
*Creating a Non-Profit Charity
to “Make Dreams Come True”™
for children & young adults with complex
medical issues
(How I became a Fairy Godmother)*



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New York City, N.Y.***

- **RWJ ENF Alum (2004 – “Best Cohort Ever”)**
- **President, Fairy Godmother Foundation of NY, Inc.**
- Professor, Icahn School of Medicine at Mount Sinai, Rory Myers College of Nursing, NYU, NYC; and Zhengzhou University, China
- Editorial Board, Advances in Skin & Wound Care
- Executive Board, World Council of Enterostomal Therapists (WCET)
- Chief Nurse Executive (ret), James J. Peters VA Medical Center, Bronx, NY
- Past board member of Nursing Associations & non-profits

What is a non-profit organization?

- Mission-driven
- Revenue is dependent on donations, grants, fund-raising campaigns / events, membership fees.
- Reinvests surplus revenue into the organization.
- In the US, designated by the IRS as a tax-exempt charity, under the IRS 501(c)(3) code.

- Governance is provided by a Board of Directors, providing administrative, legal and fiduciary oversight.
- Staffing:
 - Volunteers to help carry out their programs and activities.
 - Some have paid staff for day-to-day operations and programs



Why start a non-profit??

- ❖ *Solve a Problem*
- ❖ *Make a Difference*
- ❖ *Meet an Unmet Need*
- ❖ *Continue Unfinished work*
- ❖ *Advance a Cause*
- ❖ *Advocacy*
- ❖ *Giving Back / Paying in Forward*
- ❖ *Professional / Community Development*

Inspiration

Meet Linda...

Age 2.75



Age 18.5



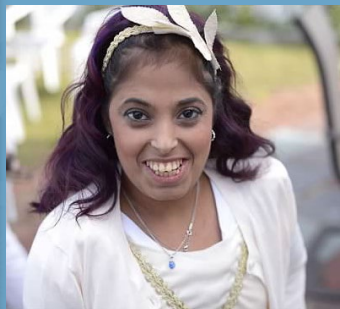
- Advocate
- Friend
- Health Care Navigator





Fairy Godmother
FOUNDATION OF NEW YORK, INC.

Quality of Life: Celebrations, travel





Caregiver



Fairy Godmother
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Linda – 1997 - 2016



- To create a living legacy for Linda
- To replicate the kindnesses and experience that Linda had received for other children & young adults
- Invited my close friends / colleagues / Linda's health professionals to join the new Board
- Within 5 months
 - Incorporated the Foundation in NYS
 - Became a 501(c)(3) Charity approved by IRS
 - Formed a Board of Directors
 - Wrote and adopted Bylaws
 - Developed a website
 - Booked and planned a fund-raising Gala
 - Started granting dreams



The Board

- Pediatric Nurses (including Melissa)
 - APNs
 - Social Workers
 - Lawyer
 - Physician
 - Art Teacher
 - Hospital Executive Assistant
 - Social Worker – Web / Media Designer
-
- All Volunteers who knew Linda
 - Officers volunteered
 - Executive Council



Board Strengths

- Passionate about Mission
- Strong clinical relationships generating dream referrals
- Contribute a variety of talents

Board Development

- Annual Strategic Planning Meeting
- Books & Articles
- Fund-Raising Strategies
- Mentoring

Board Communication

- Monthly ZOOM Board Meetings
- Committee Meetings
- Emails /Texts / Calls



Role of the Board

- **Fund-Raising**
 - **Events**
 - **Donors**
 - **Giving**
- **Dream Granting**
 - **Getting Referrals**
 - **Coordinating the Dreams**

Committees

- **Dream**
- **Finance**
- **Development**

Staff

- **Pro Bono**
 - Bookkeeper
 - Social Media
 - Graduate MBA Non-Profit Accounting Class
- **Paid (Initially pro-bono, 6th Year – first people receive honorariums)**
 - Web / Media
 - Accountant



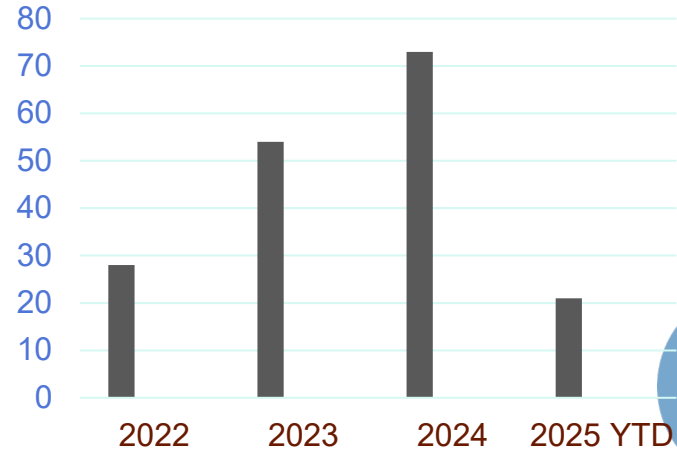
Expenses



- Events (nearly 50% of the event, e.g. Gala, Golf, Cocktail Party)
- Donor Management System
- Other Payment System (Paypal)
- Computers / Printer
- Office Supplies
- Printing
- Fees:
 - Filing Charity Forms in NYS

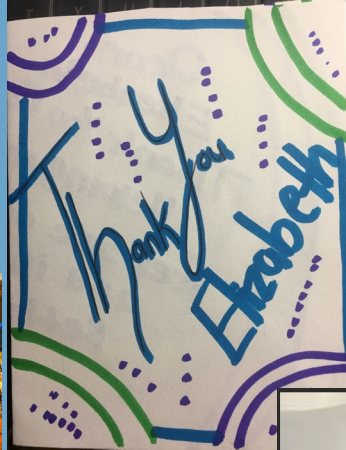


Dreams



Opportunities & Challenges





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