



MY NEW YEAR'S RESOLUTION

How does the phrase "One-Hundred-Dollar-a-Year Club" strike you? I once wrote a short article about contributing one hundred dollars 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 non profit organizations tightening up, I want people to realize the increased importance of their donations.

A common misconception is that non profits are funded primarily through money distributing foundations. In fact, only 7% 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 non profits 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

2017 continued from pg 13

that much of a person's problems stem from money. Sometimes it is too little money, but most often it is poor management of the money they currently have. The New-Year affords us the opportunity to make a crucial resolution that may very well address two or more common resolutions. Strengthening your financial house can be very powerful. Some believe that money is the root of all evil, but I know better. We know that money can't buy happiness, but money will buy freedom, and that freedom can buy you happiness.

They are: Freedom to exercise more often; Freedom to pay off your debts; Freedom to spend more time with your family; Freedom to invest in healthy habits and healthier foods; Freedom to avoid the harmful vices like drinking and smoking; Freedom to seek a better job; Freedom to give more to charity; and the Freedom to volunteer to help others. The list is endless.

So, my friends, choose your New-Year's resolution wisely, keep your chin held high, and never look back. I wish you a Happy New Year and may all your wishes come true!

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locally raised funds.

The bottom line is that the survival of non profits 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 fund raising. 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 their 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 non profit 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. **SS**

Upcoming Events

NIGHT OF LIGHTS ST. AUGUSTINE - 01/17/2017 - \$89 - We added a 3rd trip. Shop or sightsee in St. Augustine, then dinner at Barnacle Bill's before taking a horse & carriage narrated tour of the Night of Lights. Min. of 35. Sign-up by 01/06/17.

WORLD OF CHOCOLATE - 01/25/2017 - \$62 without chocolate & wine tasting/\$75 with chocolate and wine tasting. The chocolate museum takes you back in time to show the origins of chocolate and it's rich history. Sample fine chocolates from around the world. Lunch is included w/optional wine and chocolate truffle tasting. Min. of 35. Sign-up by 01/04/17.

VALENTINE DAY IN WINTER PARK - 02/14/2017 - \$55 - Enjoy the quaint shops of Winter Park and lunch on your own then go for an afternoon boat tour of the Chain of Lakes. Min. 35. Sign-up by 01/14/17.

LEU GARDENS - 02/28/2017 - \$72 - A guided tour through the house and gardens then lunch at Hamburger Mary's. Min. of 35. Sign-up by 01/28/17.

STRAWBERRY FESTIVAL - 03/02/2017 - \$79 - Senior Day at the festival. Morning concert; Jimmy Sturr and his Orchestra. Ample time to enjoy the festival, shop and see other musical events and get your complimentary Strawberry Shortcake. Reserved seating for the headline show as we get to go back to the oldies with the Drifters, Platters and Cornell Gunter's Coaters. Min. 40. Deadline is 01/10/17.

WARBIRDS AIR SHOW - 03/11/2017 - \$75 - Private seating on the flight line in a covered chalet, with lunch plus soda and water all day. Pick-ups in Palm Bay and Rockledge only. Min. 35. Sign-up by 02/01/17.

Book Today!

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(321) 631-8080

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