

Action Item- A3

Fundraising Proposal

Background

Colonial Behavioral Health (CBH) is preparing for the opening of the Center for Support and Wellness (CSW) in 2026. To fully leverage this milestone, CBH engaged a fundraising consultant to assess our potential for a capital campaign. The consultant concluded that CBH has the capacity to raise between \$1 million and \$3 million in philanthropic support. In alignment with this recommendation, we are proposing to launch a campaign focused specifically on individual donors. This effort will complement our existing fundraising and development strategies while broadening CBH's base of support in the community.

Proposal

To support this campaign, CBH seeks to recruit and hire fundraising staff in fall 2025, with the goal of developing the campaign in January 2026 and formally rolling it out at the ribbon cutting of the CSW. The staffing would consist of one full-time position or a combination of part-time roles (to be determined during recruitment). This campaign effort is anticipated to span two to three years. Ongoing funding for years beyond FY26 may be supported through grants, earned revenue, or—if necessary—further allocations from reserves, subject to board approval at that time.

The rationale for this proposal is summarized as follows:

- **Timing:** Launching the campaign in conjunction with the CSW opening will maximize visibility and community enthusiasm.
- **Capacity:** Dedicated staff are essential for planning, donor cultivation, and campaign execution.
- **Impact:** A successful campaign will generate significant new resources to strengthen CBH's programs and long-term sustainability.

Financial Request

Staff is requesting authorization from the Board to allocate up to \$95,000 from CBH's unrestricted reserves for the second half of FY26 to cover staffing costs for the campaign. These funds were not included in the current budget and would provide the initial investment necessary to recruit, hire, and launch this effort.

Recommended Motion

Motion: That the CBH Board of Directors authorize the use of up to \$95,000 from unrestricted reserves in FY26 to support staffing for an individual donor-focused capital campaign. Future funding beyond FY26 will be determined based on grant availability, earned revenue, and subsequent board approval.