

## **Monica's Waterfront Bakery & Cafe Donation Matching Campaign**

### **Why do this?**

Many companies, including our own, are working hard just to stay above water these days, which makes it particularly difficult to say yes to every charitable organization that asks us for a donation. We know you rely on community partners like us for financial support, and we never like to let anyone down. Our team at Monica's loves being involved with our community and we are honored that so many of you out there hold our cafe in high esteem.

### **What is this donation matching?**

Before we adopted this program any group trying to raise money asked our company to give a straight donation of goods or services, often for an auction or other fund-raiser. We had to decide who we could give to and who we had to say no to. In this new model, the asking group will find someone to put up half the amount, with the promise that we will give a matching half, making a stable, 3-legged partnership to carry the weight of charitable giving on.

### **Why does this work for Monica's?**

Our team loves to feed people, so we have focused our charitable giving to those organizations around Kitsap dedicated to feeding the poor, hungry and homeless. When we are asked for donations by groups with feeding the poor as their mission, we are usually able to offer them an auction item or gift certificate providing Monica's goods and services. However, we are approached daily by schools, NPOs with other missions, medical causes, community clubs, churches, and other groups and causes, who are trying to raise money or goods. Unfortunately we often had to turn them down because there is only so much we can do, and we find it impossible to pick and choose. For instance we cannot comfortably say yes to one school, and no to all the rest. Now we hope to be able to broaden our reach with this new model of giving.

### **How will it work?**

You find someone interested in partnering with the two of us, probably one of your members or another supporter who is looking for ways to help your organization raise money. That donor purchases a dessert, and we will donate a duplicate dessert to the auction, or we match the donor 50/50 for the one dessert. Gift certificates are another option: if you want a \$100 gift certificate (*or any denomination up to \$100*) from us to be used as an auction item, you will find a donor to purchase half the amount and we will cover the rest; you may have one card or more, up to \$100. *We will do this for any charitable organization in Kitsap County, for any amount, up to \$100 total value.*

### **How did Monica's come to this idea?**

We had been searching for ways to say yes more often in our charitable giving to our community, and even with our generous standards it still never felt like enough. The Silverdale Rotary members began honoring us with requests for multiple donations, and their members were offering to purchase an item if we would match it. It got us to thinking... and then we learned that the famed Canlis restaurant in Seattle was doing a donation matching campaign, and we realized we were on to something. It meets the needs of everyone who asks and helps share the responsibility of charitable giving. This model of giving will allow us to give more often, to more groups, without feeling stretched beyond our means.

We welcome your questions, feedback and thoughts about this process. Our very best regards,

**~Team Bakery**