



Working Within

a community fundraising firm

Past
Client



DENVER METRO COMMUNITY IMPACT

Collecting stories and data to shape stronger
Denver neighborhoods

OBJECTIVES

Denver Metro Community Impact aimed to strengthen its fundraising capacity by focusing on three key areas: raising at least \$80,000 in new funding, increasing general operating support, and growing organizational confidence with diversified revenue streams.

SOLUTIONS

Working Within partnered with Denver Metro Community Impact to build a stronger and more sustainable fundraising approach. We began by clarifying the organization's Theory of Change to sharpen its narrative and align its programs with funder priorities. Our team then developed a comprehensive fundraising strategy that emphasized grants and paid fellowships as the primary revenue drivers. To strengthen funder relationships, we facilitated calls to better understand past denials and applied this learning to future submissions. We created and refined repeatable grant templates, applied to numerous opportunities, and developed compelling marketing materials to prepare for an upcoming individual giving campaign. Together, these efforts laid the foundation for greater funding diversification.

At a Glance

Challenges

- Repeated application denials
- Difficulty highlighting work to funders
- Low morale

Solutions

- Clarified the organization's Theory of Change.
- Developed a fundraising strategy focused on grants and paid fellowships.
- Hosted funder calls to review and understand past grant denials.
- Applied to multiple grant opportunities using repeatable templates.
- Developed marketing materials and prepared for an individual giving campaign.

Highlights

11+

grants applied

\$315K+

secured in
grant funds

\$10K

raised for staff
professional
development

814%

return on
investment



"It's so exciting to feel inspired again. Thank you for all your hard work."

James Roy

Executive Director