

Fundraising

Fundraising is the single most important activity of a nonprofit public charity. It stands to reason that it's more important than executing the organization's mission, because without funds, there can be no mission to execute. TLC's board is passionate about its stewardship of the contributions placed in its trust. We try to keep our administrative cost down to a minimum and are especially concerned over the costs involved in raising capital funds.

Although many reputable organizations use professional fundraisers, TLC's board has decided against the practice. We simply don't feel comfortable handing over a large portion of a donor's contribution by paying, what is essentially, a commission. The board feels the idea of incentive based solicitation is contrary to the spirit of altruism and an insult to those who give because they believe in our cause.

This not to say we don't hire qualified and professionally trained staff to manage our fundraising department. We do. These staff members have made it their vocation to help organizations such as ours to raise funds. We also hire consultants who help us plan and administer fund raising events and campaigns. These administrative costs, like the processing fees we pay for online credit card contributions, are the fixed costs of doing business.

The incentive for working hard for the Technology Learning Center isn't about earning a commission or bonus. It's about helping more kids learn for fewer dollars. That's an investment that will yield the kind of dividends that every American will one day be able to take to the bank.