



Fund Development Committee Meeting

Date: November 16, 2023

Time: 4:30pm-5:30pm

Welcome:

Attendance: Peggie Baye, Pat Flicker, Lindsey Rennie, Ed Stracke, Lori Johnson

Unable to Attend: Sandie Westergren, Jeff Voit, Nancy Betts, Connie Cross

1. Planned Giving

- **Ed Update/KPI for Planned Giving Program**

Ed Stracke presented the information on Planned Giving. There is a conservative number of progress made. The total amount started at about \$280,000 but we did not receive any donations for the endowment fund in the third quarter. There have been 6 actual gifts so far in 2023. The total number of gifts received since the endowment fund was started is 30 and typically the gifts are from a small number of donors, but the gifts tend to be larger. Estate gifts is something we continue to talk about. He hasn't received any since he started with WACOSA. We are in a tough economic times and the last quarter was not kind terms of the market however we look at this month and it has come back quite a bit. Our KPI's are good and we have 4-6 people on the cusp of being Legacy Members.

2. Development

- **KPI's for Quarter**

- i. Pat Flicker shared information on the APH Lobster Fundraiser that took place earlier in 2023. She explained that we typically get 2/3 of the donation money between September-October - and we have not yet received it. The other third comes in the beginning of January in the next year. If the money is not received by 12/31/2023 her end of the year numbers will not look the best, but they will even out in 2024.
- ii. Based on the St. Cloud area, they are calculating that non-profits are down 12%-15% in donations. We have 574 donations this year which is great. Last year we had 750 total for the year.

- **Grants Updates**

- i. Pat is working on several small micro grants that will cover smaller needs. WACOSA 2023 fundraising goal is \$706,000 this year and next year her goal is set for higher.
- ii. Peggy mentioned that it may be a good idea to research smaller cities around the St. Cloud Area to see if there are any more initiative WACOSA can be apart of. Pat Flicker made a note of this and will be researching.
- iii. Pat noted that WACOSA will be receiving \$100,000 for their bus grant within the next few months... It will most likely be in 2024.



- Give to the Max Update

The Board did have \$5,000 matching funds for the year (up from \$4,000 last year), but our over-all numbers were less than the previous year. ALL Board members donated this year for the Give to the Max matching fund. Overall, the Give to the Max event went well but it is down this year.

- i. 2022 - 91 donations \$19,304.17
- ii. 2023 - 97 donations \$12,455.13

- Year End Appeal Information

- i. Social media video clips will be weekly in December with 4 different clients talking about "their beautiful life at WACOSA"

- WACOSA Legacy Society luncheon

16 Legacy guests attended this event and it was a great success. They played a great video that the WACOSA team created as a "Thank You" to the donors.

- Christmas cards going out to all who donated in past 12 months

Pat will be sending hand addressed "Thank You's" to all donors this year.

- 2024 – letters to donors with total contributions for the 2023 year

Pat Flicker explained that she will be sending a final email push to donors with total contribution details.

3. Fundraising Events

- 2024 BASH event updates

- i. Date changed to September 14, 2024
- ii. Site: Moose Lodge in Waite Park

- 1. This has been officially booked for September 14th, 2024.

- iii. To change the event name or not to change the name... that is the question!

We are going to get the Development Group together to brainstorm on a new title for the event.

- iv. Sponsorship end of year letter

The sponsorship letter is in process - it went out telling businesses to remember us in budgets

4. Other

- Ed leaving and Pat taking over planned giving

Ed Stracke will be leaving at the end of this year and has officially transferred Planned Giving responsibilities over to Pat Flicker and Nancy Betts. He is confident that they will do a great job as they have been partnering with him for several months.

- Lindsey Rennie will be contacting Jeff Voit to confirm if he would still like to be apart of the Development Committee. He has not attended a meeting in over a year.