

## **Fund Development Committee Meeting Notes**

Date: August 10, 2022

Time: 2-3p

Join Zoom Meeting (sent with meeting invite)

***Attendees: Connie Cross, LeRoy Northam, Lori Johnson, Lindsey Rennie, Ed Stracke, Nancy Betts, Pat Flicker***

1. Welcome
  - New Executive Director announcement
    - i. Introduced Nancy and she gave her background with WACOSA
    - ii. Lori Johnson introduced herself to Nancy
2. Discussion of combining the Marketing committee with the Development committee – what happened
  - LeRoy spoke about how the Board felt that while there was a lot of crossover between the two areas that there was a lot to cover individually and that Marketing and Development worked closely and communicated well within the organization. They are willing to look at it at a later date if needed.
3. Planned Giving
  - Ed Update
    - i. Gave survey update: Approximately 24% response over the past 2 years. Great results.
  - KPI for Planned Giving Program
    - i. Updated the group – see attached KPI report for details.
4. Development
  - KPI's for Quarter
    - i. Pat reported on the KPI's for the quarter – see attached
  - Grants Updates
    - i. 3 grants in process of writing
    - ii. See KPI report for on-going grants at this time
  - Other
    - i. Pat shared zoom screen and went over 2021/2022 comparison of money in.
    - ii. It's been a very successful year to date. See attached for more details
5. Fundraising Events
  - ROX Game fundraising results - \$138.00
  - 1-5K – August 6<sup>th</sup> results - \$29,771 Net (see attached)

- i. Numbers were down all around for the 1-5K
    - ii. Looking at different options for next year
    - iii. Had approximately 60-70 people attended this year... In the rain! Clients, friends, family, and staff – not much from the community
  - Lobster Feed results - \$356,000
    - i. Question asked about the Lobster feed and how it works. This is an annual fundraiser put on by Auto Parts Headquarters (APH) for WACOSA – it is a private event. The money is designated for special projects. The APH suppliers donate money - \$1200 donation allows you to attend the lobster feed – APH and John/Nancy Bartlett personally match all funds.
  - Thoughts for changing 1-5K – possible committee
    - i. Lori is willing to be on the committee to look at possibilities for a new event to replace the 1-5K next year.
  - Pizza Ranch event possibility for October
    - i. Looking at October 31<sup>st</sup>.
6. Other
- Fill the Castle: A fantastical Jamboree WACOSA Live Theatre Play update
    - i. Approximately 300 people attended. Great event
7. Marketing and Development Collaborations
- Newsletters

**MEETINGS ARE 2<sup>ND</sup> WEDNESDAY OF FEB/MAY/SEPT/NOV**  
**February 9, May 11, August 10, November 9**

**NEXT MEETING NOVEMBER 9, 2022**

# 2022 Development Key Performance Indicator's

2022	(Quarter 1)	(Quarter 2)	Quarter 3	Quarter 4	2022 Total	2022 Goal	Difference	2021 Year
<b>Time Frame:</b>	<b>1/1-3/31</b>	<b>4/01-6/30</b>	<b>7/1-9/30</b>	<b>10/1-12/31</b>		<b>Fundraising</b>		
<b>Goal: \$665,000</b>						<b>\$665,000</b>		
<b>Gifts Received \$</b>	\$972,140.75	\$80,883.79			\$1,053,024.54			2,337,763.31
<b>Less Covid grants</b>	-\$846,959.31	\$0.00						-1,793,848.00
<b>Other deductions</b>					\$0.00			
<b>Total</b>	\$125,181.44	\$80,883.79			<b>\$206,065.23</b>	<b>\$664,000.00</b>	<b>\$457,934.77</b>	<b>\$543,915.31</b>
<b>% of 2022 Goal</b>					<b>31%</b>			
<b>Gifts Received #</b>	92	170			262			670
<b>Other Received</b>								
<b>Grants Received</b>	6	3			9			9
<b># Grants Applied for</b>	6	4			10			14
<b># Grants Pending</b>	0	1			1			3
<b>Yearly Grants Received %</b>								64
<b># New Donors Yearly</b>								166
<b>Donor Retention % Yearly</b>								53.66%
<b>Annual Appeal</b>								40,100

# Planned Giving Program Key Performance Indicator's

<b>2022</b>	<b>(Quarter 1)</b>	<b>(Quarter 2)</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>2022 Total</b>	<b>Prior Years</b>	<b>Grand Total</b>	<b>Average Estate Gift</b>	<b>Future Expectancies</b>
WLS New Members	1	2	0	0	3	10	13		
WLS-Deceased	0	0	0	0	0	3	3		
WLS-Alive	1	2	0	0	3	7	10	\$40,000	\$400,000.00

WLS=WACOSA  
Legacy Society

<b>Estate Gift Amount:</b>	\$0	\$5,000	\$0	\$0	\$5,000	\$0	\$5,000		
<b>General Endowment Amount</b>	\$83,102		\$0	\$0	\$83,102	\$48,000	\$131,102		
<b>Named Endowment Amount</b>	\$10,000	\$1,055	\$0	\$0	\$11,055	\$3,300	\$14,355		
<b>Grand Total Amount</b>	\$93,102	\$6,055	\$0	\$0	\$99,157	\$51,300	\$150,457		

<b>Estate Gifts</b>	0	1	0	0	1	0	1		
<b>General Endowment Gifts</b>	3				3	2	5		
<b>Named Endowment Gifts</b>	1	3			4	9	13		
<b>Grand Total Gifts</b>	4	4	0	0	8	11	19		

					<b>2022 YTD</b>	<b>Prior Year</b>	<b>\$ Growth</b>	<b>Distribution</b>	<b>Net Value</b>
<b>Endowment Fund Value*</b>					\$128,432	\$53,714	\$74,718	\$0	\$128,432.00
<b>Flexible-Endowment Fund Value*</b>					\$25,000	\$0	\$25,000	\$0	\$25,000.00
<b>Grand Totals-Endowment Funds*</b>					\$153,432	\$53,714	\$99,718	\$0	\$153,432.00

\* Includes Investment Earnings

# 2022 Grant Update

Grants Pending	Date Submitted	Tentative Review Date	What is the grant for:	Amount Requested	Money Received	Money Denied	Money Due
CM Special Needs	10/31/2021	Approved 2022	1st Ave - Lifts and Slings	\$11,000.00	\$11,000.00		paid 2/8/2022
Sauk Centre Art Grant	10/31/2021	Approved 2022	Sauk Centre-Classes and Passes at 510 Art Lab	\$4,300.00	\$4,300.00		paid 1/14/2022
Stearns Electric	11/1/2021	3/24/2022	Admin-Received \$600 CPR Eq.	\$2,197.00	\$600.00		CLOSED
City of WP	10/13/2021	Approved 2022	Admin-Outdoor lighting at 1st Ave and Annex	\$4,000.00	\$4,000.00		CLOSED
St. Joseph Y2K Lions Club	3/15/2022	Approved	Admin-CPR Equipment	\$500.00	\$500.00		CLOSED
CM Art Board	3/28/2022	7/1/2022	Art Ability Resources	\$7,500.00	\$7,000.00		paid 7/6/2022
Clearwater Lions Club	6/17/2022	7/1/2022	CPR Equipment-Requested \$1,000/rec'd \$2,000	\$1,000.00	\$2,000.00		CLOSED
St Joseph Y2K Brat Sale							
<b>Total:</b>				\$30,497.00	\$29,400.00	\$0.00	\$0.00

**WACOSA**

**Gift Comparison 1/1/2021 to 8/8/2021 with 1/1/2022-8/8/2022**

NAME	DESCRIPTION	COUNT	1/1/2022-8/8/2022	1/1/2021-8/8/2021
2021 Annual Appeal	2021 Annual Appeal	2	\$5,150	24 \$13,005
2022 1-5K	2022 1-5K	56	\$21,400	73 \$33,118
2022 1-5K Online	Salsa Engage	164	\$8,172	159 \$10,095
2022-Spring Annual Campaign	2022-Spring Annual Campaign	38	\$5,113	
Designated	Designated	14	\$4,900	2 \$32,000
Designated-Bartlett	Designated-Bartlett	28	\$216,693	14 \$22,900
Designated-Estate Gifts	Gifts from any estate	1	\$5,000	
Designated-General Endowment	Undesignated Gifts to Endowment	3	\$83,102	
Designated-Named Endowment	Gifts to Named Endowment Funds	4	\$11,055	
Designated-Seniors Program	Designated-Seniors Program	25	\$980	
Fundraising Event	Other	3	\$455	\$30
General	General	123	\$29,288	85 \$17,650
Grants Awarded	Grants Awarded	8	\$29,770	5 \$27,900
Pizza Ranch	Pizza Ranch	5	\$1,391	
St. Cloud Rox	St. Cloud Rox	1	\$138	
<b>Total</b>		<b>477</b>	<b>\$422,606</b>	<b>\$156,698</b>
COVID Special Grants	Grants	2	\$846,959	
<b>FINAL TOTAL INCLUDING COVID GRANTS:</b>			<b>\$1,269,565</b>	

	A	B	C	D	E
1	<b>WACOSA 1-5K Results</b>				
2		<b>2020</b>	<b>2021</b>	<b>2022</b>	
3	<b># of Sponsors</b>	<b>46</b>	<b>63</b>	<b>58</b>	
4	<b>Sponsors</b>	<b>\$26,450</b>	<b>\$32,200</b>	<b>\$23,027</b>	
5	<b>In-kind</b>	<b>\$3,470</b>	<b>\$1,150</b>	<b>\$1,250</b>	
6	<b>Donations</b>	<b>\$10,148</b>	<b>\$11,040</b>	<b>\$8,172</b>	
7	<b>Total</b>	<b>\$40,068</b>	<b>\$44,390</b>	<b>\$32,449</b>	
8					
9	<b>Expenses</b>				
10	Gift Cards		\$80	\$0	
11	E-Billboard		\$797.50	\$695	
12	L.George Rental		\$450	\$450	
13	T-Shirts	\$1,396	\$1,059.50	\$870	
14	T-Shirts Mailing		\$166.60	\$61	
15	Bus Signs	\$147	\$432.00	\$210	
16	Sponsor Banner	\$125	\$130.00	\$130	
17	Lawn Signs		\$56.00	\$0	
18	Butterflies		\$113.70	\$135	
19	Misc	\$2,058		\$127	
20	<b>Total</b>	<b>\$5,432</b>	<b>\$3,285</b>	<b>\$2,678</b>	
21					
22	<b>Net Proceeds:</b>	<b>\$34,636</b>	<b>\$41,105</b>	<b>\$29,771</b>	
23					
24	<b>2021 1-5K Board Giving</b>				
25	Includes Personal Donation and Business Affiliations (Sponsor/donor)				
26	# of Members- gave	7/12	11/12	9/14	
27	% of giving	64%	92%	64%	
28	<b>Amount</b>		<b>\$6,060</b>	<b>\$3,650</b>	
29					
30	<b>2021 1-5K Staff and Clients raised: \$4980.22</b>				
31	Top 5 Fundraisers		Madeline's Minions	Ashley Olmschenk	
32			Ashley Olmschenk	Jenny Z/Lexi P (staff)	
33			Cory Broda	Pat Flicker	
34			Carrie Abfalter	Kate Fenda	
35			Margaret Danzl	Cory Broda	
36					
37	<b>2022 In-Kind:</b>	\$50	Target		
38		\$50	COSTCO		
39		\$100	Kwik Trip		
40		\$250	FaceTime		
41		\$250	Eyecon Graphics		
42		\$350	iDigital Outdoor (Rheumes)		