



dignity in fundraising

connecting care-ers to causes through your strengths-based brand



Introduction

dignity means:

worthy of honor and respect
deserving of equal treatment
having what you need to thrive

we all need help
we all deserve care
we are all equipped to be helpers

we'll do this together.

today we'll cover:

1. What is a brand and why does your agency need a strong one?
2. What are your agency values and how can they be conveyed through design?
3. How can you evaluate the ethics of your external communications and infuse more dignity?
4. What do you want people to feel when they interact with your agency?





Since 1910

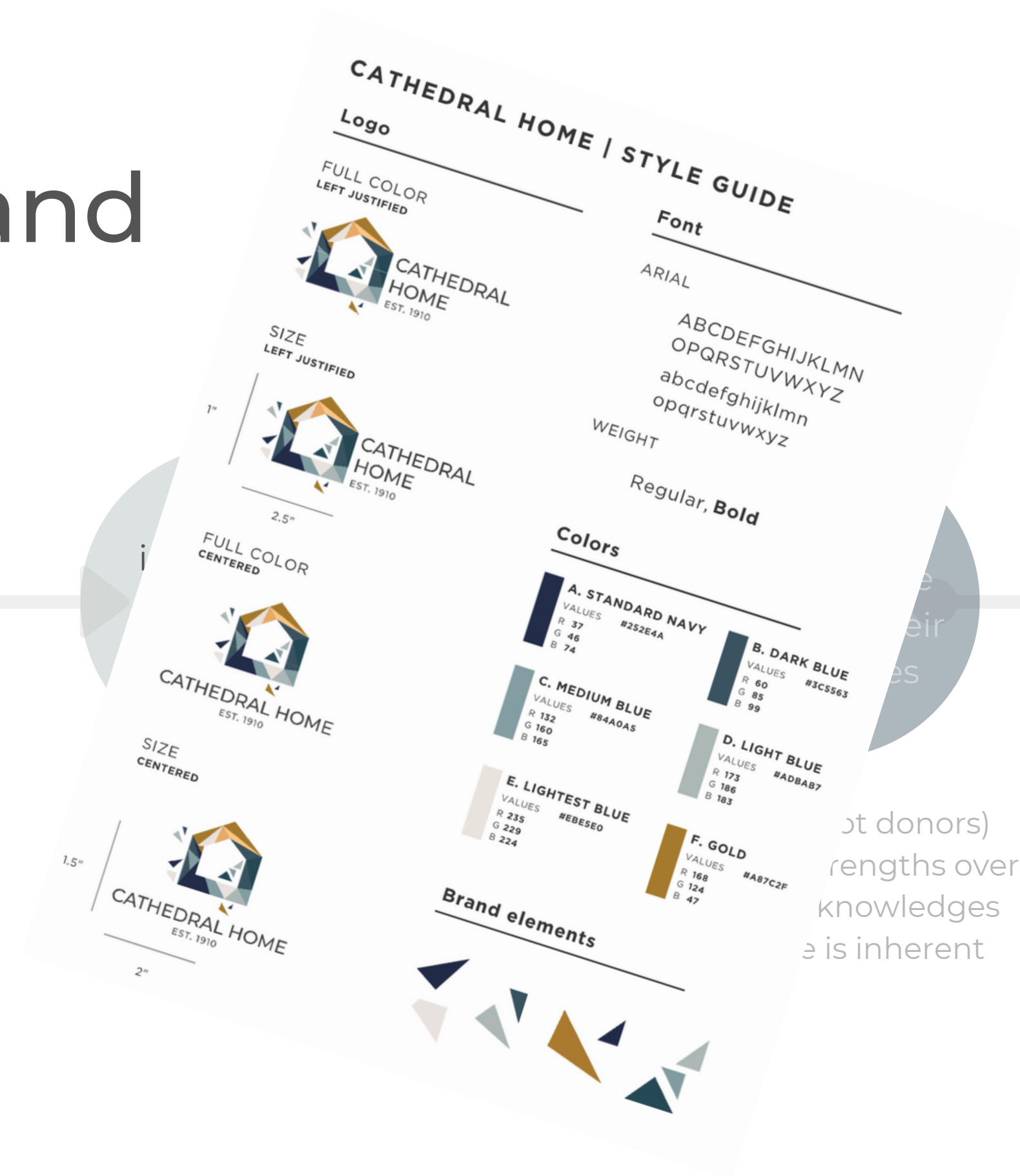


Restore Hope. Strengthen Relationships. Build Futures.
www.cathedralhome.org

a strong brand

conveys that people can trust you

consistency of design & messaging across all platforms

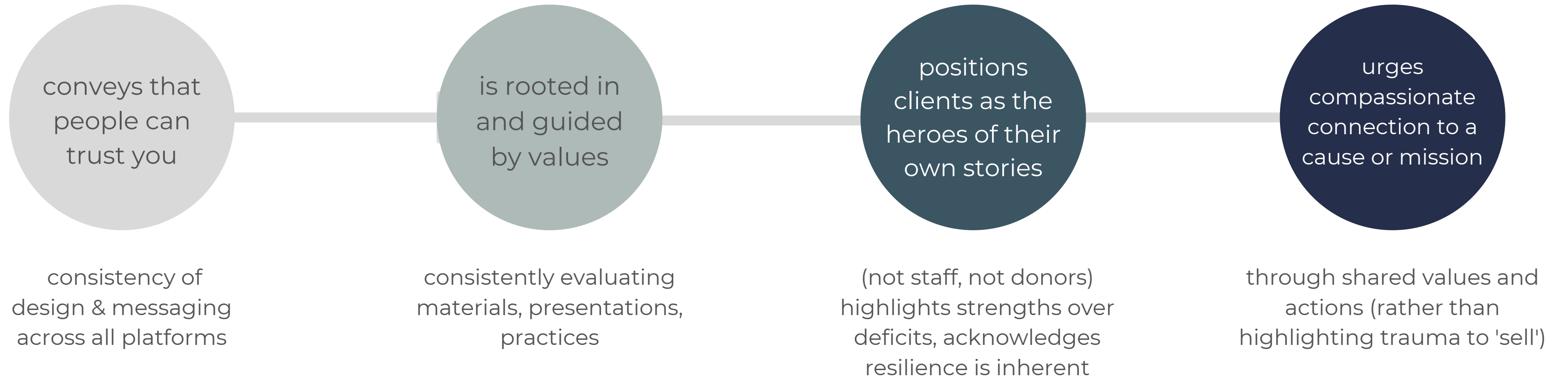


urges compassionate connection to a cause or mission

at donors) lengths over knowledges e is inherent

through shared values and actions (rather than highlighting trauma to 'sell')

a strong brand



to our clients:

you are here for you

In thinking about our clients, our branding conveys that the reason they're here (at our agency) is to get the help they sought out -- they're not here to make us feel good, to give feedback so we can earn off of it, complete assessments to we can collect data

you' are the expert

Our agency does not know more than you do. You are the expert of your life, the captain of your own ship. You are resilient and ambitious and capable, none of which depend on the services we provide. We're not steering, we're sitting beside you for the journey.

you deserve help without strings

There's no expectation that you share your experiences externally. We won't ask for a testimonial that highlights our agency's greatness. We won't make you share your trauma to help us sell our services, or appeal to audiences.

here's how we honor those commitments:



these are stock photos

Our clients are engaging in hard work while receiving services. We don't ask them to stop what they're doing, pose for our cameras, and help us to solicit more donations. We remove any obstacles that would cloud focus on receiving help and prioritizing their healing above all else.



privacy is dignity

Clients' stories belong to them. not onlookers. Any pain, pride, plans for the future etc. are their's alone to share.

If the client in question could suffer ANY potential risk of harm, loss, ostracization, regret, etc. photos should not be used.

*Guidance on Use of Victim Images, United Nations, Universal Declaration on Human Rights

thus, we're asking donors to believe/trust:



data and potential

We have a shared belief that everyone deserves to have what they need. We believe that children and families need support to thrive and that they do not have to prove themselves or their deservingness to us. We believe in equity, in access, in compassion, and in health.

Your gift fuels those values



shared values

Our clients are already resilient, already brave. Our involvement in their lives is only a moment in time, a piece of their life's mosaic. They've developed skills to survive that work for them. They are not less intelligent than us, they are not less important.

Our role is to be helpers when we can. To speak up and lend a hand. To walk beside and support.

data stories



423

hours of horse therapy
time spent with our heard of 18
horses and 1 pony builds trust and
confidence

data stories

Cathedral Home | 4989 N. 3rd Street | Laramie, WY 8207



*Mental health is BETTER
for 499 kids and families*

Your partnership makes it possible

Cathedral Home is working to address Wyoming's mental health crisis through Community Counseling, our Resource Center, Crisis Care, and Residential Treatment.

Scan below to watch our team's powerful messages of WHY we continue to work in service of youth and families to give support when they need it most. Then, join our Advocates In Action - cathedralhome.org/action to stay informed of mental health care, events, education and solutions.

Together we can give kids and families the resources to thrive.



fundraising should reflect values

1. If you believe: equity is an action and a way of being
2. youth & families are deserving of every resource they need to thrive
3. health is more than just physical + includes our home, schools, and work environment
4. compassion means we'll do anything we can to help each other



what does this look
like in practice?





**DON'T LET THIS SEAT GO UNUSED.
LIGHT UP A FUTURE.**

UNLEASH THE FUTURE

Kelly's stepmother kicked her out of the house when she was 16. She became financially independent because she had no other choice. She suffered loss on her journey to [redacted] as well. Her older sister died of a drug overdose just before Kelly arrived on campus.

YOUR GIFT TO THE PROGRAMS AND SCHOLARSHIPS AT [redacted] MAKES A COLLEGE EDUCATION POSSIBLE

for strivers just like Kelly, who work their way through school. If you make your gift today, the first \$10,000 will be matched, dollar-for-dollar, to the program or scholarship of your choice. That's the opportunity made possible by

UNLEASH THE FUTURE: THE CAMPAIGN FOR [redacted]



Thanks for helping me. I hope you have a very Happy Thanksgiving.
Dalilah, 8

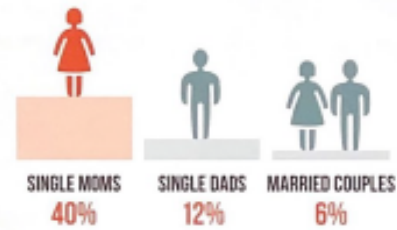


LIVING IN POVERTY TOXIC STRESS AND TOUGH CHOICES


Single mothers and their children experience the highest rates of poverty among families in Wyoming. The women we serve are living in crisis: unemployed or working low-wage jobs that don't provide financial stability, dealing with stress that is toxic for the brain, and struggling to cover basic needs like food and housing.

 **9,516**
WYOMING CHILDREN
live in single-mother families
in poverty

WYOMING CHILDREN IN POVERTY BY FAMILY TYPE



 **35%** of Wyoming's single mothers with children under age 18 **LIVE IN POVERTY**

 **43%** of these moms **HAVE CHILDREN UNDER AGE 5** —the years when the majority of brain development occurs



"Bills weren't getting paid, and we had to ask for help anywhere we could get it. We went without a lot of necessities, and I had to make some tough choices about what and how we were eating."

Jamie, [redacted] Graduate
(read her story on page 10)

A home for [redacted]

Cost and timeline of our new home

Why does this new home make sense?

Why are we looking for a new home?

What we do



For over 30 years [redacted] has helped Albany County residents avoid homelessness or loss of basic utilities due to financial crisis. In conjunction with that goal, Interfaith not only assists with immediate short-term needs but also collaborates with other community agencies to help more people



2020 brought us...

7,164 TOTAL INPATIENT DAYS

3,117 DIALYSIS TREATMENTS

2,314 HOLOGIC 3-D MAMMOGRAMS

95 PATIENTS WHO BEAT CANCER

31,838

OUTPATIENT CLINIC VISITS

149

ROBOTIC SURGERIES

16

OUTPATIENT SPECIALTIES

353

BABIES BORN



3 NEW IVINSON MEDICAL GROUP PROVIDERS



Keturah Talbot, MD
Pediatric and Family Care

"I consider myself a traditional family physician—taking care of everyone and everything that I can."



Teresa Thompson, DNP
Otolaryngology (Ear, nose and throat)

"I am thrilled to be given the opportunity to serve and provide care to the wonderful people of Laramie and Albany County."



Annalise Forsythe, DNP
Convenient Care

"My role is to listen, provide education and recommendations, then help you decide what is best for you in reaching your overall health goals."

NEW IVINSON MEDICAL GROUP CLINIC

CONVENIENT CARE CLINIC

Responding to the needs of our patients, the Ivins Medical Group opened the Convenient Care Clinic in December 2020. The Convenient Care Clinic offers treatment for a wide variety of illnesses and injuries that require an immediate visit with an Ivins provider.

The new clinic's extended evening and weekend hours make life a little easier and give patients access to the same world-class care they expect from Ivins, without the expense of an emergency room or urgent care visit.

562

TEAM MEMBERS

35

VOLUNTEERS

175

CLINICAL STUDENTS

150

EDUCATION CLASSES



In the fight against COVID-19, we teamed up with several community partners to provide education, resources and vaccines to promote community health.

The COVID-19 Vaccine Clinic came to life through the collaborative work of all. In January 2021, we partnered with a common goal—to vaccinate the Laramie community. Together we launched a vaccine call center, multiple rapid immunization events, community resources and an educational campaign to keep our community informed. With the help of our community partners and countless volunteers, we held numerous vaccine events, including walk-in clinics, outreach clinics and community vaccine events. We continue to provide COVID-19 vaccines and boosters to all those eligible at the Ivins Medical Group. Now, scheduling your vaccine is as easy as texting.

CARING FOR OUR COMMUNITY



shared values, shared vision

By consistently leaning on our values to communicate the vision, we build strong alliances

health

equitable access

compassion

this, not that

this

substance use

compassion

visit

seeking services

legal/court system

belonging

instead of this

substance abuse

empathy

tour

at-risk

justice system

inclusion



this, not that

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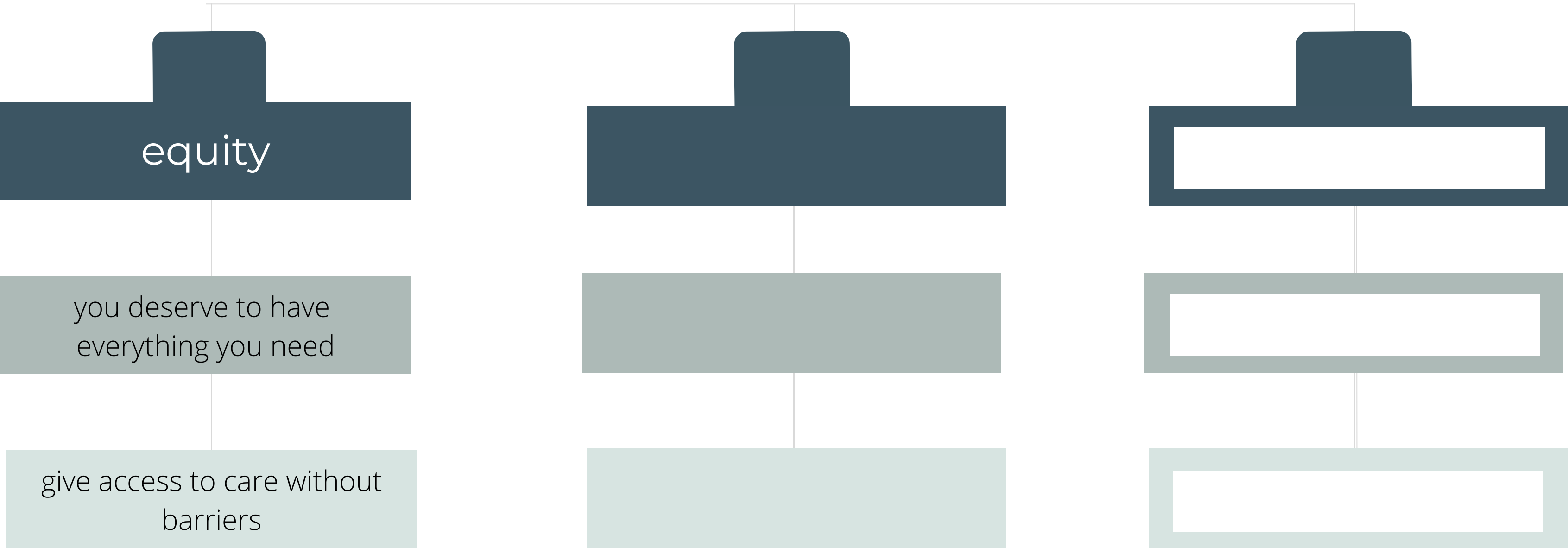
let's emphasize

client dignity and ease of access to information
helping youth and families through gifts (rather than helping Cathedral Home)
positive, opportunity-focused calls to action:
advocate partner
impact align
elevate, enrich, foster strengthen



dignified or
needs some
work?

values flow



what makes us give?

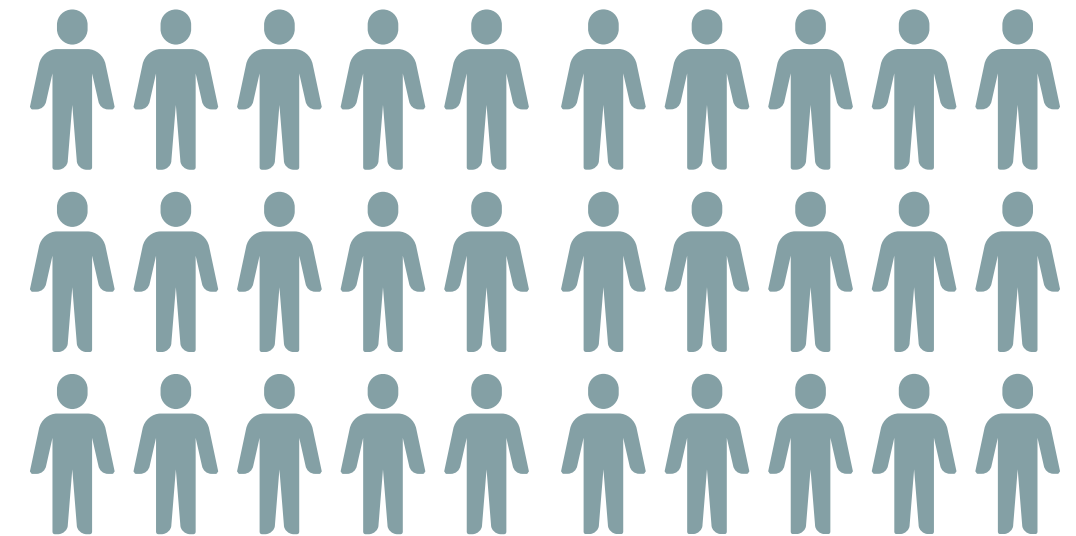
shared values like compassion

call to action

clear way to make an impact

hundreds for health access

When we can quantify impact with a digestible number, it's easy for people to act on shared values



\$3,000



HOPE PARTNER

Give opportunity through support of 30 hours of counseling for youth & families

hundreds for health access

When we can quantify impact with a digestible number, it's easy for people to act on shared values



CATHEDRAL HOME
EST. 1910

building hope HEALTH ACCESS

Health access means care that is easy to get. Youth & families deserve mental health care when they need it, without worry about proximity or finances.

prevention | counseling | crisis care | education | respite

#1

unmet need in Albany County is affordable mental health care for children and teens

[2020 Community Health Needs Assessment](#)

640

youth & families served by Cathedral Home in 2021

Our specialized team of experts can support clients with areas of risk from self-harm to aggression, family functioning, and independent living.

Join Cathedral Home in addressing the urgent needs for access to affordable, comprehensive mental health care that eliminates barriers and increases opportunities for recovery.

01 Health Access Funding

Cathedral Home is working to swiftly respond to the youth mental health crisis in Wyoming.

The _____ Foundation can help by ensuring that when children and families need care, they can get it without barriers like proximity or finances.

This crisis demands our immediate attention and requires a compassionate response through investment in awareness, advocacy, and supporting providers' ability to offer critical services.



ASSISTANCE FUND

a contribution to our Health Access fund to ensure needed care without barriers



CLINICIAN SUPPORT

multi-year salary support will build a sustainable role + expand our ability to respond to need



ADVOCACY + ACTION

spreading the word about need + available solutions helps reduce stigma and increase access

02 Objectives

By increasing the number of skilled providers on our team and developing a fund for client financial assistance, we can ensure that youth get the care they need without long waiting periods or financial concerns.

When youth & families have the tools to address the root cause of difficulties, they can thrive at school, at home, and at work, building a solid foundation for a Wyoming that thrives.

CATHEDRALHOME.ORG

hundreds for health access

When we can quantify impact with a digestible number, it's easy for people to act on shared values

"Each session hour is \$100, so with your gift of \$250,000, we're able to provide 2,500 sessions to kids and families."



HOME

hope
ACCESS

that is easy to get.
health care when they
proximity or finances.

| education | residential

53%

of Wyoming youth
not receiving needed
care

The need for mental
health services is
increasing. Youth
of Cathedral Home
broadens access to
ages 3-17 who
counseling.

needs of youth & families through
mental health care that
creates opportunities.

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clients

staff



mental health
is health



resources



brochures



suicide prevention
training



home team



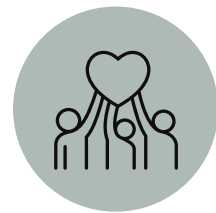
our stories,
our why

health

equity

access

compassion



powered
by care

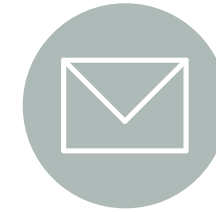


advocates in
action newsletter

events



impact report



ways to
help



communications

advocates

donors

clients



mental health
is health



MENTAL HEALTH THIS HEALTH

Opening the Door to Conversations

As a caregiver, one of your biggest challenges is creating a supportive environment where you or your child is at least willing – to talk about health issues that inevitably arise. Whether the conversation comes up without notice, you can keep it open and help build a solid foundation of trust.

[Read More](#)

MENTAL HEALTH RESOURCES FOR EVERY FAMILY.

We aim to support every child and family with their mental health. Scan below to identify your level of need or interest. From articles to improve a child's ability to cope, to urgent crisis support, to everything in between - we can help. Join us to care for each other through resources and education.

what do you need today? *find your level of support or interest.*



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LARAMIE COMMUNITY
**SUICIDE
PREVENTION
TRAINING**

awareness | prevention | support

Thursday, May 10, 2018

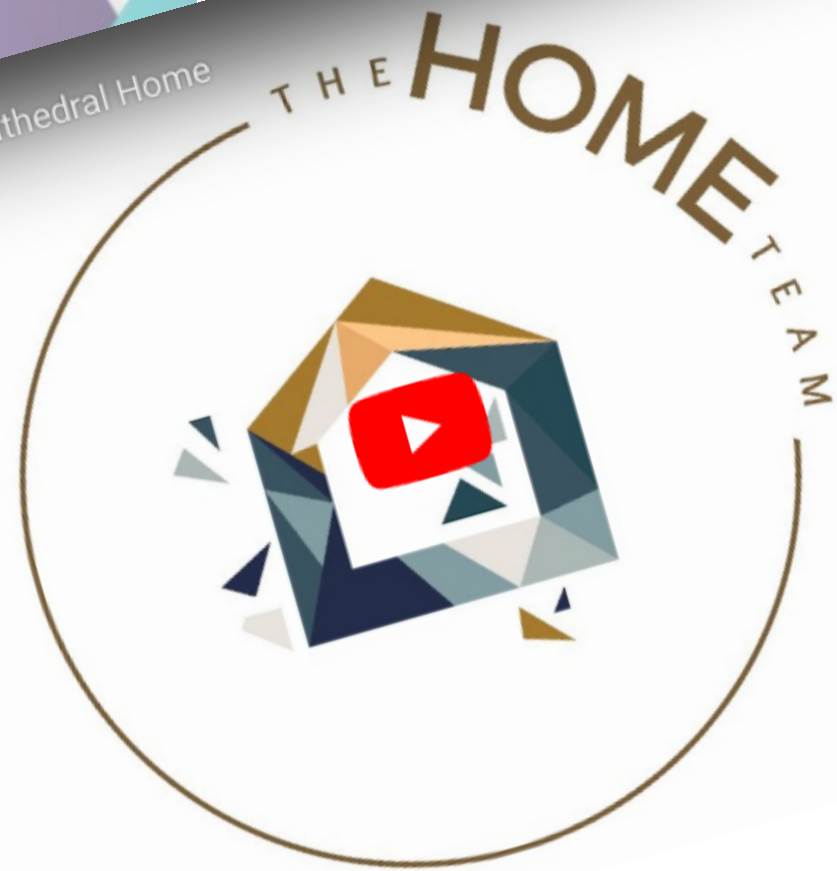
4989 N

This training
about risk as
community. Al
Clinical Service
how to navigate a
the importance
to resources, rec

Continuing education credit certi



Our Voices, Our Why - Cathedral Home



Share

Watch on YouTube



NEWSLETTER

staff



our stories,
our why

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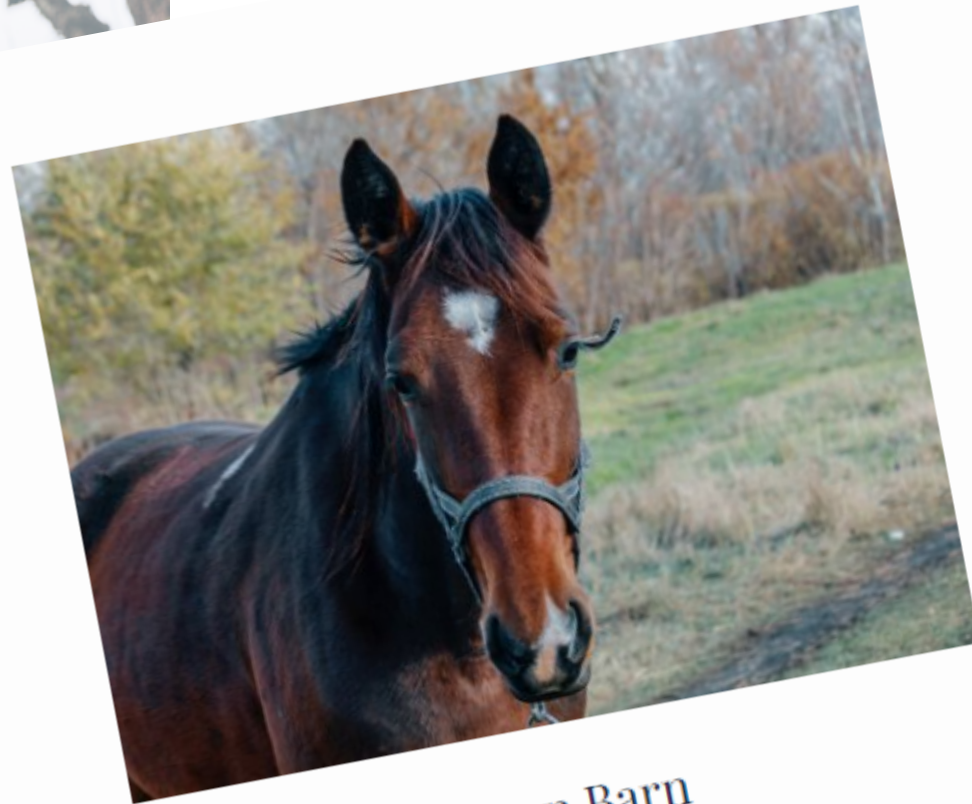


communications

advocates

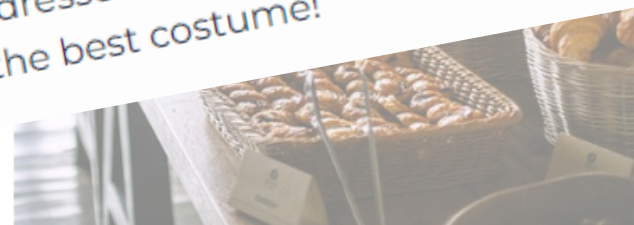
donors





Open Barn

Join us in October for our third annual Halloween with the Horses 10am - 12pm at our Ezra Nichols Arena. Our herd of therapy horses will be dressed up and competing for the best costume!



Brunch with the Board

Each February we host our annual Brunch with the Board event for an opportunity to connect with Cathedral Home's Board of Directors, agency leadership, and Partners in Hope.

events



donors

clients

staff



mental health
is health



resources



brochures



suicide prevention
training



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ways to
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communications

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Want to make a difference?

There's a place for everyone in

There's a place for everyone in the work of hope.

Join us as an Advocate in Action to learn about how you can enrich the lives of youth & families in Wyoming and beyond.



Careers



Advocat

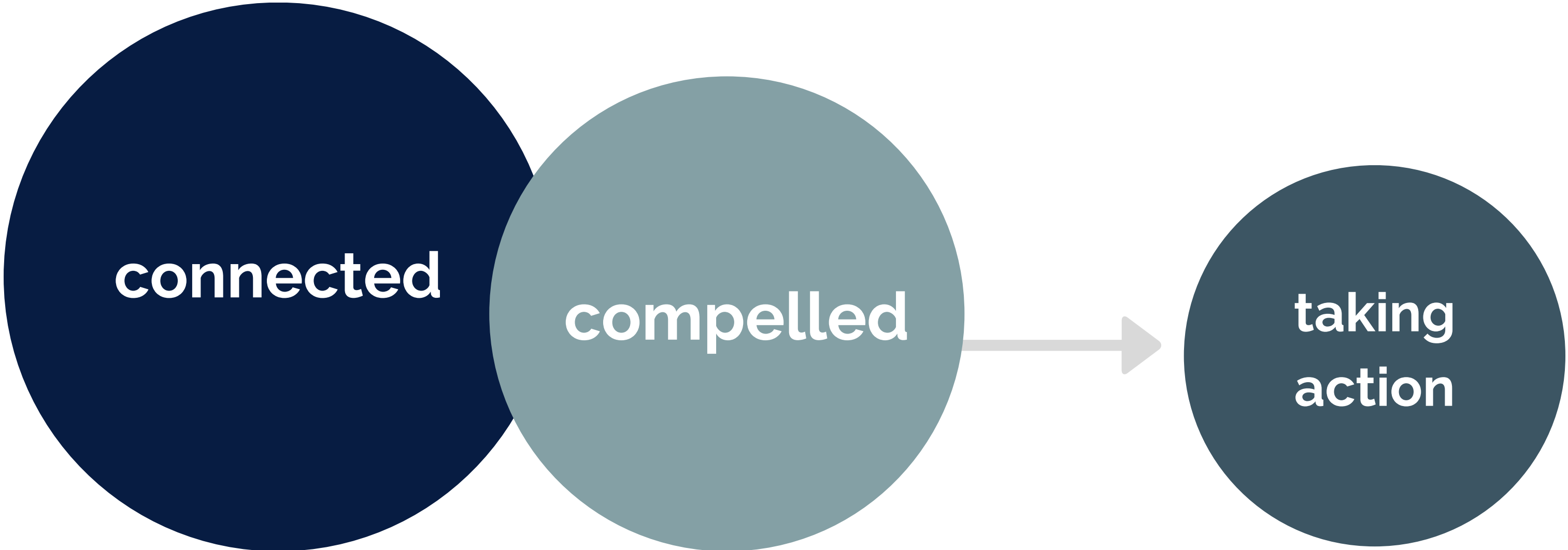


powered
by care

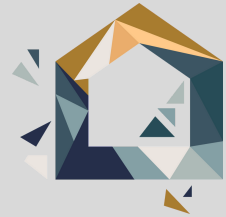
advocates



ADVOCATES IN ACTION
CATHEDRAL HOME



desired feelings



case workshop

Need:

Increase in clinical staff salaries to recruit more team members (4)

Clients Impacted:

100 residential clients per year
needing intensive services for self-harm prevention
85% have history of abuse or neglect

Projected Expenses:

\$100,000 to increase current wages
\$200,000 yearly to cover 4 more team members
= \$300,000

Timeline:

urgently -- increase current team July 1 at fiscal year,
new team members as they are hired

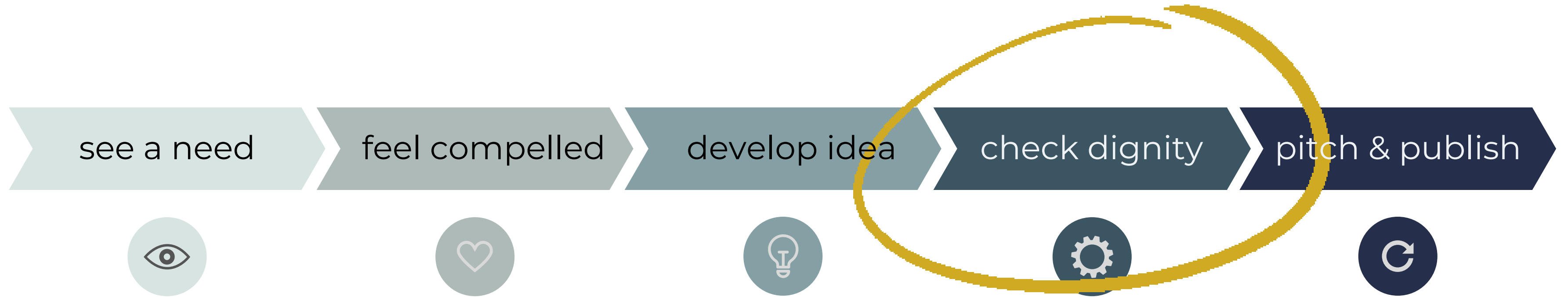
Connected, compelled:**Desired action:**

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Connected, compelled:
Desired action:



what could use some updating?





here's how we filter



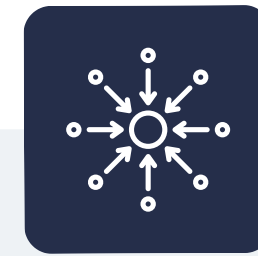
subject diversity
variety
vision vs deficit
detail colors



safety concerns
dignity, respect
this is for you
ease of finding info



health
compassion
equitable access



take action
advocate
partner

leave with this

our fundraising goals are not just to fund client or agency needs, but to do it in a way that offers people an invitation to participate in the future we want to see



brand because

We build a brand to establish trust. When people recognize the consistent use of colors, fonts, language, shapes, photos, etc. they associate those things with us -- they see us coming and the connotation is already positive.

evaluate and infuse

to best dignify our communications and fundraising strategy, we need a set of tools and filters to make it easier on us.

We constantly review and revise communications to promote dignity and ease of access.

values for sale

We sell a set of shared values, a vision, and a future we all want to see.. We don't sell the stories of people courageously seeking help.

desired feelings, desired actions

attract and repel is the name of the game. We might lose some, but those we gain will be FIRED up for a cause they believe in. Let's give them the tools to take action and make an impact.

dignity means that everyone is
deserving of honor and respect



Rachel LeBeau
Katherine Ratigan

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cathedralhome.org/development

