



Working Within

a community fundraising firm

Past
Client



A RED CIRCLE

Building a healthier, more connected North St. Louis County by addressing systemic inequities through community-driven initiatives in arts, community wellness, and education.

OBJECTIVES

A Red Circle aimed to strengthen its fundraising infrastructure, diversify its revenue streams, and articulate a clearer value proposition to funders and supporters. By addressing these strategic areas, A Red Circle sought to build a more sustainable financial foundation, secure unrestricted funding for core operations, and expand its community impact through increased donor engagement and institutional partnerships.

SOLUTIONS

To address these challenges, Working Within delivered a focused strategy to strengthen A Red Circle's fundraising efforts and sustainability. We developed a clear Theory of Change to sharpen messaging and guide funder conversations. A 12-month fundraising strategy was created to diversify revenue, targeting individual donors, corporate partnerships, and earned income. We produced key materials, including a grant prospectus, pitch deck, and sponsor templates to support outreach. Our team also conducted a funder and competitor landscape analysis and provided advisory support to strengthen board engagement, including activating the Board Fundraising Chair. Lastly, we coached staff on donor engagement strategies to improve conversion rates and build stronger supporter relationships.

At a Glance

Challenges

- Heavy reliance on grants and limited unrestricted funding sources.
- Lack of a formalized donor cultivation and stewardship strategy.
- Desire to explore new revenue streams but lacked a clear strategy for implementation.

Solutions

- Developed a clear Theory of Change to strengthen funding conversations.
- Created a 12-month plan to diversify revenue through donors and partners.
- Produced key materials: grant prospectus, sponsor templates, and pitch deck.
- Conducted a landscape analysis to uncover new funding opportunities.

Highlights

6+

Fundraising strategies
assessed and
developed

\$200K+

worth of opportunities
sourced from corporate
partnership

< 50%

of the fundraising
strategy relies on private
philanthropy

40+

new contacts
prospected for
fundraising



"I'm just want to blown away by the attention to detail and the thoughtfulness and the care at which you guys approached the work. This feels like next level nonprofit fundraising, which is huge and really impressive."

Erica Williams

Founder & Executive Director