



## Why This Campaign?

We have a wonderful success record. But we also have some serious challenges ahead of us.

- **Incarceration Rates Have Risen**

*The number of incarcerated women in Tennessee prisons is 17 times higher than when we started, and our program is needed now more than ever.*

- **More Funding Needed:**

*Over our history, we've been supported by 150 donors, many of them recurring. But in the past 2 years, we've had just over 50 donors. We need to significantly grow our donor base to prepare for the next few years, especially if economic uncertainty is ahead.*

- **Decline in Volunteerism :**

*Volunteerism rates are down nationwide and locally. To consistently provide our program, we need to rebuild our corps of fully trained mentors ready for action and gather a pool of new mentors-in-training to be "on deck" for future sessions.*

- **Burnout/Turnover:**

*Nonprofits like ours are at significant risk of burnout and turnover among leadership volunteers and staff.*

Our rebuilding plan addresses these challenges. The \$40,000 for 40 Years campaign will let us build the infrastructure we need to make it happen.



## 40 Years of Changing Lives for Good

### Where We Started

In 1985, our founders began to help incarcerated women learn to make decisions to improve their lives and stay out of prison.

Participants in prison-based mentoring programs are **25% less likely to be reincarcerated**<sup>1</sup>.

### Success By The Numbers

In the last 40 years, we've helped thousands of women transform their futures..

- 1,200 volunteer mentors have stepped up with time, expertise, and support.
- 48 women incarcerated at the DJRC<sup>2</sup> (formerly Tennessee Women's Prison) or healing at Thistle Farms from prostitution, trafficking, and addiction graduate from Better Decisions each year.
- Each student receives 430+ hours of individualized mentoring to help them identify and achieve their dreams.
- More than 1,500 women have created new futures for themselves and their families, changing their lives for good.

Your belief in us has made these successes possible. Now, as we prepare for our next chapter, we're asking you to believe in us again.



## How Can I Help?

### **Capacity Building Gifts**

- \$ 2,400 Covers the cost of our new donor database for one year so we can reach new and past donors
- \$ 2,500 Pays for professional financial audit so we can attract more foundation funding
- \$ 3,000 Redesigns our website so recurring donors and volunteers can easily sign up online
- \$ 5,000 Funds new Outreach Program to recruit new volunteers and donors and re-engage former faith and corporate partners

### **Program Support Gifts**

- \$ 400 Covers the cost for one student to attend a 9-week Better Decisions class
- \$ 1,200 Manuals and supplies for 12 students to take the 9-week class
- \$ 5,000 Manuals and supplies for one full program year (48 students over four 9-week classes)
- \$ 11,000 Volunteer Mentor Program Support for one full program year (48 students, four 9-week classes)
- \$38,000 Covers one year of salary for new part-time Program Manager

<sup>1</sup> [The Power of Mentorship in Reducing Recidivism: A Pathway to Rehabilitation](#)

<sup>2</sup> DJRC is Debra K. Johnson Rehabilitation Center.