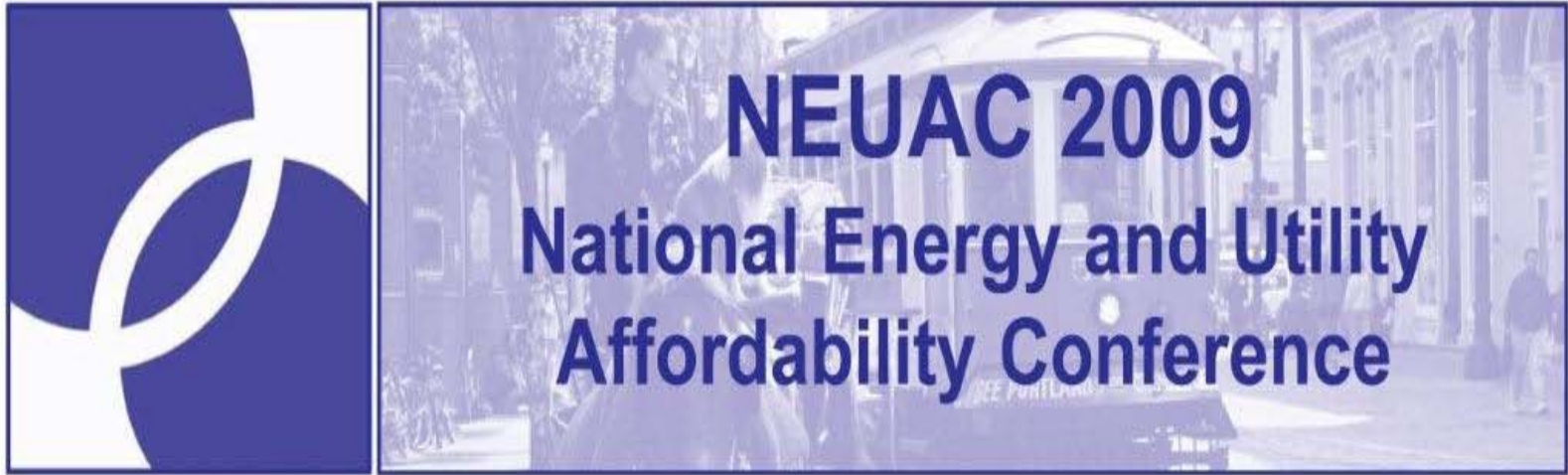


- Welcome to Innovative Fundraising: Case Studies in an Uncertain Economy



- **Moderator:** Rachel Carillo-Oregon HEAT
- **Presenters:**
- Marsha Belcher - CEDA
- Erin O'Donnell - Dollar Energy Fund

New Fund Development

Neighbor-to-Neighbor Network Fund

Marsha Belcher, Director
Marketing and Resource Development
Jennifer Smith, Interim Director
Energy Services



Video goes here

Where we Started

Victorine Q. Adams Institute

- ◆ Tremont Plaza Hotel in Baltimore,
- ◆ September 16 and 17.

Best Practices

- ◆ Linking Energy Assistance to Fundraising
- ◆ Expanding the Scope

The Need

Too many Illinois middle-class families are no longer able to keep up with the mounting costs of running their households.

The Need

In recent years it has taken two working spouses to live the modern middle-class dream.

Today, many middle-class families' economic status has suddenly changed.

The Need

Due to substantial loss of income, the middle-class is unable to survive the skyrocketing cost of energy, housing, health care and college while saving for retirement and managing growing debt.

The Need

*Where does the middle-class go for
emergency assistance?*

With the **Neighbor-to-Neighbor Network**, middle-class families in need will have a resource for utility bill payment assistance.

Synopsis

The purpose of the Neighbor-to-Neighbor Network is to create a privately funded fuel fund that will assist middle class families who are suffering with a severe financial crisis

Synopsis

Throughout northern Illinois, organizations, private business and community residents will have the opportunity through CEDA fundraising efforts to contribute to the Neighbor-to Neighbor Network fuel fund which will directly benefit their neighborhood.

Unique Feature

What is most exciting about donating to *Neighbor-to-Neighbor Network* is that the donor decides the neighborhood for which their contribution will help.

A neighborhood can be designed by zip code, company (current and laid-off employees) or all of northern Illinois.

Stakeholders

- ◆ Mortgage Bankers
- ◆ Pharmaceutical Companies
- ◆ Elected Officials
- ◆ Neighbors
- ◆ Utilities

Next Steps

- ◎ CEDA is working to secure a major contributor.
 - › We have received donations , but are not ready to open the program to the public at this time.
- ◎ A number of stakeholders are ready to commit.