



END of YEAR CAMPAIGN PASSES 50% MARK

Happy New Year and happily the RAINBOW reports that the **2006 EoY Membership/Giving Campaign'** Goal of \$20,000 has successfully passed the 50% goal with a total of **\$11,676.50** gifted as we enter the second and final month of this important sustaining fundraising drive.

A total of 51 donors have supported the EoY Campaign as of 3 January – midpoint of the sixty-day solicitation. Each gifted dollar carries many values, but none more important than the positive impact on corporations and foundations when seeking their fiscal support. The fact that a RAINBOW giving campaign among members and friends has accounted for 17% (\$20K) of the entire agency's annual budget (\$180K) is assessed as a sign of organizational vitality. In the competitive market for corporation and foundation dollars, this places the RAINBOW in a very positive position. Our thanks to each of you.

The Development Committee and Boards of the RAINBOW are eager to expand our sphere of influence. Several issues factor into this process: to share our many services and projects with a larger percentage of our Community base; to increase the Region's awareness of the presence of an organization for LGBTIQ people in our three county service area; to expand our advocacy base when the success of issues germane to our Community need quick mobilization of our voices and votes; to share our many successes with a larger number of interested friends; and to expand the RAINBOW's giving base to lessen the pressure on each of you who have faithfully supported RCC over the years. Word of mouth or sharing of this letter with family members, friends and colleagues has proven to be highly successful. As you spread or share, please obtain a phone number and email address so early communications may be electronic.

The RAINBOW is typical of all non-profit agencies, especially society's marginal groups, that must out hustle, out work and out perform sister agencies to gain a front row seat. In our eleventh year, RCC is well positioned with your continuing support to move toward the center aisle seats. As you review your post Holiday budget and find a few extra dollars, we encourage you to share with a worthy organization – the Rainbow Community Center.

We wish each of you in 2007 kindness, support and love.

Best always,

Kent L. Sack, MD

Development Committee Chair