

# Panel Discussion – Mid Value Case Studies

INDIVIDUAL GIVING TRACK

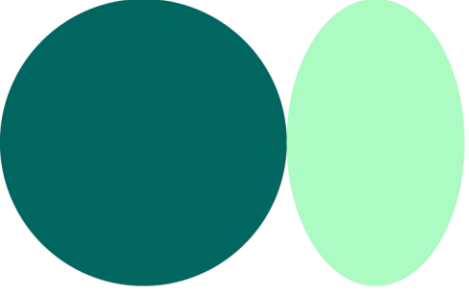
Sam Meisner-Lemon

The Shepherd Centre



Individual Giving Track  
Sponsored By:

**Robejohn**



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The Shepherd Centre

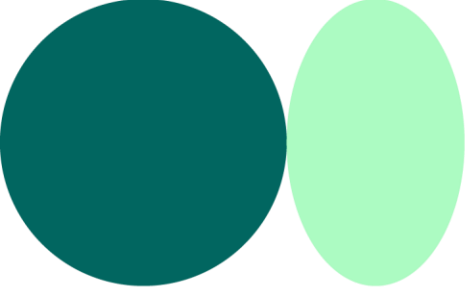
Giving deaf children a voice





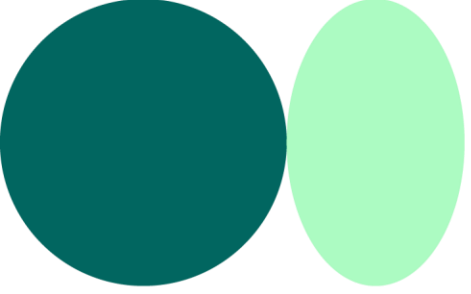
# Key Takeaways

- **MVD engagement doesn't have to cost the earth**
  - **Start small – pick up the phone**
  - **Don't discount lapsed donors**
    - **Take the small wins**
    - **Leave voicemails**



# Who are our MVDs?

- **Single gifts between \$500-\$5000**
- **213 active in the last 12 months**
  - **143 lapsed 13-24 months**

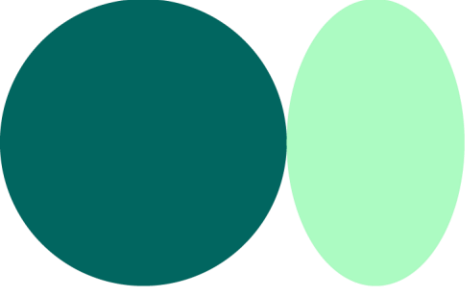


# MVD Program

**Up to May 2023 – minimal engagement**

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**From May 2023 – new focus area**



# Initial Wins





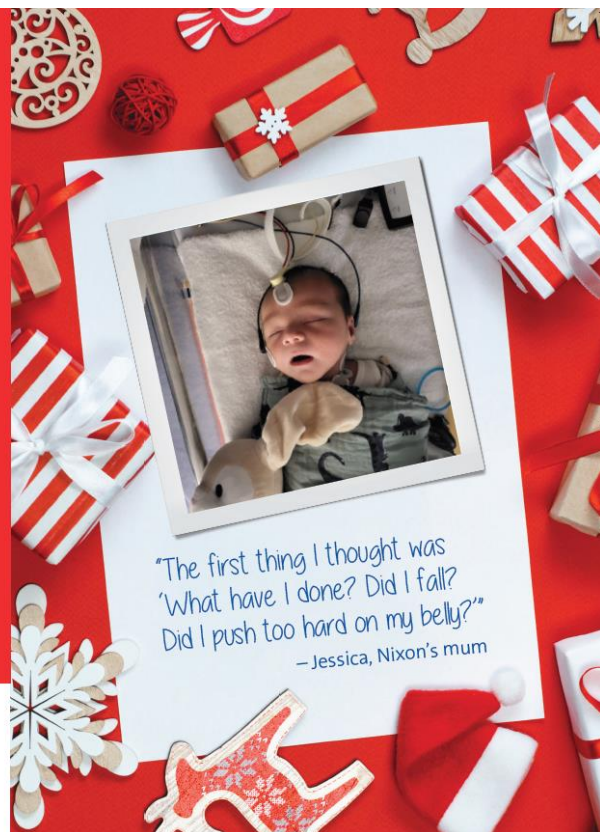
# Christmas Appeal 2023

It can take up to 12 weeks before a child in Australia diagnosed with hearing loss is able to access government funding. Over 250 children are waiting for this funding each year.

**<Mr Sample>, will you help ensure children don't experience a delay in accessing the vital services they need?**

Please post back the enclosed donation form or call **1800 020 030**.

  
The Shepherd Centre  
Giving deaf children a voice  
www.shepherdcentre.org.au



Give families  
peace of mind  
this Christmas

**"The first year of Nixon's life was so uncertain, and we didn't know what his future would look like."**

— Jess, Nixon's mum

Every year 1 in 1,000 children are born with hearing loss with an additional 2 in 1,000 developing a hearing loss before school age. We estimate over 250 new children will need to enroll in our life-changing services in 2024.

For Jess and her family, when their precious newborn, Nixon, was first diagnosed as being deaf in both ears, they were shocked and overwhelmed. Jess tells us that one of her biggest concerns was not knowing how to navigate the financial aspect of Nixon's hearing journey.

*"When he was diagnosed, the financial side really scared me. I didn't know how much everything would cost."*

*"I remember looking at my husband and saying, 'We're going to have to sell the house'. It was really overwhelming, and money is the last thing you want to think of"*

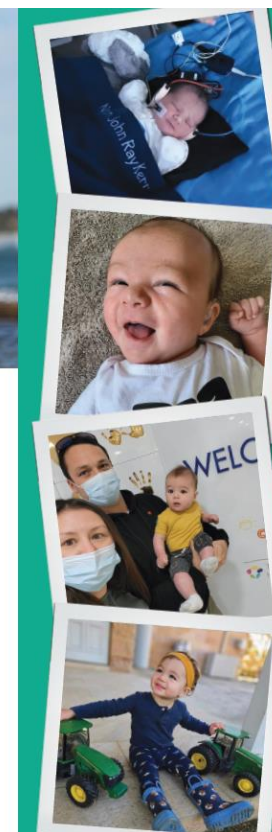
Luckily, Jess discovered The Shepherd Centre where Nixon was able to access our vital early intervention services immediately.

The Shepherd Centre covers the cost of support before an NDIS (National Disability Insurance Scheme) plan is put into place, which can take up to 12 weeks.

We need your help to continue covering these costs, so no family is burdened with financial anxiety after receiving their child's diagnosis.

*"Being able to access services from The Shepherd Centre straight away was huge for us. When you have a diagnosis of a situation, it's so incredible to have all of the support you need right away."*

**Will you help give families peace of mind this Christmas?**



When a child with hearing loss first comes to The Shepherd Centre, they are yet to receive any government funding.

But there are essential services that these children desperately need before this funding arrives:



Initial phone call with one of our Child and Family Counsellors:

**\$291**



Meetings with Listening and Spoken Language Specialists and Audiologists:

**\$873**



Support families with their application for NDIS funding:

**\$194**



Providing families with Seven Sounds toy kit:

**\$50**

**Total: \$1,408**

FIA

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# Christmas Appeal 2023

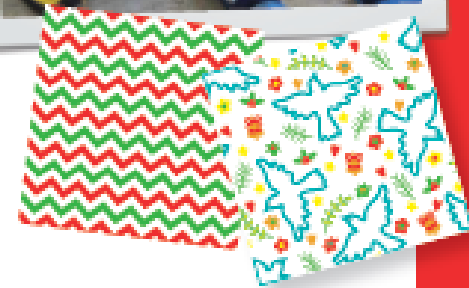
## DONATION FORM

YES, I want to give families peace of mind this Christmas.

Thank you, <Mr Sample> for giving the gift of sound to children like Nixon.

This Christmas, I'd like to give an extra special gift to enable families to join our services in 2024:

- <Ask1>
- <Inflated Ask> to support <this many children> to access our services immediately
- My Choice \$ \_\_\_\_\_





# Results

	2022	2023	Percentage Change
Total MV Packs Sent	96	142	^48%
Total Appeal Income	\$110,000	\$189,000	^70%
Total MV Income	\$21,000	\$54,000	^250%+
Total Number of MV Gifts	29	48	^60%+
Average MV Donation	\$870	\$1125	^30%
Percentage of Income from MVDs	19%	29%	^50%
MV Response Rate	30%	22%	^70%



# Next Steps

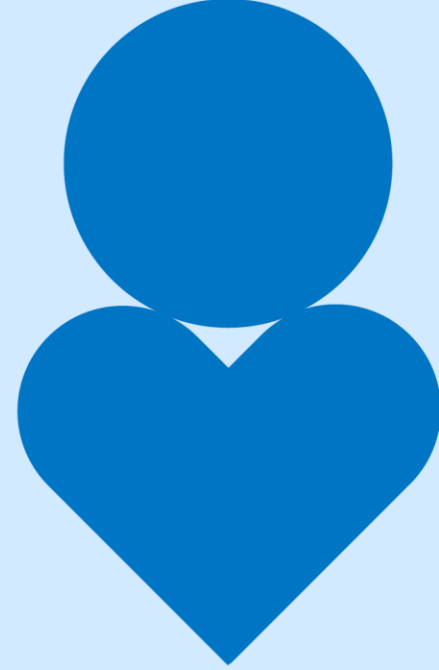
- **Events**
- **Tailored tax pack**
- **Continued general stewardship**
- **Building relationships**



# Key Takeaways

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**FIA**  
**Conference**  
2024



**Thank you**



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