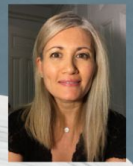
# FAMILIES UNITED SERVING & EMBRACING
## 2021-2022
## CAPITAL CAMPAIGN

# THIS IS OUR DEFINING DECADE

In history, there are times when vision, leadership, community, and generosity come together to transform an organizaiton. This is FUSE's time.,

"We envision a world where disadvantaged young women have equal access to safe housing, jobs, and resources, living free from a life of exploitation and violence.



Sherry Danalis
Founder & President
Families United Serving & Embracing

# LOOKING BACK TO LOOK FORWARD

Dedicated to promoting physical, emotional, and spiritual well-being,
Families United Serving has been serving women for the past nine years.

FUSE's first home, The Nehemiah House has been providing young mom's with a safe environment to welcome their babies into as well as create a critical foundation that babies need for healthy development. When mom is free from violence and exploitation and surrounded by love and support, everyone thrives.

Our second home (pilot), Wellspring Freedom Home was operational through 2020, during COVID, and the data we collected showed these women had little to no support when they were single mothers, resources were limited, their children were taken from them, and the cycle of exploitation and violence began.

24% of referrals were pregnant and
2 out of 8 @ Wellspring Home

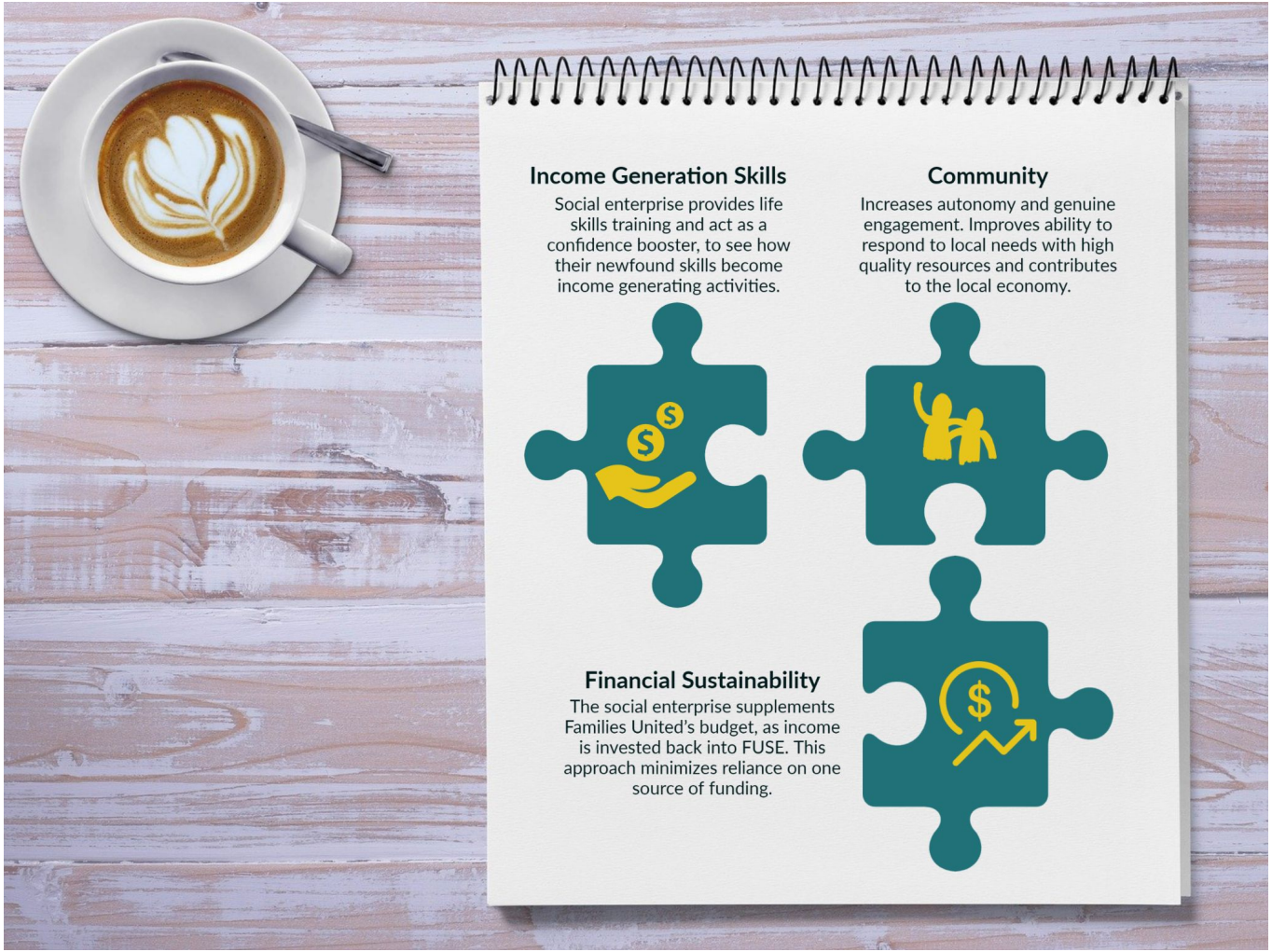
45 % of referrals are mothers
who have children in DCF
6 out of 8 @ Wellspring Home

## In the beginning of 2021,

Collected data over several years revealed that safe housing options were limited. Once Nehemiah House guests were ready to reside independently, they lacked safe housing and were faced with challenges. It became clear that sustainable safe housing options and job opportunities would continue to prevent further exploitation and increased independent living.

We are building the framework to break the cycle of vulnerability of experiencing housing insecurity for young women. FUSE's next steps include safe housing options, employment and social enterprise.

WHAT
IS
SOCIAL
ENTERPRISE?
A social enterprise takes the principals of entrepreneurship to find sustainable solutions to social problems. Organization use social enterprises to create income generation activities to sustainably continue to pursue their social objectives.
Micro-greens
Jewlery Making
Sewing



## Income Generation Skills

Social enterprise provides life skills training and act as a confidence booster, to see how their newfound skills become income generating activities.

## Community

Increases autonomy and genuine engagement. Improves ability to respond to local needs with high quality resources and contributes to the local economy.

## Financial Sustainability

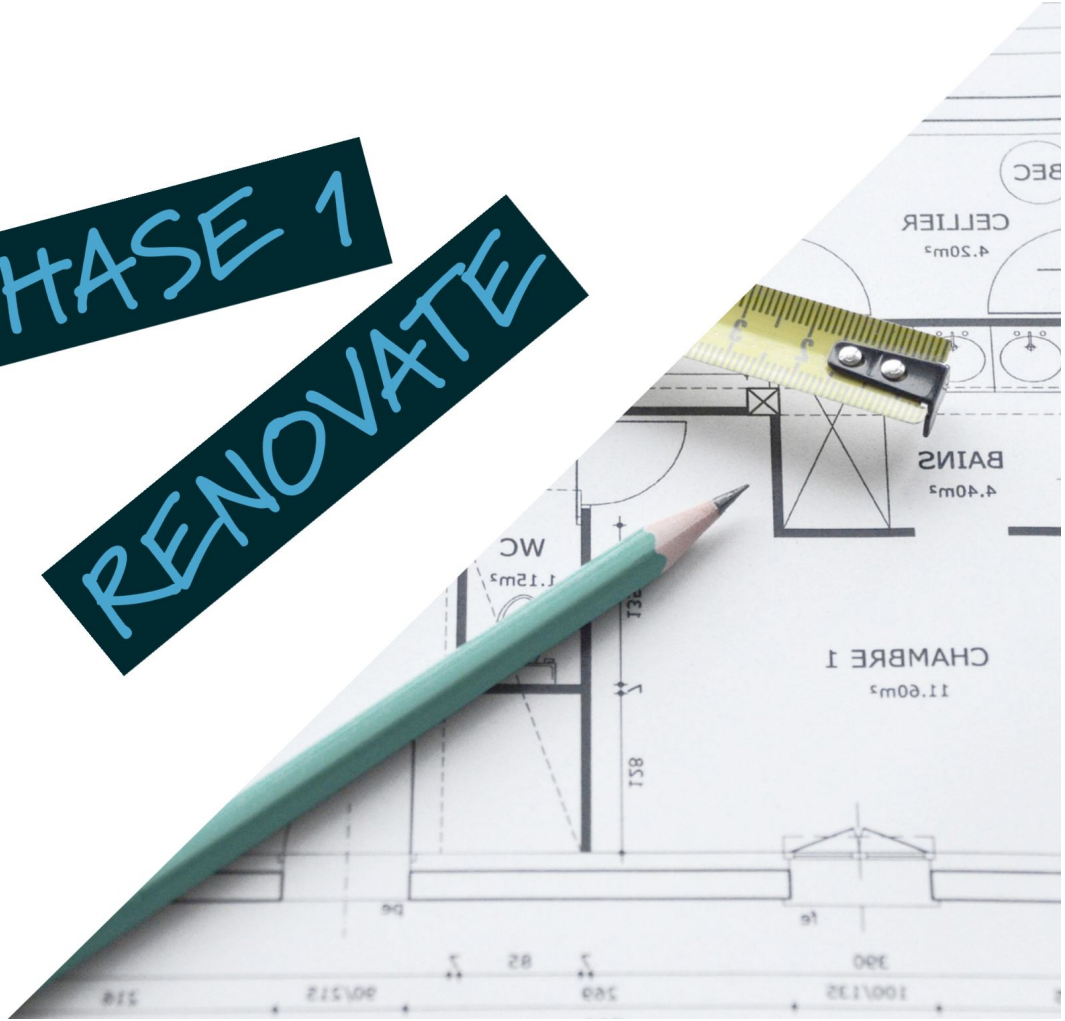
The social enterprise supplements Families United's budget, as income is invested back into FUSE. This approach minimizes reliance on one source of funding.

# WE HAVE OUR FIRST

HOMESTEAD SOCIAL ENTERPRISE HOME

# PHASE 1

# RENOVATE



2 BEDROOMS ON SECOND FLOOR

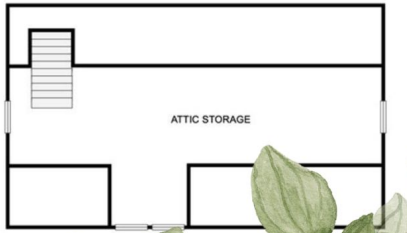
FIRST FLOOR

**ONE BEDROOM**
**INCOME GENERATION**
**WITH**
**EDUCATION**
**TEACHING KITCHEN**

# HOMESTEAD SOCIAL ENTERPRISE

## First floor

## Second floor



# Capital Campaign

$200,000

GOAL

$175,000

$150,000

$100,000

IMPACT TOMORROW TODAY

1955 Dodge Job Rated
Pickup Truck
Silver/Black
Raffle Kick Off

$10,000 Advocate Sponsorship

$30,000

# CAPITAL CAMPAIGN TO FUND HOUSE $200,000

## 5 MAJOR GIFTS

FIRST PHASE

- Launch phase
- $20,000 pledge
- Tree plaque and Room Dedication in Honor

## ANNUAL GIVING

SECOND PHASE

- Raise $100,000
- Annual giving appeal
- Annual 5K

## CROWDFUND

THIRD PHASE

- Launch social media buzz
- Group challenges
- Grants

## NEIGHBOR

$3,000

4 tickets at the future gala event.Name displayed on presentations, name listed on the website.
Name presented on plaque sponsoring a bedroom.
50 raffle tickets to restored, 1955 Dodge truck

## ADVOCATE

$5,000

8 tickets at future gala, small name or logo on banner (events), name or logo displayed on digital presentation during event, quarter page color ad in event program, as well as listing name on website, recognition on facebook. Plaque with sponsorship over living space of choice.
150 raffle tickets to restored, 1955 Dodge truck

## CHAMPION

$20,000

10 tickets to future gala, name or logo displayed on table, medium name or logo on banner used at events, recognition at event, name or logo displayed on digital presentation during event, Ful color page ad in program, logo on website and recognition on facebook.
Plaque of sponsorship on Remembrance wall.
250 raffle tickets to restored, 1955 Dodge truck

# GIVE A GIFT OF HOME

YOU CAN PLEDGE A:
1. ONE TIME GIFT
2. MONTHLY PLEDGE
3. LEADERSHIP GIFT ($1000+)

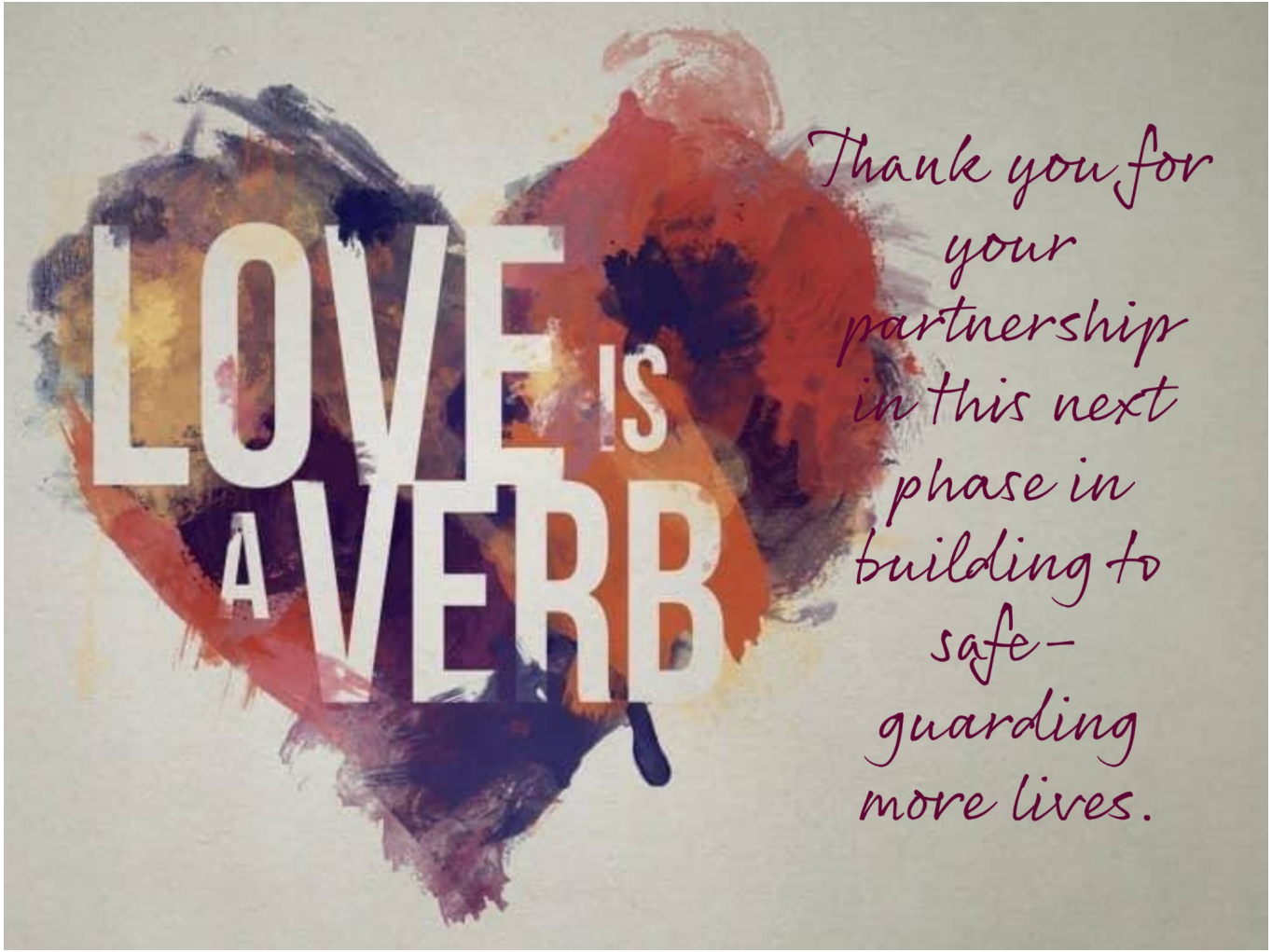
ONLINE
AT:
WWW.MA-FUSE.ORG/DONATE

BY CHECK
P.O. BOX 57
Weatogue CT 06089

PAYPAL.ME/SAVETHEMBOTH

# FAMILIES UNITED

WWW.MA-FUSE.ORG/ email: INFO@MA-FUSE.ORG
ph: 413-427-6609/fax: 860-760-6109


LOVE IS A VERB
Thank you for your partnership in this next phase in building to safe-guarding more lives.