



## Fund Development Committee Meeting

Date: November 9, 2022

Time: 2-3p

Zoom: <https://us06web.zoom.us/j/83853187242?pwd=ZG1ZTUJiYTBkYkxuTkxEVEdLdDJsdz09>

1. Welcome
  - New Development committee chair Lindsey Rennie
  - Welcome to Peggy Bayer
2. Planned Giving
  - Ed Update
  - KPI for Planned Giving Program
3. Development
  - KPI's for Quarter
  - Grants Updates
  - Other
4. Fundraising Events
  - What is the plan for next year's big fundraising event?
  - Pizza Ranch event possibility for November/December
5. Other
  - 60<sup>th</sup> Anniversary discussion
  - Annual appeal letters
  - Give to the Max Update
6. Marketing and Development Collaborations
  - Newsletters

**TENTATIVE MEETINGS ARE 2<sup>ND</sup> WEDNESDAY OF FEB/MAY/SEPT/NOV  
WILL SET SCHEDULE AND SEND OUT MORE INFORMATION ONCE I GET  
THE REGULAR BOARD MEETING DATES**

# 2022 Development Key Performance Indicator's

2022	(Quarter 1)	(Quarter 2)	Quarter 3	Quarter 4	2022 Total	2022 Goal Fundraising	Difference	2021 Year totals
<b>Time Frame:</b>	1/1-3/31	4/01-6/30	7/1-9/30	10/1-12/31				
<b>Goal: \$665,000</b>						<b>\$665,000</b>		
<b>Gifts Received \$</b>	\$972,140.75	\$80,883.79	\$236,391.95		\$1,289,416.49			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	\$236,391.95		<b>\$442,457.18</b>	<b>\$664,000.00</b>	<b>\$221,542.82</b>	<b>\$543,915.31</b>
<b>% of 2022 Goal</b>					<b>67%</b>			
<b>Gifts Received #</b>	92	170	246		508			670
<b>Other Received</b>								
<b>Grants Received</b>	6	3	1		10			9
<b># Grants Applied for</b>	6	4	6		16			14
<b># Grants Pending</b>	0	1	5		6			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

2022	(Quarter 1)	(Quarter 2)	Quarter 3	Quarter 4	2022 Total	Prior Years	Grand Total	Average Estate Gift	Future Expectancies
WLS New Members	1	2	1	0	4	10	14		
WLS-Deceased	0	0	0	0	0	3	3		
WLS-Alive	1	2	1	0	4	7	11	\$40,000	\$440,000.00

WLS=WACOSA  
Legacy Society

Estate Gift Amount:	\$0	\$5,000	\$0	\$0	\$5,000	\$0	\$5,000		
General Endowment Amount	\$83,102		\$10,000	\$0	\$93,102	\$48,000	\$141,102		
Named Endowment Amount	\$10,000	\$1,055	\$0	\$0	\$11,055	\$3,300	\$14,355		
Grand Total Amount	\$93,102	\$6,055	\$10,000	\$0	\$109,157	\$51,300	\$160,457		

Estate Gifts	0	1	0	0	1	0	1		
General Endowment Gifts	3		1		4	2	6		
Named Endowment Gifts	1	3	0		4	9	13		
Grand Total Gifts	4	4	1	0	9	11	20		

					2022 YTD	Prior Year	\$ Growth	Distribution	Net Value
Endowment Fund Value*					\$135,822	\$53,714	\$82,108	\$0	\$135,822.00
Flexible-Endowment Fund Value*					\$29,101	\$0	\$29,101	\$0	\$29,101.00
Grand Totals-Endowment Funds*					\$164,923	\$53,714	\$111,209	\$0	\$164,923.00

\* 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	1st Ave - Lifts and Slings	\$11,000.00	\$11,000.00		paid 2/8/2022
Sauk Centre Art Grant	10/31/2021	Approved	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		paid 4/11/2022
City of WP	10/13/2021	Approved	Admin-Outdoor lighting at 1st Ave and Annex	\$4,000.00	\$4,000.00		paid 4/26/2022
Clifton Larson Allen	3/1/2022	LOI Denied	General Operating Expenses	\$20,000.00	\$0.00	\$20,000.00	
CM Art Board	3/15/2022	3/28/2022	Art Resources	\$7,000.00	\$7,000.00		paid 7/6/2022
CM Art Board	8/15/2022	8/24/2022	Dan Mondloch Mural in South	\$8,000.00			
CM Art Board	9/30/2022		Staff Training-Painting with Dan Mondloch	\$3,640.00	not eligible		
Paynesville Lutheran Church Endowment	10/16/2022		General Operating Expenses	\$5,000.00			
City of Waite Park	10/10/2022		LED Sign or Outdoor Lighting	\$4,000.00			
Benton Telecommunication	9/9/2022	10/10/2022	1/2 of LED Sign for Thriftworks!	\$11,862.00	\$11,850.00		paid 10/26/2022
CMCF Special Needs Grant	10/31/2022		1st Avenue Toileting needs	\$11,400.00			
<b>Total:</b>				<b>\$92,399.00</b>	<b>\$38,750.00</b>	<b>\$20,000.00</b>	

## 2022 Civic Organization Update

Organizations Pending	Date Request/Visit	Request Answer Date	What is the ask for:	Amount Requested	Money Received	Money Denied	Money Due
St. Joseph Y2K Lions Club	3/15/2022	Approved	Admin-CPR Equipment	\$500.00	\$500.00		paid 4/1/2022
Clearwater Lions Club	6/4/2022	Approved	CPR Equipment	\$1,000.00	\$2,000.00		paid 4/1/2022
Avon Lions Club	8/1/2022	Approved	LED Sign	\$1,000.00	\$1,000.00		paid 10/2022
Albany Lions Club	8/1/2022	Denied	LED Sign	\$2,000.00			- 0 -
Sauk Rapids Rotary	5/1/2022	Pending Tour	Operating	\$2,000.00			
<b>TOTALS</b>				<b>\$6,500.00</b>	<b>\$3,500.00</b>	<b>\$0.00</b>	



## Fund Development Committee Meeting

Date: November 9, 2022

Time: 2-3p

Zoom: <https://us06web.zoom.us/j/83853187242?pwd=ZG1ZTUJiYTBkYkxuTkxEVEdLdDJsZ09>

### 1. Welcome

- Attendance: Peggy B, Lori J, Jeff V, Nancy B, Ed S, Pat F/Excused: Connie C, LeRoy N, Lindsey R
- New Development committee chair Lindsey Rennie
- Welcome to Peggy Bayer

### 2. Planned Giving

- Ed Update
  - i. WACOSA has 56 solid prospects for planned giving at this time.
    1. 8 of them will most likely become WACOSA Legacy Society (WLS) members within 6-18 months
    2. Another 10 will probably become WLS members but we are unsure of the timeline
- KPI for Planned Giving Program
  - i. Updated numbers and explained the different information for new/newer members

### 3. Development

- KPI's for Quarter
  - i. Reviewed KPI's –
- Grants Updates
  - i. Many grants in process. Gave an update on the different grants applied for
- Other

### 4. Fundraising Events

- What is the plan for next year's big fundraising event?
  - i. Talked about the many different options that were brought up at the special meeting. Explained that we are making decisions at the Admin meeting. Talked about the possibility of Backshed Brew location
  - ii. Asking sponsors now to plan in budget – will look at for larger companies asap
- Pizza Ranch event possibility for November/December



## 5. Other

- 60<sup>th</sup> Anniversary discussion
- Annual appeal letters
  - i. 900 letters are being prepared right now. Will send out a bit earlier this year as they say there will be many letters going out on a broader non-local scale with recession
- Give to the Max Update
  - i. Got the \$4000 matching funds from Board members – Goal is \$15,000
- Friends and Family mailing
  - i. Sent out a mailing of approximately 500 to friends and family of clients that have never given before – only got 3 donations. Discussion that although I was disappointed – upon reflection, am realizing that this was just a touch point. The statistic is 7 touch points to make a solid donor ... 1<sup>st</sup> touchpoint is the client, letter was 2<sup>nd</sup>. Will continue to strategically plan more touchpoints to build this base.
- QCD postcard – sent out almost 200 postcards to people 70+ informing them about making qualified charitable distributions from their retirement and the pros of doing so

## 6. Marketing and Development Collaborations

- Newsletters

**TENTATIVE MEETINGS ARE 2<sup>ND</sup> WEDNESDAY OF FEB/MAY/SEPT/NOV  
WILL SET SCHEDULE AND SEND OUT MORE INFORMATION ONCE I GET  
THE REGULAR BOARD MEETING DATES**

Submitted by: Pat Flicker 11/10/2022