



FUNDRAISING EDITION

Don't Miss Out!

Golf Outing
 June 10, 2019
 Ridgewood Country Club
 Paramus, NJ

To purchase tickets visit
www.oasisnj.org/events

Oasis Will Raise \$2,789,000 This Year Most of It from Individuals Like You

Oasis will raise close to \$3 million dollars in Fiscal Year 2019 (July 1, 2018—June 30, 2019) from over 3,000 generous donors. Next year, we'll need to raise more to respond to the ever-increasing numbers of impoverished women and children who come through our doors—often in crisis—seeking help. Who are these charitable contributors?

Individuals - Hundreds of individuals send gifts in response to our letters, emails, and social media appeals. Some give \$5 while others offer six-figure donations. Many host outside events and donate the proceeds. Individuals are the heart of Oasis—a fact which makes Oasis a uniquely effective organization. Without each one of you, we simply would not exist.

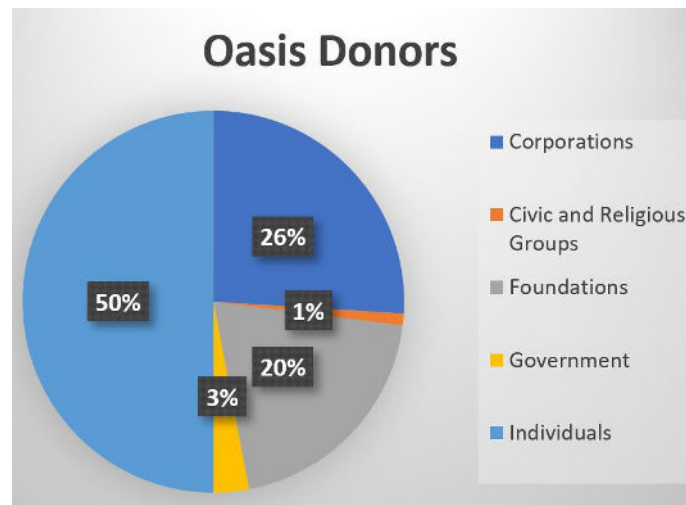
Foundations - Foundations are organizations that exist to provide funding to other nonprofits. Eighty-one private, family, and corporate foundations support Oasis. Foundation grants are usually restricted to a specific program (in contrast with general operating funds that keep the lights on) and often don't recur from year to year. Oasis staff continually searches for new grants and renews existing ones, when possible.

Corporations - Multiple businesses, some local and some national, partner with Oasis providing volunteers, gifts-in-kind, and most important—financial support. This corporate funding is indispensable to our fundraising strategy. Oasis offers the businesses something too: an opportunity to have a positive impact on their community and on the world.

Government - The federal, state, and local governments award funding to nonprofits that benefit the community. Government grants are highly competitive and have stringent reporting measures. Oasis secured two significant government grants last year and continues to seek increased government support.

Civic and Religious Groups - Schools, churches, Rotary clubs, women's clubs, temples, all support Oasis. These groups design fundraisers and send us the proceeds. They often provide in-kind support through food, clothing, coat, and baby needs drives.

Do you know someone at a foundation, a local business, or a large corporation, who might like to learn more about what we do? Please let us know!



Volunteer Spotlight

Ginny Sniatkowski taught high school math for 33 years. Since 2009, she has tutored Oasis GED students, helping them prepare for the math GED exam.

How did you get involved with Oasis?

Through the Brookside Swim and Racquet Club ladies—through Ann Wagner and her daughter. I got involved in the paddle tennis fundraiser (Lobs for Love) and then started to volunteer.

What do you get out of volunteering here?

The huge appreciation I feel for the courage of the women and the circumstances they come from...I get more from them than they get from me. I get the sheer joy of knowing them, I get to appreciate their progress and the sheer determination it takes to commit to getting a GED. They amaze me. But what impresses me most tremendously is how every single one of them treats me with such gratitude. Not one has ever left without thanking me for my help.



How has Oasis changed over the years you have been here? The organization has become much more effective, and efficient, and organized. I have to sing the praises of Jen [Brady]. She's a leader, she's always open to trying new things. When I talk to other people and list the programs Oasis has, I am amazed—citizenship, bank teller, the Saturday programs. There is nothing Oasis won't do to fulfill the need—every aspect of the need—in these ladies' lives.

This place is not just a haven or a shelter from the world—it's a jumping-off point. When I first came the nest meant protection. Oasis gave security. Now the symbol means something different. It is as if the nest is giving women what they need to leave the protection, to live on their own. It is a place that gives women what they need to fly.

What do you do when you aren't tutoring? I like to play platform tennis. But, clearly the work at Oasis is more important.

Message from Executive Director Jennifer Brady



Over the years, Oasis has grown with the support of many individuals, organizations, and businesses—supporters like you—who believe in lifting women and children out of poverty. Many of you have expressed an interest in learning about how we finance our work at Oasis. In this edition of our newsletter, we provide some insight into our fundraising efforts.

This year, through events, grants, appeals, and direct donations, the Oasis Development Department (see page 4) will need to raise \$2.8 million...and that's just to keep things running as is! The hallmark of Oasis' success has been our ability to respond to the needs of our community and as needs increase, so do our fundraising efforts. Every woman and child who comes through our doors hears about the generosity of those folks who make it possible for the doors to stay open, for our building to offer a safe and welcoming place where they can change the trajectory of their lives. Over and over again, they are touched by the generosity of others and amazed that someone cares enough to help.

We hope this edition gives you a sense of our fundraising program. Of course, if you would like further details or have questions, please feel free to contact me at jenniferbrady@oasisnj.org or 973-881-8307 ext. 101.

Student Spotlight

A Second Chance at Education



Emoni is 18 years old and has been coming to Oasis throughout this school year. She has already passed three of the five required GED tests—science, math, and writing—and has reading and social studies left to take. Emoni smiles a lot—she smiles as she is talking—and she is very polite.

Emoni started high school at Eastside and was an excellent student—on the honor roll. She went to school every day. “I never missed,” she says. “I was always in school.”

But then a series of bad things happened. She was being abused. One day she told her basketball coach, because she felt she could trust her. That very day she was called to the principal’s office. She didn’t know why, because she was a good student and had never been called to the office.

She learned the school had called the department of children’s services. “People in suits were there,” and she was removed from her mother’s home. She hadn’t expected that.

After that she was moved from place to place, from home to home. She lived in Morristown and at the YMCA in Newark. She lived in Linden. It was hard getting used to different places, but she tried to make the best of it. In the midst of everything, her father died.

At the end of junior year, she was told she could go back to live with her mother and she was so happy she packed up and went back home to Paterson. She didn’t return to Eastside then. Instead, she enrolled in a community program for youth who have left school and completed three GED exams there. After two years, the program funding was cut. She wanted to complete high school, and her counselor suggested she try Oasis.

“I have two more exams to take—these last two are my hardest subjects—reading and social studies,” she says. “Sometimes I think this is not me. I am 18 and my graduation year was last year—I should have graduated—I was on the honor roll. I see other people passing, and I get discouraged.”

“But still I know I am blessed. Oasis opened a door for me. There was no other program that I could step into to finish these tests. Oasis opened the door.”

Emoni would like to give advice to other Oasis students, and it is this: “Do not give up. At the end of the day, your time is coming. The staff and teachers here will go the extra mile for you. Don’t give up. The sky is the limit. You have got the resources here. You can do it.”

We agree with Emoni. We know she can do it. We’re all routing for her.

Thanks to those who sponsored a day of meals

Lunches with Love

Mid November – Mid March

Cathy Feldman

Liza Fonti

Jonathan Daspin

Khushreet Chadha

Bergenfield High School

Jane Berry
in honor of Milestones Childcare

Susan Lynch

Anthony Allgood
(3 lunches)

Clifton High School

Jack Stoddard

Mary Tedeschi
In honor of Madeline Salerno's
Birthday

MaryBeth Gallagher
(4 Lunches)

Edward Kastl

Robert Wilson

Lois Salvatore (2)
In memory of Michael Jarosz
and Lydia Mohseni

Jean Buchanan

Wendy Schechter
in memory of Joyce Schechter

Jennifer Stapp

Health & Wellness Partners
(6 lunches)

Shirley Mattioli

Allendale Woman's Club

Raji Bommu

Arati Kreibich

Diane Hirschberg
in memory of Catherine McDonough

Manchester Regional High School

JBK Enterprises, LLC

Coin Boyan



Development Associate: Emily Simpson

No doubt you find our pesky letters in your mailbox several times a year, complete with return envelopes, and lots of emails. Blame Emily. This is how we remind you that your gifts are critically important to the impoverished women and children we serve. Hundreds of you charitably respond to our appeals and many give faithfully each month as part of our recurring donor program.

 EmilySimpson@oasisnj.org

Meet Our Development Team!



Special Events Manager: Clarissa Perez

Have you ever planned a wedding? Then you have just an inkling of what Gala planning entails. The Gala of Hope is one of six annual Oasis events—joyful celebrations of the Oasis mission—that together raise some 36 percent of annual revenue. Last year, with Clarissa at the helm, Oasis events brought in \$1,777,344 from individual and corporate donors.

 ClarissaPerez@oasisnj.org



Director of Development: Laetitia Cairolì

What more can Oasis do to raise the money needed to achieve its all-important mission: To help women and children rise out of poverty? We need to continually find and engage new donors, enrich relationships with current donors, and strategize to ensure that annual budget goals are met—today and into the future. Laetitia works to make this happen.

 LaetitiaCairolì@oasisnj.org



Volunteer Coordinator: Signe Howard

In addition to philanthropic foundations, many corporations and business provide Oasis with donations—both financial and in-kind. These corporate gifts are often given in tandem with employee hours and Signe is frequently the first person to welcome new corporate partners at Oasis.

 SigneHoward@oasisnj.org



Grant Writer: Hamna Khuld

Oasis secures over \$650,000 in grants each year from corporate, private, and family foundations. Most grants are highly competitive and involve a lengthy application process. While some grants recur from year to year, most grant funding is limited to one or two consecutive years. Grant research, writing, and reporting is a constant at Oasis, managed by Hamna.

 HamnaKhuld@oasisnj.org

