

RCC'S Untapped Community Goldmine

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It is no mystery that the recent worldwide natural disasters are rapidly producing donor extremes – not merely exhaustion. This is a major threat for the small community based non-profit such as RCC which continues to survive and thrive on the generousities of our members and friends. This is the national trend, wherein 166 billion was contributed to non-profits (new terminology – social sector) in 2004 with 60% of that total donated by individuals.

RCCs, and similar small non-profits that provide services for subsets of our Nation's population that are politically marginalized, fiscal future is threatened by two governmental policies. The gigantic costs of the Iraqi War, the Afghanistan police action and maintenance of this Country's military machine stresses the budget for many years. The second real threat is the current Federal Government's action plan of diverting human services funds to faith based organizations – the majority of the denominations find GLBTIQ people not worthy of program cooperation or individual support.

With this insight, it becomes mandatory that RCC utilized all funding resources available in our region without stressing the generosity of our current donor base. That very UNTAPPED COMMUNITY GOLDMINE is the Employee Matching Grants program offered by many of the larger corporations and companies that employ RCC members and friends in this area. In fact, we have on file at the RAINBOW a listing of over 200 such employers and will be happy to share that information with anyone checking on their employer's participation.

A success story that is very real and very special to RCC occurred in 2004. Bill Huffaker, Board Director, and a very generous supporter activated his employer's (Providian Financial) Matching Grants program which matched his contributions of \$2,000 with \$2,000 plus donating an additional \$200 for Bill's services in RCC governance. Additionally, Bill encouraged a colleague at Providian Financial to consider the program. Edith Daves' donation of \$1,000 was matched dollar by dollar with an additional \$1,000. The summary of this math is very simple: two RCC loyalists donated \$3,000 in 2004 and their employer contributed \$3,200.

This immensely important story should motivate each of you to check with your employer as to the availability of an Employee Matching Grants program, information usually available in your HR department, and PLEASE activate this untapped Community Goldmine.

As we counsel in my profession: pace yourself mentally and physically to avoid exhaustion and flames, so I counsel you to pace your giving and search out those quiet resources. Be ever remindful that in charity always remember to "take care of your own" – our GLBTIQ Community.