



Development Update

October 20, 2026



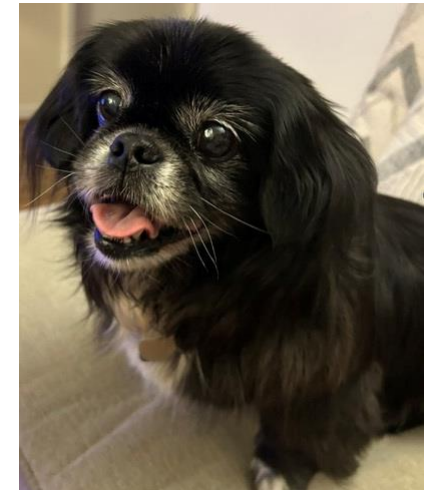
Agenda

1. About Emily
2. Why do people give to FC?
3. Development Timeline
4. Center for Hope Luncheon
5. Grant Info
6. Annual Appeal
7. How Board can Help

About Emily



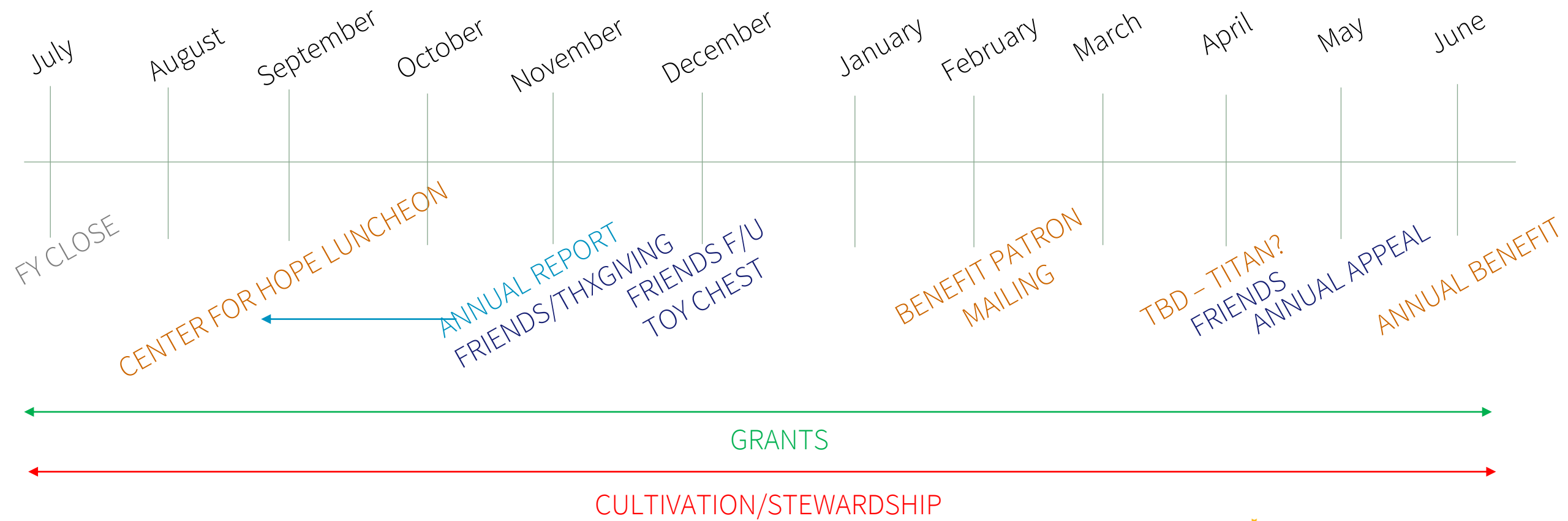
- A little about my professional journey
- 25+ years in nonprofit development and leadership, with experience in both global and community-based organizations.
- 16 years at Catalyst, advancing women and leadership in the workplace. Led global expansion.
- 6½ years at Boys & Girls Club of Greenwich, helping lead its transformational capital campaign and strengthening philanthropic partnerships.
- Now at Family Centers! Excited to build on the organization's remarkable legacy and work with the Board to grow philanthropic support.
- A little about me personally
- Greenwich resident, married to Eric, and proud mom of Pearl (CU Boulder) and Nelson (Greenwich High School).
- Passionate about education, women's issues, mental health, and creating opportunities for others.
- Happiest spending time with family and friends, traveling, and planning the next adventure.
- I love dogs + all animals ☺



Why Do People Give to Family Centers?

- Tangible, local impact in the community
- Breadth of programs
- Interconnectedness/potential interconnectedness of services
- Influence of board, senior advisors and other FC leaders

Development Timeline FY27



GGUU – The Journey

- Give
- Give Again
- Upgrade
- Ultimate

Center for Hope Luncheon – 9/16/2026

- Featured Author: Kate Doerge
- Moderator: Lea Carpenter
- Co-Chairs: Liz Victory Anderson, Claiborne Swanson Frank and Susan Yonce
- 2026 Ray of HOPE Award: Nancy Axthelm
- Feature in Quest Magazine
- Gross Revenue: \$166,491
- Net Revenue: \$140,236
- \$ supports The Den



Grant Overview – Foundation Giving

- FY26 Total Foundation Giving: \$4,235,621
- \$3,036,000 generally received in Q4
- 1.2 mil spread across all other months with larger revenue months Jan, Feb and June.
- Grant Tenure:
 - Giving for most years:
 - Ruth W. Brown
 - Oaklawn
 - FCCF
 - Newest Grantors:
 - Fairfield County Business Collab for Ed.
 - Velaj Foundation
 - ProLiteracy
 - Most # of Gifts:
 - Lone Pine
 - Resource Foundation

Annual Appeal / Friends Mailing

- FY26 Total Friends Giving: \$624,021
- FY27 Goal: Grow this budget line
- Historically, generous restricted individual gifts go into grants.
- For FY27:
 - Fall mailing to land a little earlier before Thanksgiving
 - Renewal letters will have increased asks where appropriate
 - Spring mailing (new)
 - Targeted proposals
 - ****NOTE WRITING



Three Ways to Make a Difference

CHAMPION



- Always ready to inform others about Family Centers – the mission, aspirations, and current programs/projects
- Open to sharing personal reflections on reasons to be involved with Family Centers

SUPPORTER



- Willing to support FC with financial contribution of any size, but hopefully FC is in top 3-5 of your charities
- Ability to serve as a role model of generosity for peers

CONNECTOR



Eager to open doors to new supporters, invite people to events, make connections /facilitate introductions

Don't Forget 😊

- RSVP for Annual Meeting on November 3rd.
- Note Card Writing- Return to Tyler & Emily by November 16th or earlier
- Thanksgiving appeal is going live on our website today
- Toy Chest

Thank you!

Emily Wakeling, Chief Advancement Officer
ewakeling@familycenters.org



@familycenters



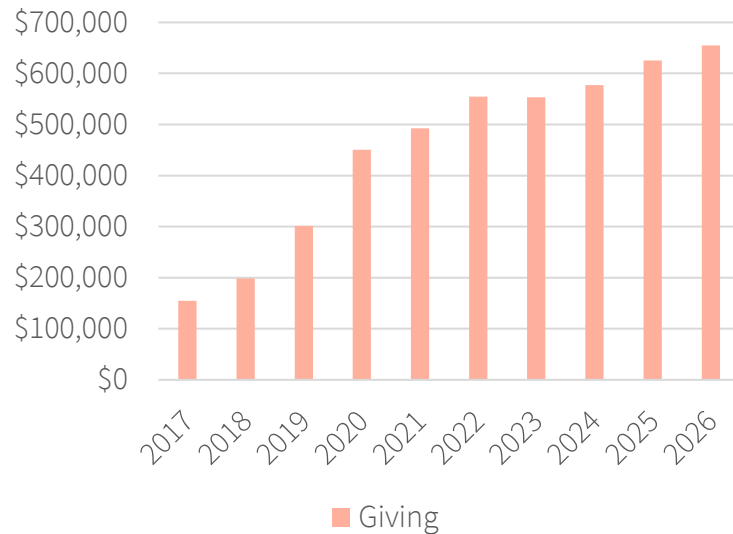
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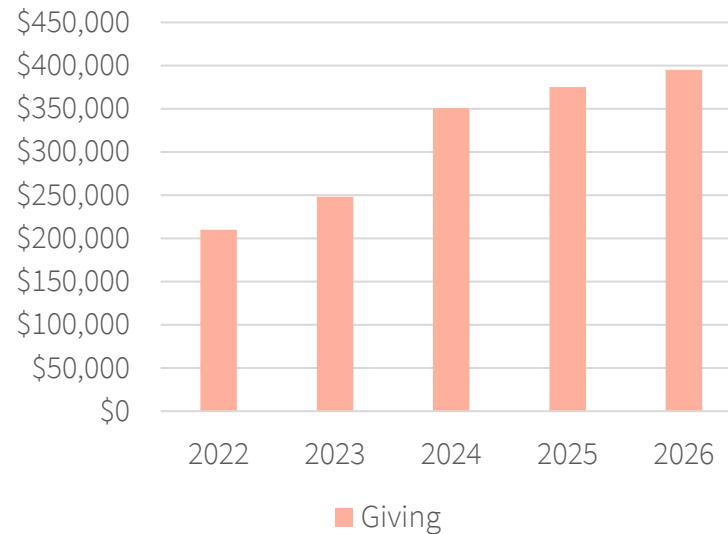
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Grant Deep Dive – Foundation Giving

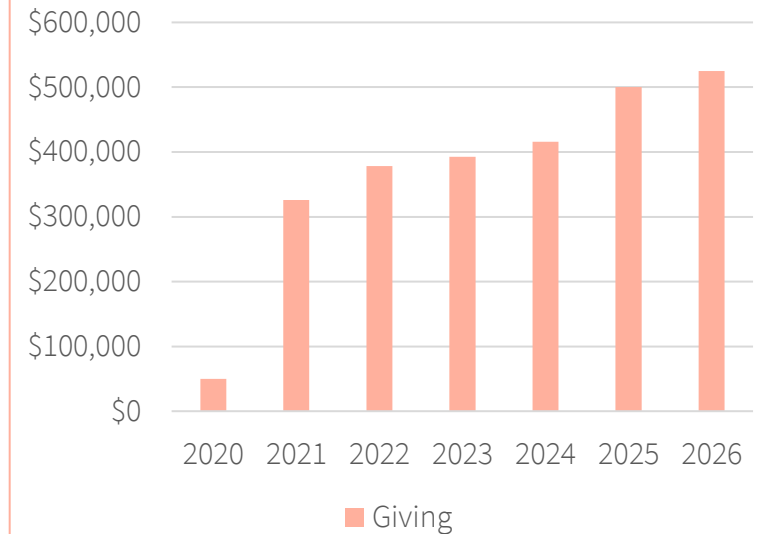
Harold W. McGraw Jr. Fnd



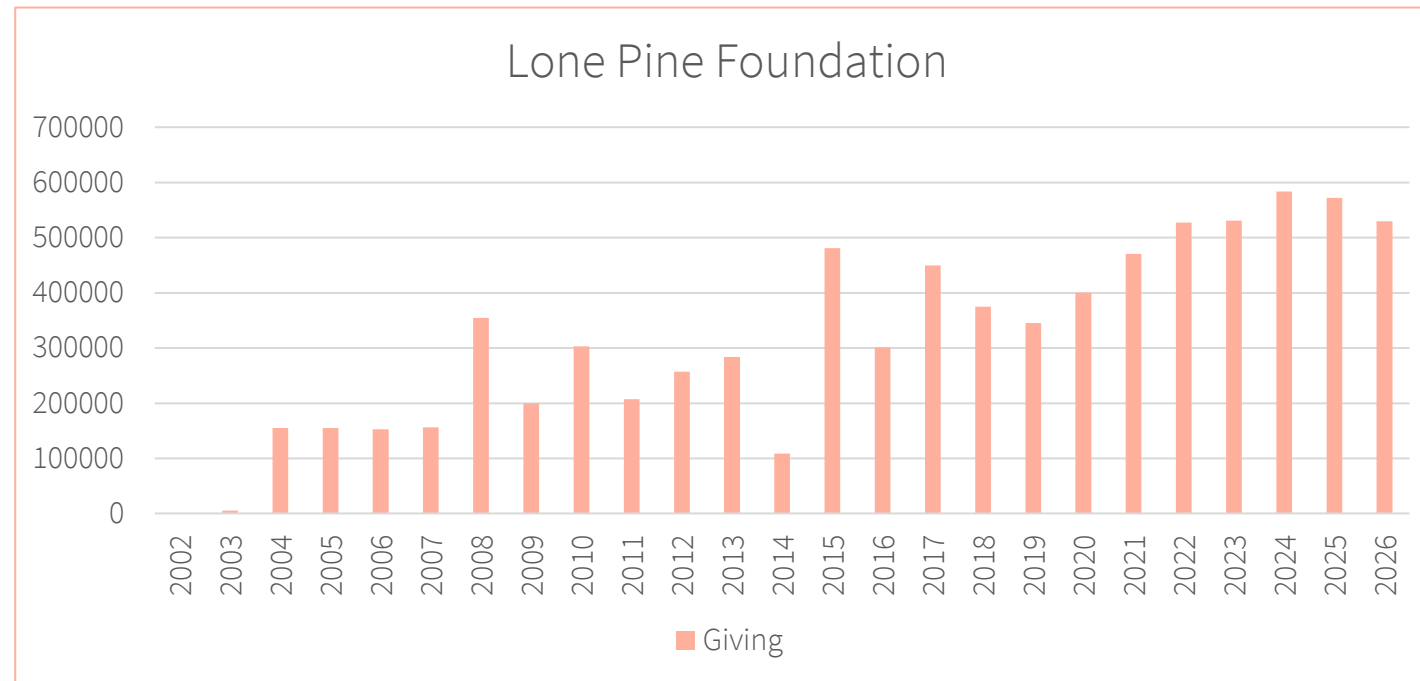
Harold McGraw III Fnd



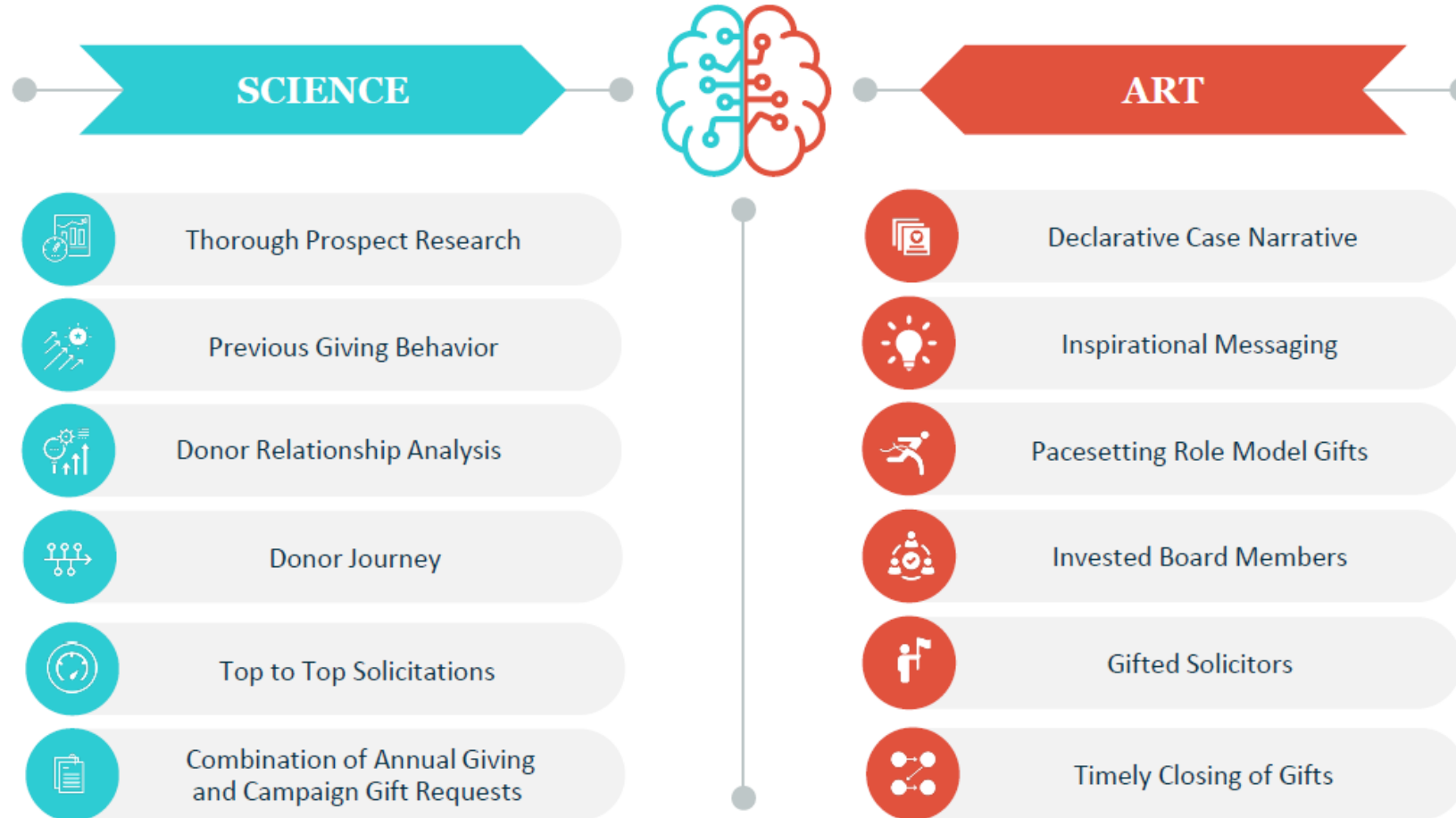
Suzanne McGraw Fnd



Grant Deep Dive – Foundation Giving



Fundraising is an Art and a Science



Prospecting

Ability

- Significant financial capacity
- Limited other philanthropic or personal commitments

Access

- Direct or indirect relationship with Family Centers, a Board member, or leadership

Affinity

- Interest in FC mission and well-being of the community
- Strong philanthropic track record
- Supports other organizations/causes
- Gives within geographic region

