



**A Quarterly Publication of Ruotolo Associates Inc.
Second Quarter 2005**

*"A Full Service Fundraising and Public Relations Firm,
Celebrating 25 Years of Service to the Non-profit World"*

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CREATIVE COUNSEL ON SERVING CHILDREN AND FAMILIES

“We take very seriously our role in shaping young lives. We have an innovative program called the Bicycling Enthusiasms Initiative, centered around bicycle repair and riding, that reaches out to at-risk youth and their families, helping to prevent homelessness, getting moms involved in the lives of their youngsters, keeping the kids in school and helping them buy into a better, more responsible way of living.”

These words, spoken by Ellen Perkins Simpson, Executive Director of The Friendship Service Center of New Britain, Connecticut, and a current client of Ruotolo Associates, characterize the remarkable work of so many non-profit organizations that serve the needs of children and women. At Ruotolo Associates (RA), we are especially humbled to be working with several outstanding organizations that give women and children hope for today, the tools to lead successful lives and promise for the future. As a working partner with non-profit organizations, RA is guided by the principles of compassion and service and never takes lightly the significance of how our ability to provide proficient counsel helps to advance the mission of each non-profit we serve.

Here is a peek at some of our client success stories that may offer you a new perspective on some creative strategies that helped these organizations achieve their goals.



THE FRIENDSHIP SERVICE CENTER, NEW BRITAIN, CONNECTICUT:

RA completed a planning study for the Friendship Center in February 2005 and was subsequently retained as fundraising counsel for their capital campaign that would focus primarily on developing permanent supportive housing and endowment growth. The Friendship Center today is a diverse human service organization aimed at ending homelessness in the community by “reaching out to each and every child of God.” It has expanded dramatically from the drop-in center it was founded as in 1968.

At the onset of the study, the initial challenge presented was helping the Friendship Center with a young development program identify the “right” list of individuals to participate in the confidential personal interview process. RA, working closely with the Executive Director, facilitated a working meeting of Trustees and Directors that helped identify and qualify prospective interview participants. During the study process, RA found that while many study participants had high regard for the Friendship Center and its work, their knowledge of the organization was limited and had the perception that the center was primarily a soup kitchen and homeless shelter. Knowing that an expedient education and cultivation process for prospective donors was critical to campaign success, the Friendship Center initiated a strategy of reaching out to the potential philanthropic leadership.

All study participants were mailed a personalized thank you letter for participating in the process, as well as a copy of RA’s Executive Summary from the Planning Study Report. The Executive Director included on several letters handwritten notes indicating that the recipient would be receiving a phone call to closely discuss the study findings. The follow-up to these letters has proved invaluable as several “Conversations with the Executive Director” have been conducted with many more scheduled. These conversations have given the Friendship Center the opportunity to tell its story and share the plans for the campaign in a very personal and real manner. Most importantly, the guidance and insights offered by prospective donors during these conversations have helped lay the foundation for success in the Friendship Center’s campaign. In fact, one participant offered to introduce an entirely new group of prospective donors to the Friendship Center by hosting a similar “Conversation” for their circle of friends. Ellen Perkins Simpson, Executive Director, sums it up best, “We will reach our goal, and the Friendship Center and New Britain will have taken another huge step toward ending homelessness in the greater New Britain community.”



CATHEDRAL PREP SEMINARY, ELMHURST, NY, a college preparatory secondary school for the Catholic young men of the Diocese of Brooklyn, provides a supportive spiritual environment in which these men can further discern their calling to the priesthood. Since 1914, more than 4000 students have graduated from Cathedral Prep. Many of these alumni have followed a religious calling, becoming Cardinals, Bishops and Priests, while others are active members of society and dedicated laity to the Church.

The school administration took the axiom of time, talent and treasure to a new level when they convinced the Editor in Chief of the local diocesan newspaper—a Cathedral Prep alumnus—to sponsor a series of articles and ads promoting the school as part of his campaign gift. During the public phase of their capital campaign, the paper ran a 16-week series of articles accompanied by ads, giving specific instruction on how to support the school. Each article is authored by a different supporter and every ad also has a picture and a quote, resulting in 32 individuals providing their compelling reasons to support the school’s campaign.



CASITA MARIA, BRONX, NY, founded in 1934 “as an after school program providing academic and recreational activities for children of newly arrived Puerto Rican families” in the South Bronx and East Harlem, is today the oldest non-profit serving the Hispanic population in New York City. Operating primarily in underserved neighborhoods with a programmatic focus on youth education and the elderly while operating a community service referral desk, Casita’s “primary goal is

to facilitate access to opportunities for those it serves.”

During a recent strategic planning process that focused Casita Maria on its areas of strength, executives identified an opportunity to advance the development office by addressing staffing needs. Capitalizing on the organization’s long history with several foundations, RA initiated conversations with key foundation individuals to update them on what Casita Maria was doing. Recognizing the need in the development office, two foundations requested proposals for capacity building grants for the addition of staff members in the area of development. These strong relationships, established over time, are allowing Casita Maria to look forward to the next 70 years and serve as leverage for new, prospective grantors.



THE CHILDREN'S THERAPY CENTER, FAIR LAWN, NJ, founded in 1950, is dedicated to providing therapy, evaluations, treatment and educational programming for neurologically and physically impaired children, as well as

support programs for their families. Serving over 300 children annually, the Board, in concert with Carolann Garafola, Executive Director and Principal, committed to a building expansion to serve more children and families who could benefit from CTC’s unique environment of clinical and educational services full of love and caring.

CTC, a place where “miracles happen every day,” was nonetheless faced with the harsh reality that families called daily to inquire about programs and services for their children, and many had to be told there simply was no room for them. RA was retained to conduct a planning study and, subsequently, a capital campaign to fund the expansion of the center. The Board took the unprecedented step to procure a loan to initiate construction as the campaign was just beginning. Despite the fact that the construction was already underway, prospects were motivated to contribute when they could witness, firsthand, the extraordinary need for space and the profound relationship between child and teacher. Distinct challenges of this campaign included the need to grow the pool of prospective contributors and educate and cultivate them in an accelerated manner. Every communication, in person or in print, reiterated the center’s request to learn, “Who else do you think should hear our story?” The center’s parents, desiring their own unique role,

initiated a team approach during the general phase of the campaign. Personalized pledge envelopes, with their child's photo and story, were prepared for parents to use in solicitations with extended family members, local businesses and work colleagues. The "Stars of CTC" will recognize teams who reach the highest levels of participation and dollars raised.

Ruotolo Associates congratulates Cathedral Prep Seminary, Casita Maria, The Children's Therapy Center and The Friendship Service Center for their accomplishments and looks forward to many future successes.

This article was prepared in conjunction with RA Staff and Executives and was compiled by Todd Gibbs, Associate.



GEORGE C. RUOTOLO, JR., CFRE, RECEIVES OUTSTANDING PROFESSIONAL FUNDRAISER AWARD FOR EXCELLENCE IN PHILANTHROPY

Livingston, New Jersey, May 12, 2005 - George C. Ruotolo Jr., CFRE, Chairman and CEO of Ruotolo Associates in Cresskill, NJ, received the Robert J. Smythe Outstanding Professional Fundraiser Award from the Association of Fundraising Professionals-New Jersey Chapter at the Second Annual Awards Dinner at the Westminster Hotel. Steve Aduato, Ph.D., award-winning broadcaster, served as the evening's Master of Ceremonies.

The award is named in memory of Robert J. Smythe, a longstanding member of the New Jersey Chapter of the Association of Fundraising Professionals who exemplified dedication and service to the non-profit and fundraising community. The award recognizes an individual who brings honor, distinction, and a distinguished record of excellence in philanthropy.

George was nominated for the award by the Summit Speech School in New Providence, NJ. The school, which teaches hearing-impaired children to listen and speak for themselves, had first retained Ruotolo Associates to conduct a \$5 million capital campaign in 1990 for a new school. The strategies George recommended helped the campaign greatly exceed its original goals and led to his additional leadership service at critical junctures in the school's development.

"I can honestly say that Summit Speech School would not be where it is today without George Ruotolo," stated Pamela A. Paskowitz, Ph.D., Executive Director. "He took the school's need to raise support for a new building and made it a reality. He put his energy, his expertise, and total commitment into our campaign and our school. It is this commitment, personalization and persistence that should be emulated by all professionals in the fundraising field."

Reflecting on his career in the fundraising field, George noted, "The longer I spend in this profession, with the staff of Ruotolo Associates and members of other firms, the more I recognize the unique qualities of those who work as fundraising professionals. My

colleagues are individuals who would have been equally successful in other professions, yet they choose to serve the non-profit world and dedicate their time and talents to advancing the missions of the institutions they serve," he continued. "This is our legacy--stronger, more productive charities that are changing the lives of people in our communities and around the country."

The executives and staff of Ruotolo Associates congratulate our leader and mentor, George Ruotolo, on this well-deserved award.

7TH GRADER EXPERIENCES JOB SHADOW DAY WITH RA'S NEW ENGLAND OFFICE

Written by:

Meaghan Brown, Associate

John Garcia, a seventh grader at Blessed Stephen Bellesini, O.S.A. Academy, spent the day at Ruotolo Associates' New England office as part of Bellesini's Job Shadow Day. Throughout his visit in the Andover office with RA President and COO Jay Caporale; Meaghan Brown, Associate; and Evy Greene, Assistant, John learned about philanthropy, fundraising and working in an office. RA has been working with Bellesini for the last several months, and John has seen Jay and Meaghan on the campus, coordinating tours with donors and meeting with the Executive Director. Job Shadow Day allowed him a glimpse into the work that RA does with its clients, including Bellesini.



John designed a report cover, which will be used in an upcoming presentation by Ruotolo Associates. Experienced with graphics programs and computing, John was even able to provide the staff with some computer tips!

After some instruction - and lunch out with the President of the firm—John created his very own capital campaign. A talented athlete and avid sports fan, John identified the need for batting cages and swimming pool at Bellesini. As a member of the baseball team, John feels that batting cages would provide a facility where team members could work together to improve their skills. He suggested that a swimming pool would not only benefit Bellesini students, but other students in Lawrence, as well. Once he identified his perceived needs of the school, John designed a campaign brochure, detailing the project, anticipated timeline and cost.

His work was not complete yet. Brochure in hand, John presented his project to two potential donors - portrayed by Meaghan and Evy. Each donor prospect was impressed by his presentation and agreed to consider his request for support.

RA enjoyed hosting John during Job Shadow Day, and we look forward to watching him succeed in whatever career he chooses.

Blessed Stephen Bellesini, O.S.A. Academy is a private, independent Catholic middle school, which first opened its doors in 2002. Students at Bellesini Academy are boys

from limited financial means living in Lawrence and they receive a quality tuition-free education. The mission of the school is to provide an academically challenging and highly structured environment that develops the potential for each student to succeed in competitive secondary schools and colleges. Students at Bellesini Academy participate in over 2,000 hours of instruction each year, including eight hours of academics, two hours of after-school activities and two hours of evening study.



ENSURING FUNDRAISING SUCCESS---HOW IT HAPPENS

Written by:
Joseph (Jay) Caporale, CFRE
President and COO

Planning, organizational viability, need, constituency and leadership are essential pedestals for a successful campaign. Carefully evaluating these components will not only help to ensure that goals are met, but, more importantly, that the entire organization is strengthened as a result of the effort.

Leadership

In non-profit fundraising, there is no substitute for leadership. And with the privilege of leadership, for both the organization's executive and its Board, comes the inherent responsibility to make a difference.

Statement of Need

Philanthropy is about responding to a need. We Americans have a proud history of generously supporting causes when a need is presented in a clear, concise case statement. You must articulate what need will be addressed in order to gain the overwhelming support of your constituents.

Constituency

Some organizations, such as schools and churches, have a defined constituency with a history of giving. Others, libraries and social service agencies for example, may have a challenge in defining their potential supporters. With all non-profits, the objective is to effectively segment the donor base, placing particular emphasis on those who can make a significant investment in the campaign.

Most development programs focus upon identifying, communicating, cultivating and educating various constituencies. Those with a track record of success and growth know that ultimately the constituencies need to be asked!

Viability

Making a philanthropic commitment to a non-profit is similar to investing in a corporation; a donor wants to be confident that the organization is fiscally responsible and solvent. A history of balanced budgets; a stable, quality staff; and an active, committed board are some of the ways a non-profit demonstrates its worth to potential investors.

Planning

Leadership, case constituency, viability- each is part of “the plan.” Many organizations obtain a professional planning or feasibility study to gain an objective, confidential assessment of these areas.

A study should be a combination of quantitative and qualitative data, and provide your organization with an assessment of its capability to conduct a campaign.

More significantly, a study will provide valuable insights on how strategic individuals, corporations and foundations perceive your needs, as well as gauge their propensity to participate financially, and it will include a plan of action outlining how your campaign goal can be achieved.

If you want to ensure your fundraising success, remember the basics!

STAFF HIGHLIGHTS



THERESA SHUBECK CELEBRATES 10 YEARS WITH RA

We congratulate Theresa A. Shubeck, Senior Vice President, on her ten-year anniversary with Ruotolo Associates. Theresa has served philanthropy for 24 years and currently oversees the Mid-Atlantic Region—the firm’s largest division.

Theresa has counseled non-profits of all types over the years. Some examples of her diversity of service includes The Children's Therapy Center, New Jersey Seeds, Academy of the Holy Angels, New Jersey Center for Visual Arts, Diocese of Brooklyn and Saint James Parish in Basking Ridge, New Jersey. Theresa has been awarded the firm’s Tim Manning Culture of Excellence Award twice, most recently in 2002.

In addition to her work in all aspects of development, marketing and public relations, Theresa has presented many seminars to volunteers, administrators and development professionals, as well as prospective adoptive parents through FTIA (Families thru International Adoption).

Theresa lives the mission of Ruotolo Associates with her volunteer work with FCC (Families with Children from China) and for St. Michael’s School in Cranford, NJ, where her daughter Claire Xian is enrolled. She is also a board member and co-chair of the Program Committee for AFP-NJ (Association of Fundraising Professionals).

Theresa is a former competitive runner and marathoner. She resides with her daughter in Linden, New Jersey, and together they enjoy swimming and dance. Theresa tells us, “I am motivated every day by the extraordinary needs of our clients and those they serve, and count myself fortunate to have learned from the beginning of my career how I could help make a difference.”



JOHN GARESCHÉ ELECTED PRESIDENT OF METRO NYC ROTARY FOUNDATION

This past weekend, John Garesché, Associate, was elected Chair of the recently formed Metro New York City Rotary Foundation. This Foundation will be the 501(c)3 arm of the Metro NYC Rotary Club to support the service projects and general philanthropy of the club members. The Foundation will begin its service by offering philanthropic support to poorer NYC schools and to National Rotary efforts including the Polio Plus Program and the Safe Drinking Water Program.

John's responsibility at Ruotolo Associates is to work in the Mid-Atlantic Region with an emphasis on marketing the firm in the five boroughs of New York.

John, his wife Michelle and their daughter, live in Brooklyn. We congratulate John on his new appointment.

ANNOUNCEMENTS

RA Annual Staff Retreat

Each year our staff gathers for workshops on topics of philanthropy and consulting. This retreat was another expression of our commitment to offer the best possible service to our clients. June 21-22, 2005

Fund Raising Day in New York

Association of Fundraising Professionals
The Greater New York Chapter
The Marriott Marquis - NYC
June 24, 2005



2005 Summer Institute

American Association of Fundraising Counsel
The Equinox Resort, Manchester Village, Vermont
July 14-17, 2005

International Catholic Stewardship Conference

The Moscone Center, San Francisco, California
October 2-5, 2005

National Catholic Development Conference

The Marriott Hotel, New Orleans, Louisiana
October 2-5, 2005

2005 Conference on Philanthropy

Association of Fundraising Professionals
New Jersey Chapter
The Hanover Marriott, Whippany, New Jersey
November 3, 2005

2005 Conference on Philanthropy

Association of Fundraising Professionals
Massachusetts Chapter
The Marriott Hotel, Copley Place Boston
November 30, 2005

CURRENT CLIENT LISTING

- Birmingham Green, Manassas, VA
- Blessed Stephen Bellesini, O.S.A. Academy, Lawrence, MA
- Brooklyn Friends School, Brooklyn, NY
- Casita Maria Inc., Bronx, NY
- Cathedral High School / John XXIII Middle School, St. Cloud, MN
- Cathedral Preparatory Seminary, Elmhurst, NY
- Catholic Campus Ministry, Fairborn, OH
- Children's Therapy Center, Fair Lawn, NJ
- Church of St. Michael & St. George, St. Louis, MO
- Church of the Presentation, Upper Saddle River, NJ
- Clapp Memorial Library, Belchertown, MA
- Community FoodBank of NJ, Hillside, NJ
- Devereux Foundation, Villanova, PA
- Diocese of Brooklyn, Brooklyn, NY
- DOORS, Inc.. New Brunswick, NJ
- Economic Education Foundation, Inc., Boston, MA
- E.C. Scranton Memorial Library, Madison, CT
- Estes Park Medical Center Foundation, Estes Park, CO
- Green-Wood Historic Fund, Brooklyn, NY
- Institute for Violence Prevention, Inc., New York, NY
- Jackson School, Newton, MA
- Mount St. Charles Academy, Woonsocket, RI
- Mount St. John Home and School for Boys, Deep River, CT
- Nazareth Regional High School, Brooklyn, NY
- New Jersey World Trade Center Scholarship Fund, New Jersey,
- Niagara University, Niagara University, NY
- North Shore Community College, Danvers, MA
- Notre Dame High School, Easton, PA
- Nyack Library, Nyack, NY
- Operation Hope, Fairfield, CT
- Our Lady of Perpetual Help Parish, Oakland, NJ
- Palisades Medical Center Foundation, North Bergen, NJ
- Randolph Township Free Public Library, Randolph, NJ
- Rappahannock Big Brothers Big Sisters, Fredericksburg, VA
- Richard's Memorial Library, N. Attleboro, MA
- Sisters of the Blessed Sacrament, Bensalem, PA
- Summit Speech School, New Providence, NJ
- St. Bernard Parish, Kingstown, RI
- St. James Episcopal Church, Cambridge, MA

Netlinks – Ruotolo Associates Inc.

- St. John the Evangelist Parish, North Chelmsford, MA
- St. John Villa Academy, Staten Island, NY
- St. Joseph Parish, Jim Thorpe, PA
- St. Joseph Parish, Washington, NJ
- St. Jude Parish, Fredericksburg, VA
- St. Mary of the Immaculate Conception Parish, Fredericksburg, VA
- St. Paul Memorial Church, Staten Island, NY
- St. Paul Catholic High School, Bristol, CT
- St. Paul Parish, Ramsey, NJ
- St. Peter Episcopal Church, Osterville, MA
- St. Raphael Academy, Pawtucket, RI
- The Children's Home, Cromwell, CT
- The De La Salle School, Freeport, NY
- The Friendship Service Center, Inc., New Britain, CT
- Walnut Park Montessori School, Newton, MA
- YMCA Northeast Family - Haverhill / Newburyport, Haverhill, MA

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For more information about our services to religious organizations,
visit us at www.churchdivision.com

For a complete listing of services to all non-profits,
visit our main site at www.ruotoloassoc.com

Contact one of our regional offices:
Mid-Atlantic * New England * Midwest * Washington D.C.

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