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Fund Raising & Creating Corporate Partners

# Introduction

**Tommy Atzert**

Sergeant/ Crime Stoppers Director  
Atlanta Police Department

**Marshall Freeman**

Vice President of Strategic Innovation  
Atlanta Police Foundation



# Crime Stoppers Greater Atlanta

- Metro–Wide Program
- A program of the Atlanta Police Foundation



# Atlanta Police Foundation

- Founded in 2003
- Public/Private Partnership Model
- Safest large city in the nation through programs!



# Annual Revenue

- APF = \$11mil
- CSGA = \$330,000
  - \$700,000+ In-Kind donations



# Key areas of opportunity for fundraising & corporate partnerships



# 1

## Board Development



# Board Development

- Selection & financial investment
- APF Total Board Giving = \$130K
- Required Commitment
  - Personal gift
  - Corporate gift





# Board Development

- Board Develop with a purpose
  - What partners do you need most?



# 2

## Partnerships & Relationships



# Partnerships & Relationships

- Expansion = Revenue
  - Local Jurisdictions
- Leverage P.D. Relationships



# 3

## Media & Marketing



# Media & Marketing

- Who's on your board?
  - Media Partners
  - Radio Partners
  - Advertising Partners



# Media & Marketing

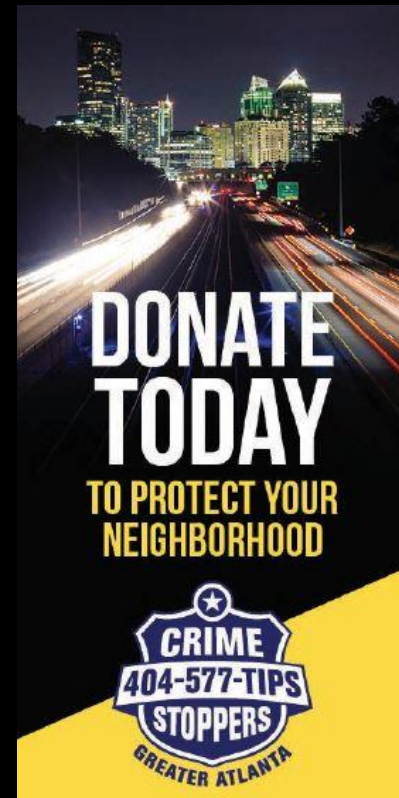
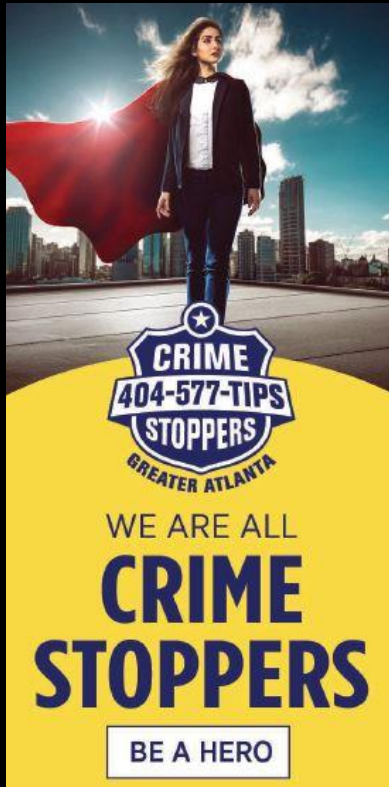


# Media & Marketing





# Media & Marketing





# Media & Marketing

Advertising Cost = \$0

CASH Donations = \$40K



# 4

## Events





# Events

- A Night in Blue
  - \$55,000 raised

Silent Auction  
**ONLY!**



# Events

- Atlanta's Finest 5K
  - \$25,000 raised

Cost to produce  
event \$0



# Events

- Blue Jean Ball
  - \$200,000 raised

Venue/Alcohol  
costs \$0





