

Exciting News from the Friends of the Hogar Rafael Ayau: Capital Campaign & Major Gift Training Seminar Held in Chicago

As construction of Hogar San Miguel proceeds, members of the board of the FHRA and several of their guests participated in a training seminar conducted by Laura Paulus, Secretary of the FHRA, to prepare for the launch of a major capital campaign in 2010 to support these construction efforts. The weekend of November 13th and 14th brought 10 very ambitious and motivated supporters of the Hogar together to begin to develop a fund-raising strategy to raise \$1.6 million dollars. Under Ms. Paulus's guidance, a slogan for the campaign was created. "Build a child a home, create a brighter future" will be the inspiration for this three-year undertaking.

The weekend began with a dinner in Greektown for participants to meet each other and exchange their experiences of the Hogar. On Saturday morning the team gathered at the Art Institute of Chicago for an extended 9-hour meeting. Thania Panopoulos, President of the FHRA, started the day with her welcome and PowerPoint presentation about the Hogar and the dream of moving the children out of Guatemala City and into the countryside overlooking Lake Amatitlan. Michael and Helen Young's beautiful and inspiring DVD *Con Carino* was shown. This was followed by Ms. Paulus's very informative PowerPoint presentations on various aspects of fundraising and capital campaign strategizing. For more than 6 hours, Ms. Paulus presented the team with a great deal of valuable information so that they could begin to develop their own capital campaign strategy for the Hogar. All were extremely impressed with her efforts, energized by her enthusiasm, and ready to determine a way forward to help the children.

Future meetings have been scheduled and tasks have been assigned to team members. Marketing materials are being developed. The team encourages other interested friends of the Hogar to join this effort. Anyone interested in joining the capital campaign team should contact Harriet Stratis at hstratis@artic.edu. At present the team includes Thania Panopoulos, Laura Paulus, Harriet Stratis, Andrew Morriss, Georgia Lipane, Catherine Fuller, Melinda Degucz, Dr. Vicki Anton-Athens, Carol Karos, and Ali Lombardo.





