

Yu-Ai Kai
2011 / 2012 Annual Fund Campaign
Q&A

Overview

The Annual Fund Campaign is one of our major fundraising activities that help to sustain Yu-Ai Kai year after year. Our theme this year is *A Strong Foundation and Importance of Sustaining It* and our goal is to raise at least \$175,000 by June 30, 2012. Help us sustain the foundation laid 37 years ago so that we may continue to serve the seniors of today and tomorrow.

General

How long does the Annual Fund Campaign run?

This year's campaign runs from November 14, 2011 through June 30, 2012 (the end of our fiscal year). Any contributions received after June 30, 2012 will be applied towards the following year's budget.

Why are you asking for an increase in support?

Having endured past deficits, which had reduced the agency's cash surplus to dangerously low levels, the goal was to attain a balanced budget for fiscal year 2012. Due to continued reductions in funding from government grants, foundations and shortfall in fundraising, the Yu-Ai Kai board of directors was faced with making difficult decisions in order to prevent a projected deficit for the current fiscal year by reducing this year's budget by \$200,000 over the prior year. These actions included (a) reducing the hours of service from Monday through Friday; (b) raising fees on our programs and services for a second year, and (c) continuing to reduce operating expenses including pay cuts for some staff members and limiting the mailing of the printed Newsletter only to active donors to the Annual Fund Drive and Senior Club members.

What are the implications of these actions?

Transitioning from 15-days of shutdown last fiscal year to a reduced hour schedule this year will allow Yu-Ai Kai to continue to provide the core programs and services such as Senior Day Services, Nutrition, Wellness, Social Services, and Activities though the hours available will be decreased to meet the new schedule. However, the reduced hours may mean at times a delay in some areas of service and will also limit the availability of staff to assist seniors. The reduced hours will also severely affect all the managers and some staff members as their hours are reduced by 20%.

What happens if you don't reach your goal of raising \$175,000?

Subject to the results of our other fundraising activities such as *The Giving Tree* program, the board of directors may need to take other cost reduction measures. With your help, we can avoid any further reductions that might result in reducing or eliminating programs that our client base so dearly depends upon.

Since Yu-Ai Kai is faced with such difficult financial challenges, why did you open the Dr. James Akiyama Wellness Center last year?

Although the timing of the Center's opening happened during these trying times, the board of directors felt a commitment to those that had contributed over the past few years to the Capital Campaign to bring the vision of the Center to reality. The *Healthy Aging Initiative* is a critical element in our mission to improve the quality of life for elder members of the Asian / Pacific Islander communities. However, the operating budget

for the Center is on a bare-bones basis with selected cost neutral programs to be offered during the year. Most of the furniture and supplies have been donated and volunteers are stationed at the front lobby.

Payment Related

Can I pay by credit card?

Yes, either Visa or MasterCard. Please provide name as it appears on the credit card, billing address, credit card number, expiration date, and security code. You can either fill in the donor card or call the Yu-Ai Kai office and provide the information over the phone.

Are there any other forms of payment?

Yes, other than by cash, check or credit card, you may use PayPal by logging into our website www.yuaikia.org and clicking on the Get Involved / Donate tab.

Can I make pledge / periodic payments?

At this time, we do not have the capability / resources to track pledges. However, please feel free to make as many separate contributions to the AF as you would like.

President's Circle

What is the President's Circle program?

The program is a new element to the Annual Fund Campaign that was implemented in last year's campaign. The President's Circle is an annual donor recognition program beginning at the \$500 giving level for those that want to make even more of a difference in the quality of life of a senior. There are three giving levels:

Dou (bronze) \$500 - \$1,999

Gin (silver) \$2,000 - \$4,999

Kin (gold) \$5,000+

What are the benefits of joining the President's Circle?

Members will be guests at an invitation only Annual Donor Appreciation event that will be held next year in early fall. This event will include among other activities a close up review of Yu-Ai Kai's activities during the past year and goals for the coming year, a financial review, an interactive session seeking input on programs and services, and a guest speaker. Another benefit will be recognition in the Newsletter listing by giving level tier.

Will there be any other benefits?

We welcome any suggestions you may have for the board to take into consideration.

I had previously made a donation prior to being aware of the President's Circle program; can I still become a member?

Yes, any contributions to the Annual Fund since July 1, 2011 will be credited towards one of the giving levels should you decide to make an additional qualifying contribution before June 30, 2012. The President's Circle is an annual program that runs from July 1st to June 30th of each fiscal year.

I participated in The Giving Tree Program; will I receive credit towards the President's Circle program?

Sorry, no. *The Giving Tree* is a separate donor recognition program that provides you an opportunity to order an engraved ginkgo leaf or foundation stone that will be on permanent display in the lobby of the Akiyama Wellness Center.

Why would I participate in the President's Circle instead of The Giving Tree?

It is really your personal preference. *The Giving Tree* is a giving opportunity that will be on permanent display similar to the Cranes on display in the 1st and 2nd floors of the 4th Street building. The President's Circle is an annual donor recognition program that is part of the Annual Fund Campaign that helps to sustain Yu-Ai Kai year after year. We hope that you would consider participating in both programs.