

Keystone Fundraising Solutions ...it's *your* time to grow!



Training...Strategy...Support

"When I decided to start my own business, I went straight to the SBDC. As an IUP alumna, I knew I would receive the same quality support and guidance that I had as an undergraduate student."

- Heidi G. Malin, Principal

Client: Heidi G. Malin, CFRE
Business: Keystone Fundraising Solutions
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Website: www.keyfundsol.com
Industry: Nonprofit Fundraising Consulting
Date Established: 2011
SBDC Assistance: Business Plan

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Background

Everyone knows of a nonprofit organization in search of funding. When Heidi Malin returned to live in her hometown after 15 years, she realized there was a need in Indiana County for her fundraising expertise.

Keystone Fundraising Solutions is a local, cost-effective consulting firm dedicated to training, developing strategy and supporting western Pennsylvania's nonprofits in the art and science of relationship building, successful development programs and targeted fundraising plans.

The Assistance

Heidi and our staff spent time brainstorming taglines, marketing strategies, and developing a business plan.

Specifically the SBDC helped by:

- Reviewing local competitors
- Developing a business plan with financial projections
- Discussing various financing options

Results

Heidi has made great strides since incorporating her business in April. In the past few months she has:

- ✓ Drafted her business plan by working through PitchThenPlan
- ✓ Received a \$5,000 personal small business loan from a local bank
- ✓ Hosted monthly workshops with different fundraising topics
- ✓ Created an advertising campaign including newspaper and radio
- ✓ Met with over a dozen nonprofits to discuss what training, strategy and support she can provide

In sum...we believe she has put in place a sound foundation upon which to build her business and identified a needed service to which she brings a wealth of experience. Local nonprofit organizations often have Boards and are staffed by volunteers that lack exposure to proper development campaigns. We are confident that her firm will have a significant positive effect in our region by increasing the professionalism and effectiveness of her clients.