

# VIEWPOINT

FRIDAY, DECEMBER 9, 2016 • MELBOURNE • WWW.HOMETOWNNEWSOL.COM • PAGE 6

## Giving back: My 2017 New Year's Resolution

How does the phrase "One-Hundred-Dollar-a-Year Club" strike you? I once wrote a short article about contributing \$100 a year to a fund designated to helping seniors. Little did I realize how apropos those words would be today. Now that I see funds to assist nonprofit organizations tightening up, I want people to realize the increased importance of their donations.

A common misconception is that nonprofits are funded primarily through money distributing foundations. In fact, only 7 percent of annual funding is accrued through grants.

My belief is that successful organizations of the future are going to be those that develop alternative funding sources.

For example, numerous small donors can stabilize an agency's funding and enhance its long-term viability and capacity to provide charitable services.

In addition, effective nonprofits should know how to maximize government funding without spending those funds for other than direct services that assist people.

It appears to me that the incoming administration will require stricter accountability of government funds to ensure that they are correctly used to help people, rather than pay for overhead costs. The same reasoning must also apply to locally raised funds.



HELPING SENIORS OF BREVARD  
JOE STECKLER

The bottom line is that the survival of nonprofits will depend on the need for their services, plus their ability to raise funds to meet expenses.

The sustainable organizations will be those that are innovative, prove their value and are cost-effective in providing services. Demographics also play a part. In a county like Brevard with a large elderly population, there will always be a need for information, education and assistance navigating the care network.

For years, we have depended on funding from the government, United Way and a relatively small number of donors to meet the budget. I believe this will change and that donors will be more cautious, especially if they cannot easily see the need for and use of their money. However, the majority of donors will support organizations that use their donations wisely, frugally and in pursuit of worthy causes.

While every donation counts, think about the title of my article. There are 545,000 people in Brevard; just 1,000 annual \$100 donors would establish the primary operational base for one charity's success by allowing staff to spend more time on service provision and less time on fundraising.

This, in turn, would enable donors to realize a more effective use of their money.

If you have not selected a charity, I encourage you to contact one whom you think would make good use of your donation and consider becoming one of the committed \$100 donors. This could be a New Year's Resolution that could help a lot of people.

Joe Steckler is the president of Helping Seniors of Brevard, a nonprofit organization designed to advocate, educate and fundraise on behalf of Brevard's senior citizens. Feel free to contact us at info@helpingseniorsofbrevard.org or calling (321) 473-7770.

## A parade come to life



Alex Schierholtz/staff photographer

Many scenes from the Bible were depicted during the 27th annual Bible on Parade, hosted by Jesus is the Key Church in Melbourne Saturday, Dec. 3.

## Rants & Raves

### Got something to say?

Email the Hometown Rants & Raves at

[brevnews@hometownnewsol.com](mailto:brevnews@hometownnewsol.com)

or call (321) 242-1276.

Contributors are asked to refrain from making slanderous or libelous statements.

### Expiration and 'use by' dates

The FDA requires that perishable foods, such as dairy products, meat, even non-perishable foods, have an expiration date or "use by" date printed on each package.

Am I the only one who is so blind when looking for that "use by" date? Because it is printed in such tiny letters that I carry a magnifying glass now for some of the products that I purchase at any grocery store that I go to, and that's just the way it is. What a crock.

Thank you Rants & Raves.

### Hurricanes can be less monstrous

I am a little disappointed in the scientists working with these hurricanes. If they can send people to Mars - they are trying to do that - with all this technology you would think by now all of these years, they would do something about keeping hurricanes under control. They control everything else.

Try to change the water temperature or something. Throw in something like ice to keep them from getting so monstrous to cause all this damage.

See RANTS, page 7

**This Week's Prize** **WIN \$100**  
I ♥ My Hometown News  
**THIS WEEK'S LUCKY BUMPER STICKER VEHICLE**  
FLORIDA.COM  
**K39 6WW**  
Is this your license plate number? Go to the nearest HTN Office to verify by noon Tuesday.  
**GET YOUR BUMPER STICKER TODAY!**  
**STOP BY ANY OFFICE OR CALL!!!**  
VOLUSIA CO. 386-322-5900 | BREVARD CO. 321-242-1013 | INDIAN RIVER/MARTIN/ST. LUCIE CO. 772-465-5656

## Hometown News

Published weekly by Hometown News, L.C.,  
5059 Turnpike Feeder Road, Ft. Pierce, FL 34951

Copyright © 2016, Hometown News, L.C.

Phone (321) 242-1013 Fax (321) 242-1281

Classified (321) 242-0442 • 1-800-823-0466

Rants & Raves (321) 242-1276

Circulation Inquiries 1-866-913-6397

[circulation@hometownnewsol.com](mailto:circulation@hometownnewsol.com)



Voted # 1 Community Newspaper in America in 2005, 2006, 2007.  
One of the top 3 in America every year since 2003.



Farris Robinson ..... President  
Vernon D. Smith ..... Managing Partner  
Tammy Farmer ..... Managing Editor  
Robin Bevilacqua ..... Human Resources  
Kathy Young ..... Major/Natl. Accounts Manager  
Amanda Tucker ..... Major/Natl. Accounts Consultant  
Terence Hart ..... Sales Manager  
Alicia Vasquez ..... Office Manager  
Rick Keelan ..... Senior Account Manager  
Lillian Belmont ..... Advertising Consultant  
Mark Miller ..... Advertising Consultant  
Lori Ciambriello ..... Advertising Consultant

Mercedes Lee-Paquette ..... Production Manager  
Karen Wood ..... Graphic Artist  
Heather Donaldson ..... Inside Sales Manager  
Lora Uber ..... Inside Sales/Classified  
Steve Waddell ..... Inside Sales/Classified  
Tiffany Robertson ..... Circulation Manager  
Amanda H. Anderson ..... Staff Writer  
Brittany Mulligan ..... Staff Writer  
Alex Schierholtz ..... Staff Photographer  
Michael Hibbard ..... News Clerk

MELBOURNE