The following project proposal was created by a community partner of the Upstate Institute to describe the way they would like to engage with a Colgate student this summer. The research project proposed will be a full-time research project conducted by a Field School Fellow this summer. Below, the partner describes their organization and the research project, as well as a statement of benefit derived by the community for this project. The proposal also mentions logistical considerations and required skills for a student interested in doing this work.

Abraham House, 1203 Kemble Street, Utica, NY 13501
www.theabrahamhouse.org
Fundraising Liaison

<table>
<thead>
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<th>Mission, Vision, &amp; Values:</th>
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<tr>
<td>Abraham House provides our terminally ill guests and their families a safe and loving home, with all the support needed for dignified end of life care, free of any financial burden.</td>
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<tr>
<td>We are a comfort care home providing hospice (end of life) care 24 hours a day for our terminally ill residents. We also provide services to the families of our guests completely free of charge. We serve the needs of Herkimer, Oneida, and Madison counties. Since we do not bill for our services or receive state or federal funding, we survive based solely on donations, fundraisers, and small community grants.</td>
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<td>Abraham House operates with the following core values at the heart of our mission:</td>
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<td>COMPASSION – It is with the utmost compassion that our caregivers assume the role of surrogate family members and provide our terminally ill guests with the TLC that they would receive if they were able to remain in their own homes.</td>
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<tr>
<td>RESPECT – We believe it is an honor and privilege when families select us to care for their loved one during his or her final days, and we assume the responsibility of providing care during such a precious and delicate time with great respect and integrity.</td>
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<tr>
<td>DIGNITY – It is our commitment to preserve the dignity of each guest at all times by honoring their wishes and accommodating their physical, social, and emotional needs within the safety and comfort of our home.</td>
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Project Description:

How can we better utilize the resource of community businesses and partnerships to run donation drives and small fundraising activities? What opportunities exist to submit online requests for donated goods that we can auction/raffle?

A Field School Fellow’s primary duties would include:
- developing advertising for our ongoing bottle drive and our thrift store in order to raise awareness
- soliciting new locations to house our donation boxes
- assisting with the planning and execution of fundraisers in progress or planning stages
- helping with organization of our golf tournament fundraiser
- using platforms like Facebook, Twitter, and Instagram in order to publicize and increase our fundraising efforts
- seeking out family owned businesses that would allow us access to run donation drives
- organizing and overseeing various summertime fundraisers such as bottle drives, a neighborhood BBQ, food trucks, etc.
- facilitating greater utilization of “free” publicity venues such as ads in church bulletins, announcements in the Town Crier, flyer distribution, etc.

With the increasing demands of our organization, an extra person who could pitch in and assume responsibilities with fundraising tasks would be an enormous asset.

Statement

This proposed project advances the work of our organization by creating opportunities to raise awareness for our role in the community and the services we provide. Since we do not charge for our services, the revenue stream created by even small fundraising efforts is important.

We provide a valuable service within our community offering 24 hour residential caregiving for the terminally ill. Often people do not know us until we need us so the need exists to get the positive word out about who we are.

If we were to host a Field School Fellow, he/she would work both in our office and out in the community if necessary (the greater Utica area) on our behalf.
## Logistical Considerations

Typically in the past, our summer field school fellows have worked Monday – Thursday. This schedule is good. Flexible hours would be appreciated in the event that an evening fundraiser required the Fellow to be present.

This project would take place on our campus the majority of the time, although the opportunity exists to go out in the community for promotion and fundraising. It would be preferable for the Fellow to have transportation allowing him/her to travel to other community locations when needed. Gina Ciaccia, Abraham House's Executive Director, would be responsible for supervision of a Field School Fellow. Kim Todd, Assistant Director, and Missy Biamonte, Abraham House Office Manager, would also provide supervisory support.

## Training & Skills

It is important that the Fellow selected be able to handle self direction. We are very busy and need someone who can “take the ball and run with it” without needing prompting or constant direction. Strong communication skills are essential as well as the ability to represent Abraham House in a professional manner both in appearance and speech. He/she is expected to be outgoing and conversational with people and employ appropriate social skills when dealing with the Executive Director, volunteer staff, and customers.

For written work, such as working on newsletter articles, a mastery of the English language is essential. Attention to detail is also vital, as is a foundation of technological (computer) literacy. He/she should be able to utilize social media outlets in order to effectively promote our cause.

Higher level thinking skills and the ability to function efficiently and independently on projects is desired, organization and responsibility are key, and multitasking is necessary. He/she should be pragmatic enough to handle logistics like scheduling and training yet imaginative enough to come up with fundraising ideas. The ability to organize, meet deadlines and see initiatives through to completion is vital.

Fellow will be encouraged to ask questions for clarification or curiosity, and should have a willingness to function as a member of the Abraham House team. While Fellow would not be providing direct patient care, someone with a healthy respect for death and the dying (as opposed to an aversion to it) is preferred.

In addition to taking a lead role in this project, a Fellow will also receive an all-encompassing experience in nonprofit operations. As a small organization handling the majority of our business in-house, a Fellow will have the opportunity to assist with fundraiser development, donation tracking, newsletter creation, public relations and promotion at a level of involvement commensurate with the competencies proven him/her. He/she would also be able to participate in the preparation that occurs before board meetings and the reporting process that takes place during board meetings. It is our hope that a Fellow would take great pride and ownership in the role.