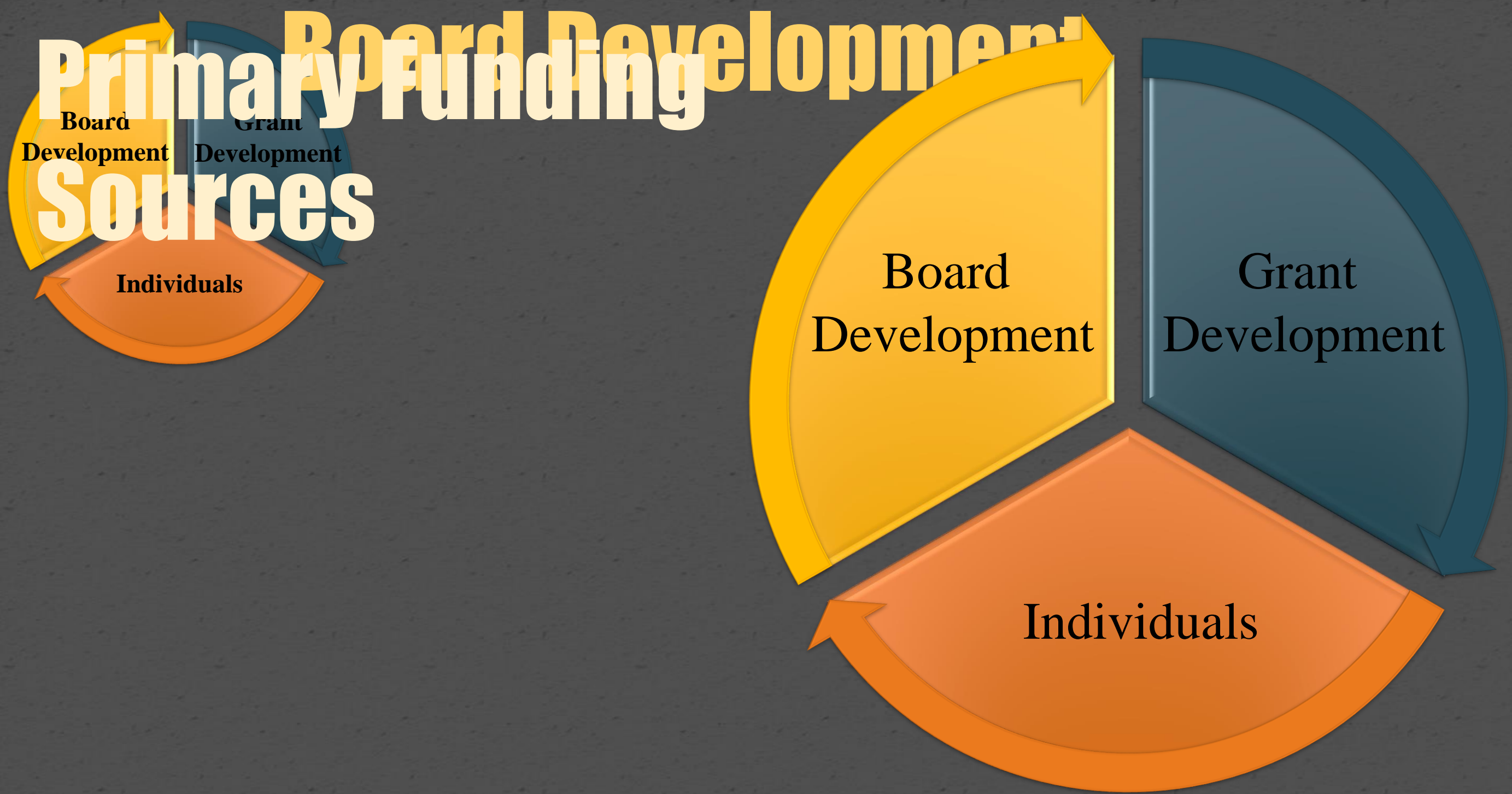
323-730-1920

Ctrinidad@ToHelpEveryone.org



# Primary Funding Sources





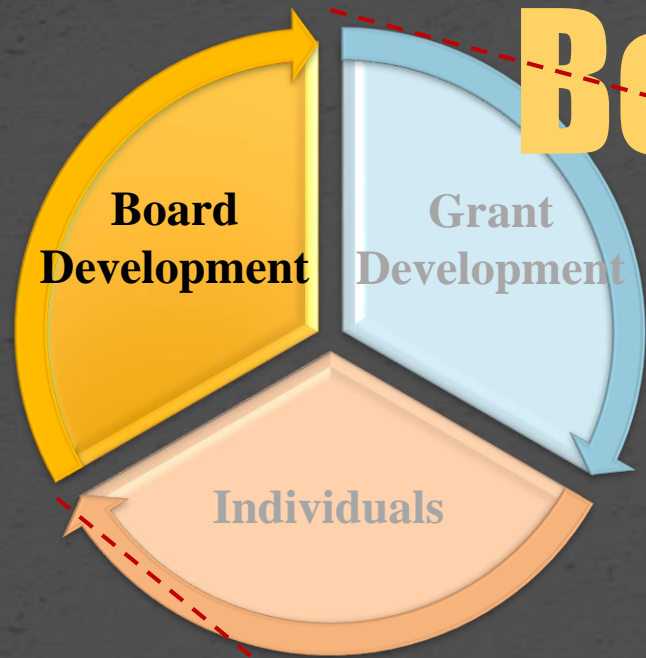
# Primary Funding Sources

Board Development

Grant Development

Individuals

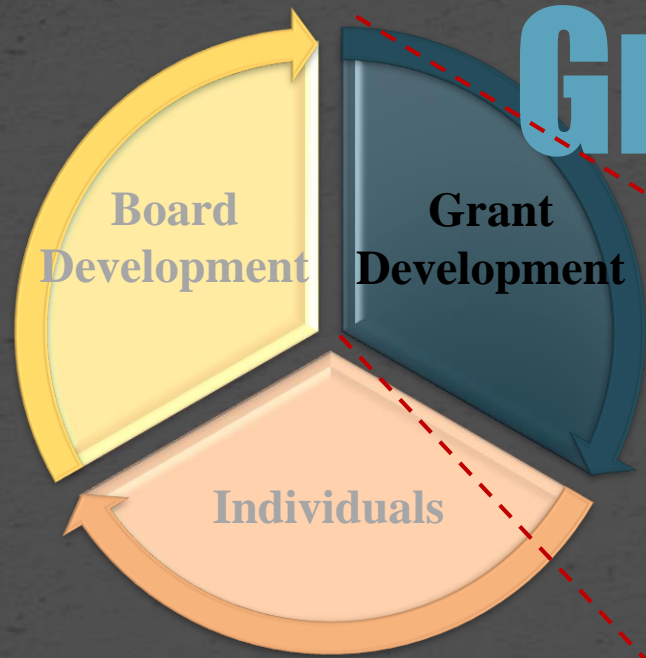
# Board Development



Give and Get Policy



# Grant Development

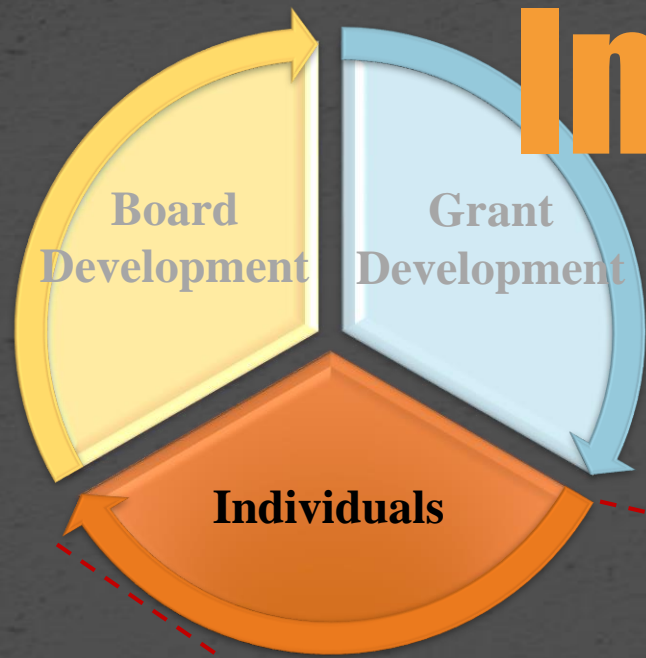


Government (Federal, State, Local)

Foundations (private & family)

Corporations

# Individuals



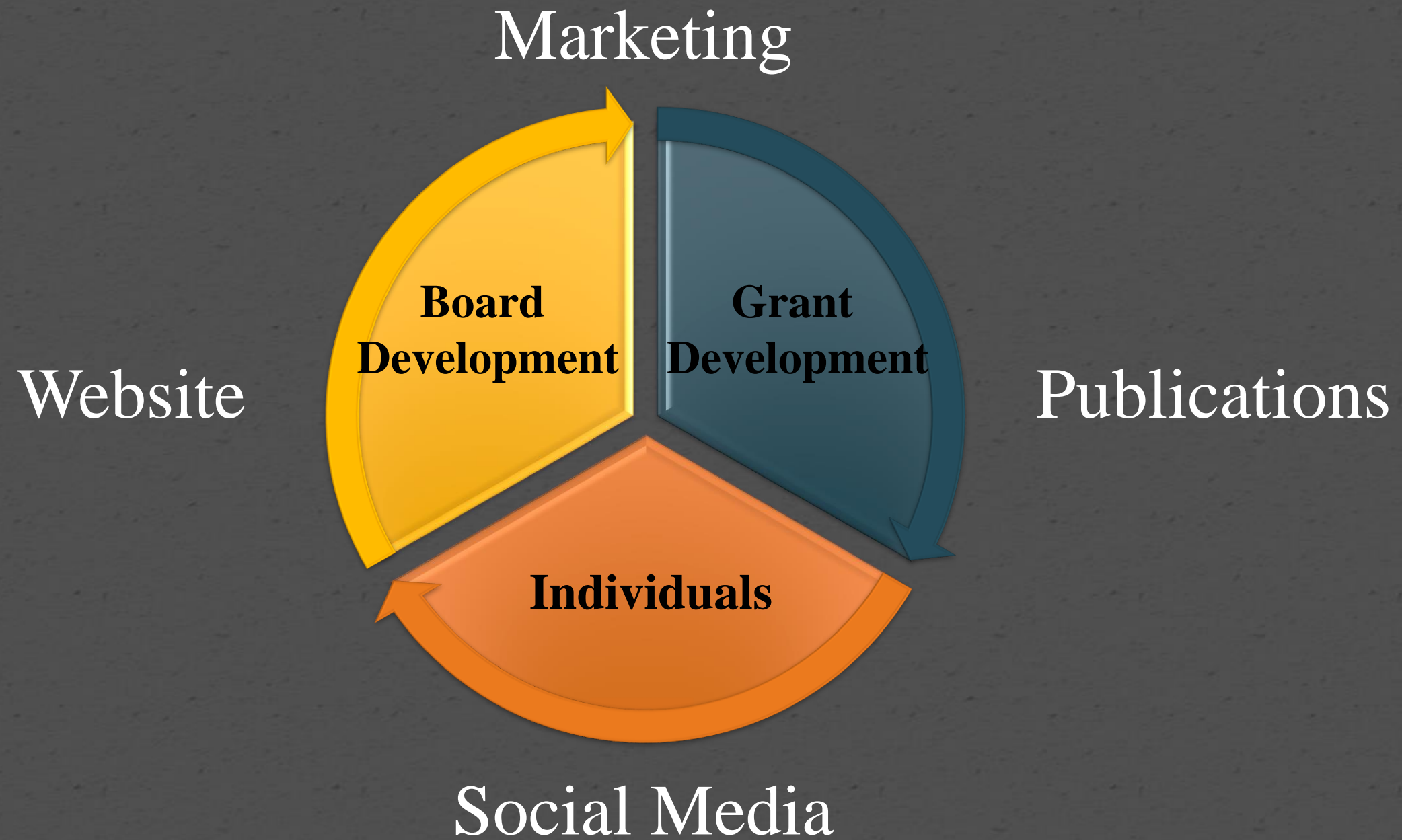
Board Members

Constituents

Community Members

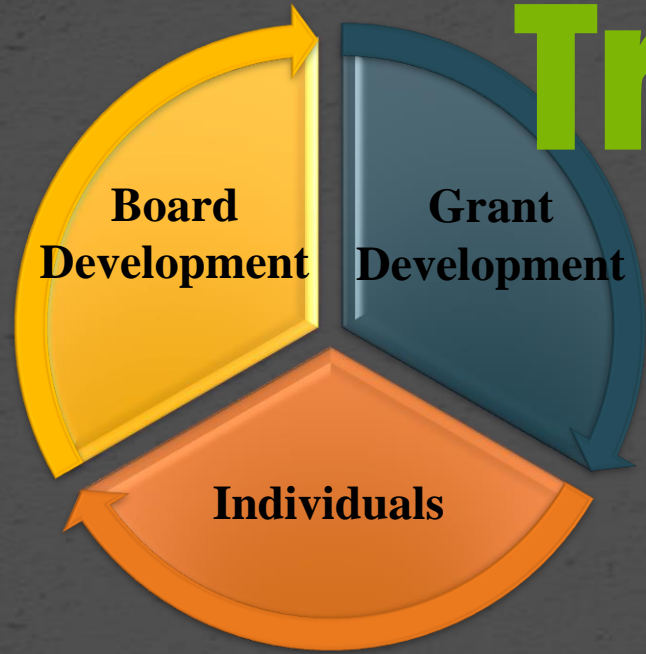


# Communication





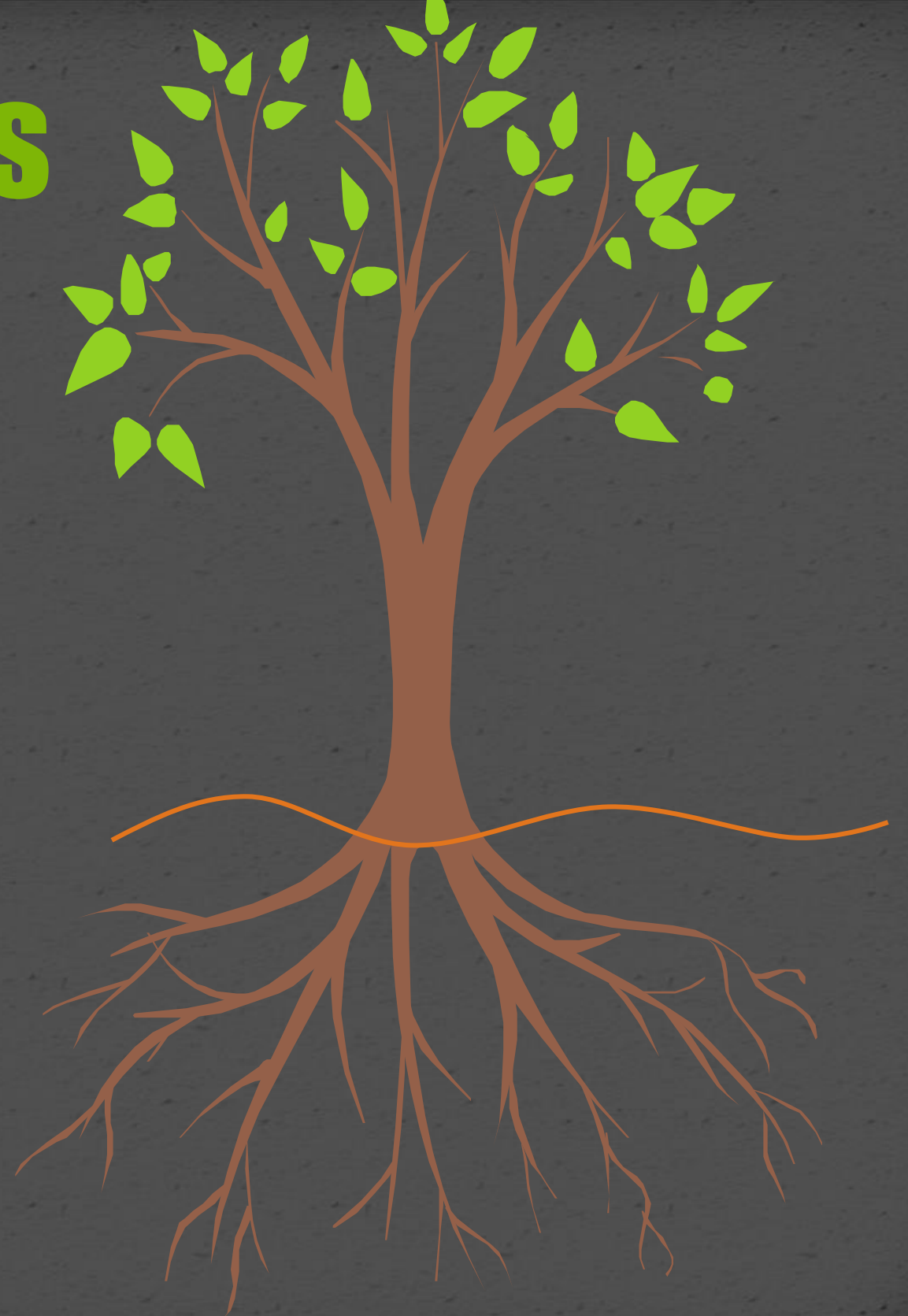
# Tracking Donors



## Software

eTapestry

Raiser's Edge



# Where are you in all this?



**In the middle!**



# Things to Remember from the Middle



# Things to Remember from the Middle



1. Raising money takes a great deal of knowledge and energy.
2. We have a broad scope, big picture view of the clinic and how it works. A rare advantage, as not many people, besides the CEO and senior team, get that perspective.
3. CFOs can become your good friends and colleagues.
4. Be interesting and interested!
5. It is ok to pass up/say no to grants, donations, etc.
6. Breathe
7. Celebrate your successes!



# Thank You!



**Cheryl Trinidad**

Chief Development and Communications Officer  
T.H.E. Health and Wellness Centers

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Go Find the Money!  
- Board  
- Grants  
- Individuals