

## CASE STUDY 3: SUSTAINABILITY AT SCALE



Zuleika '09 on her first summer program with Deer Hill in Colorado

### 2012 CHALLENGE

How do we increase annual revenues to serve more students while ensuring core program sustainability?



### FY08 TACTICS

- » **Build a world-class development operation**  
Implemented consistent relationship management processes and data integrity; hired dedicated fundraising staff, including Director of Development.
- » **Create more opportunities to fall in love with Summer Search**  
Launched three new signature events, all of which met or exceeded their fundraising goals; built donor audience at student events.
- » **Engage alumni as stakeholders**  
Hired Director of Alumni Relations and dedicated Alumni Coordinators; alumni leadership formed chapter boards at each site; reached the First Alumni Giving Challenge match goal.

*“There are two main reasons why I feel so strongly about supporting Summer Search. First of all, the program is truly life-changing for everyone it touches – the students of course, but donors too. I’ve gotten so much more back from Summer Search than I’ve put in! In addition, through my board work, I’ve seen that this is an organization that is run with excellence and that uses the resources they are given very efficiently.”*

- Cynthia Bengier, Development Committee Chair, Summer Search Board of Directors and CFO, Bengier Foundation

### FY08 ANNUAL FUNDRAISING RESULTS

Funds Raised (FY08)

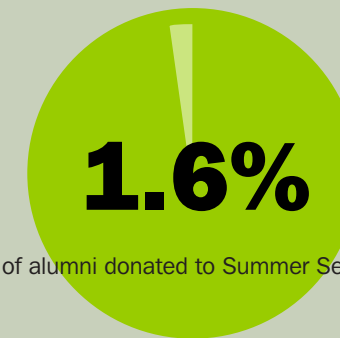
**\$8.6 = 105%**

Million raised\*

of fundraising goal

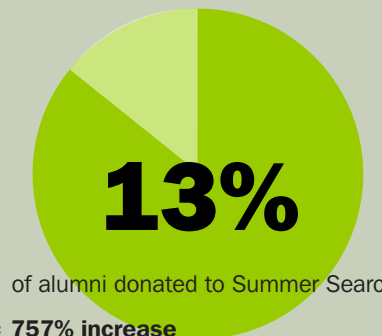
\*Includes cash only, does not include pledges, growth capital gifts, in-kind scholarships, or investment income

### Alumni Support



of alumni donated to Summer Search

**FY07**



of alumni donated to Summer Search

= 757% increase  
= \$84,184.61 raised towards the First Alumni Giving Challenge

**FY08**

### Summer Program

**\$923,000**

in Summer Program In-Kind Support

**FY07**

**\$1,300,000**

in Summer Program In-Kind Support

= 30% increase in Summer Program In-Kind Support  
= 29% increase in students placed

**FY08**