

HOPE
BRINGS
CHANGE

HOPE
dm
MANIFEST

2013 ANNUAL LETTER



Hand pump repairs in progress in Haiti with WaterStep.



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In addition to our work in the areas of fundraising, board development and strategic planning with small to medium-size organizations, Hope Manifest places great value on our responsibility to give, too! Therefore we make a significant investment in organizations in Birmingham and around the world through direct volunteerism and training.

Most of Hope Manifest’s volunteer hours are logged each year by Lynn Smith, Hope Manifest’s Technical Advisor. Lynn is a retired engineer from Southern Company Services, although his volunteer log disproves the notion that he is retired at all.

As a Hope Manifest employee, Lynn represents us in volunteer efforts in three key areas:

1

Clean Water – Lynn is a lead trainer for WaterStep in their Hand-pump Repair School, training missionaries and indigenous people and providing them a tool set to repair hand-pumps that are installed on good wells but have become non-functional. He also trains people in the field and in the Louisville training center on the MI00 Chlorinator and how to use this low-cost system to kill micro-organisms and bacteria in order to provide clean water. His work with these groups carried him to training sites in Malawi for a month in late summer 2012, on a six-week trip aboard the USS Comfort in 2011 to provide clean water to medical service personnel, and on several trips to Haiti in the aftermath of the hurricane there in 2010.

For the first time, this month (June 2013), Lynn will travel to Ecuador with MedWater, a medical-based clean water organization, to establish a channel for water training classes with indigenous people in several of the most underserved communities in South America.

2

Affordable Housing – This work is accomplished specifically with Habitat for Humanity of Greater Birmingham. Hope Manifest has logged an average of 200 volunteer hours per year for the past three years—building and renovating homes of all sorts alongside those who qualify for a house through Habitat for Humanity. In 2012 alone, we contributed to the completion of six (6) houses in the Birmingham area. Lynn has also worked with Habitat for Humanity and the Alabama Woodworkers Guild to provide a custom set of cabinetry every year for one of the houses that is completed and he teaches required free home-repair classes for new home-owners through Habitat for Humanity.

3

Happy Children – through his service as an active member of the Alabama Woodworkers Guild, co-chair of their Toy Group, and as a mentor and shop supervisor, Lynn and Hope Manifest help put smiles on the faces of thousands of children each year. In 2012, he helped lead the effort to build and deliver more than 14,500 hand-made wooden toys and ornaments to Children’s Hospital of Alabama for disbursement to their patients. This year’s toy goals are no less significant, with the Guild already completing and delivering more than 6,000 to Children’s in the first four months of 2013.

WE HOPE IN SOME SMALL WAY THAT IN THESE VARIOUS OPPORTUNITIES TO SERVE, HOPE MANIFEST CAN GIVE BACK TO THE COMMUNITY!



A Habitat for Humanity House Dedication. Lynn pictured (bottom left)

Mart Gray, President



HOPE MANIFEST PROVIDES A **UNIQUE AND EFFECTIVE** ROLE – SERVING CLIENTS AND THEIR CONSTITUENCIES ALONGSIDE DONORS AND THEIR PASSIONS AND INTERESTS.”

The great news today is that non-profit organizations of all kinds are popping up everywhere. The challenging news of today is...the same. But you knew that just looking in your mailbox or inbox. Wonderful groups with grand plans and ideas are clamoring for the attention of potential volunteers, board members, partner organizations and donors. It is a beautiful, if sometimes intimidating, noise ---not unlike the floor of the Stock Exchange—as supply and demand seek to find each other in meaningful, workable combinations.

But what is at stake with so many non-profits today, particularly newer or smaller ones, is sustainability: how to use modest resources of people, talent and finance to leverage a more stable and productive future. Non-profits envision a mission that will outlast the present and donors want to be good stewards of their time, money and attention. That’s where Hope Manifest provides a unique and effective role – serving clients and their constituencies alongside donors and their passions and interests.

My passion and optimism for and about Hope Manifest is squarely rooted in the belief that we, largely through the efforts of our principles Allan Burton and Todd Heifner, are able to strengthen relationships between all involved in such a manner that serves the needs of donor and agency alike. I’ve seen so many non-profits crash and burn not because they weren’t “airworthy,” but because their meager resources didn’t allow them to do all the things that even the newest non-profits must do from the start in the multiple areas of organization, strategy and planning, volunteer recruitment and management, and communications and development.

Whether you read these pages ahead as a donor or a client or both, I hope that we are able to make our case well for the unique approach that Hope Manifest brings to our corner of the non-profit world. The idea and concept is profoundly simple, **but in my three decades of working in the non—profit world, I’ve never seen anything quite like Hope Manifest!**

On behalf of our staff and board members, I offer our sincere gratitude for the opportunity to work alongside you as we all together seek a more hopeful world. Never more than today does “a little good news” go a long way!

Sincerely,

A handwritten signature in black ink that reads "Mart".

\$700
/MONTH

Hope Manifest typically works with each group for two years and the average amount paid by an organization for our services is only \$700/month!

\$27,800 We must raise an average of

\$27,800 for each client group with whom we work in order to provide our services for these worthy organizations.

DID YOU KNOW?

\$320,000

PER YEAR

The total operating budget for Hope Manifest (not including special projects and initiatives) is \$320,000 a year. That means we must generate more than \$26,000 every month in order to serve our clients.

\$1,100 ANNUALLY

The average donor to Hope Manifest commits nearly \$1,100 annually to our work. That's nearly \$100/month from very dear supporters who believe in helping small and medium-size non-profits thrive!

\$10 OR
\$200,000

Gifts to Hope Manifest come in all sizes and shapes. We are blessed with donors from \$10/month to \$200,000/year – and every gift is important. Our work is possible because of very generous friends and supporters.

YEAR OF BALANCE

5

Year number 5 is the year of Balance for Hope Manifest, Inc.

For the first 4 years of our existence, we have worked diligently to build both our client and donor bases. Just as we advise the organizations with whom we work, it is important to immerse oneself in the process at hand. Getting ones feet wet in an active way allows a person or an organization to have valid experiences with which to compare to the theories and philosophies behind the work and to begin to collect data that can be used to measure success.

Having success in the areas of donor and client growth – growth in a horizontal direction – now allows us to concentrate on vertical growth – growth in the depths of customer service and the resources we provide.

So this is a year of balance for Hope Manifest – and we are educating our partners on balance as well.

Balance Is Key in the organization as a whole. If one part – program, staff development, fundraising, etc. – dominates the work of the staff, ED, or Board, then something important is being left behind.

Balance Is Key in any Development Plan. Instead of writing numerous blind grants to foundations the

Rauschenbusch Metro Ministries Rooftop Urban Garden.



organization has never met, or instead of writing countless letters, or instead of spending innumerable hours on an event that only brings in relatively few dollars, do each of those things in balance with making appointments with interested individuals of capacity, building a relationship with them, and asking them for financial support.

Balance Is Key on a Boards of Directors, carrying over to a balanced result of giving. If each person on a Board would make a gift to the organization that counted in the top 3 philanthropic gifts they make in a particular year, enough gifts would be received from the Board to make the organization “sustainable” from the vantage point of outside eyes looking in.

Balance Is Key to an ED's work day, work week, work month, and work year. No one naturally likes to ask for money. But if an ED spends all of her time working on the program, there will eventually be no program on which to work. The organization needs money to actually do the program!

BALANCE IS KEY!

And the balance we profess goes to the heart of who our organization truly is. Hope Manifest was designed to mirror the struggles and successes that are common to all nonprofits. For if we are experiencing similar things to the organizations with whom we work, we will work that much harder to pass on what we learn.

HOPE MANIFEST PARTNER ORGANIZATIONS:

Alliance of Baptists

Paula Clayton Dempsey, Minister for Partnership Relations

Baptist Center for Ethics

(EthicsDaily.com) Robert Parham, Executive Director

Birmingham Boys Choir

Ken Berg, Music Director

Christian Unity Ministries

Blake Coffee, Founder & Executive Director

Flora Pearl Foundation

Latasha Humphrey, Founder and Executive Director

Greater PineBelt Community Foundation

Theresa Erickson, Executive Director

The Hymn Society in the United States and Canada

Deb Loftis, Executive Director

Leading Edge Institute

Ashley Gilbert, Executive Director

Presbyterian Peace Fellowship

Rick Ufford-Chase, Executive Director

Rauschenbusch Metro Ministries

Tiffany Triplett Henkel, Executive Director

Stony Point Center

Kitty and Rick Ufford-Chase, Co-Directors

WaterStep (formerly, EDGE OUTREACH)

Mark Hogg, Executive Director

YouthCUE

Randy Edwards, Founder and President

THANK YOU TO OUR DONORS

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ALABAMA CBF

ALFRED AND NORMALEE GREEN

ALICE AND FURMAN CLIETT

ANGIE AND KEVIN HEIFNER

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ANNE L. NOLAN

ANONYMOUS

BANK OF AMERICA FOUNDATION

BETTY BOCK

BIRMINGHAM EMMAUS COMMUNITY

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NANCY AND LARRY CRESSER

PAULA HEIFNER

PFIZER FOUNDATION MATCHING GIFTS PROGRAM

RONALD WILLIAMS

ROY HALEY

SALLY AND FRANK STONE

SARAH AND LLOYD SHELTON

SHERRIE AND DAN LAWHON

SHIRLEY AND JACK BRYMER

SHIRLEY EDMONDS

SUZANNE AND MIKE MARTIN

THE DANIEL FOUNDATION OF ALABAMA

THE IRWIN/ADAMS FAMILY FOUNDATION

TRICIA AND DAVID FERGUSON

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