



THE CROWLEY FOUNDATION

Empowering young men of color to overcome challenges and lead communities

OBJECTIVES

The Crowley Foundation aimed to enhance the sustainability of its fundraising efforts, improve the performance of its fundraising events, establish an effective donor engagement strategy, and foster greater team collaboration in fundraising activities. By addressing these areas, the Foundation sought to create a more robust and efficient fundraising ecosystem, ensuring long-term success and greater impact.

SOLUTIONS

To address the challenges faced by the Crowley Foundation, Working Within implemented a multi-faceted approach. We developed a comprehensive fundraising strategy, including grant writing support and grant tracking, to improve fundraising sustainability. For enhancing event performance, Working Within organized and managed the Young Kings' Showcase, leading to a significant increase in funds raised. To establish an effective donor engagement strategy, they crafted the CO Gives Day Annual Strategy and facilitated personalized 1:1 donor meetings. Additionally, Working Within addressed the issue of team collaboration by launching the Donor Campaigning Team Competition and provided targeted fundraising training, which fostered a more cohesive and effective fundraising team.

At a Glance

Challenges

- Lack of sustainability in fundraising
- Poor performance in fundraising events
- No donor engagement strategy
- Lack of team effort in fundraising

Solutions

- Comprehensive fundraising strategy with grant writing support and tracking.
- Organized and managed the Young Kings' Showcase event.
- Developed the CO Gives Day Annual Strategy with 1:1 donor meetings.
- Initiated Donor Campaigning Team Competition and provided fundraising training.

Highlights

18
Grants Secured

\$600K+
secured in grant funds

\$35K
raised for Young Kings' Showcase Event

\$22K
raised during 2022 CO gives day



"Charlyn saves my life. She makes capital connections for us so effortlessly."

Kenneth Crowley Sr.
Chief Executive Officer