



# Development and Community Engagement Dashboard 2019 Results

*January 24, 2020*

## Total Revenue – Annual Fund

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### Revenue

**\$2,964,042** – 2019 actual

### Budget

**\$2,978,000** – 2019 budget goal

**\$13,958 / 0.5%** – short of 2019 budget goal

### Compared to 2018

**\$2,864,389** – 2018 actual

**\$99,653 / 5%** – increase over 2018

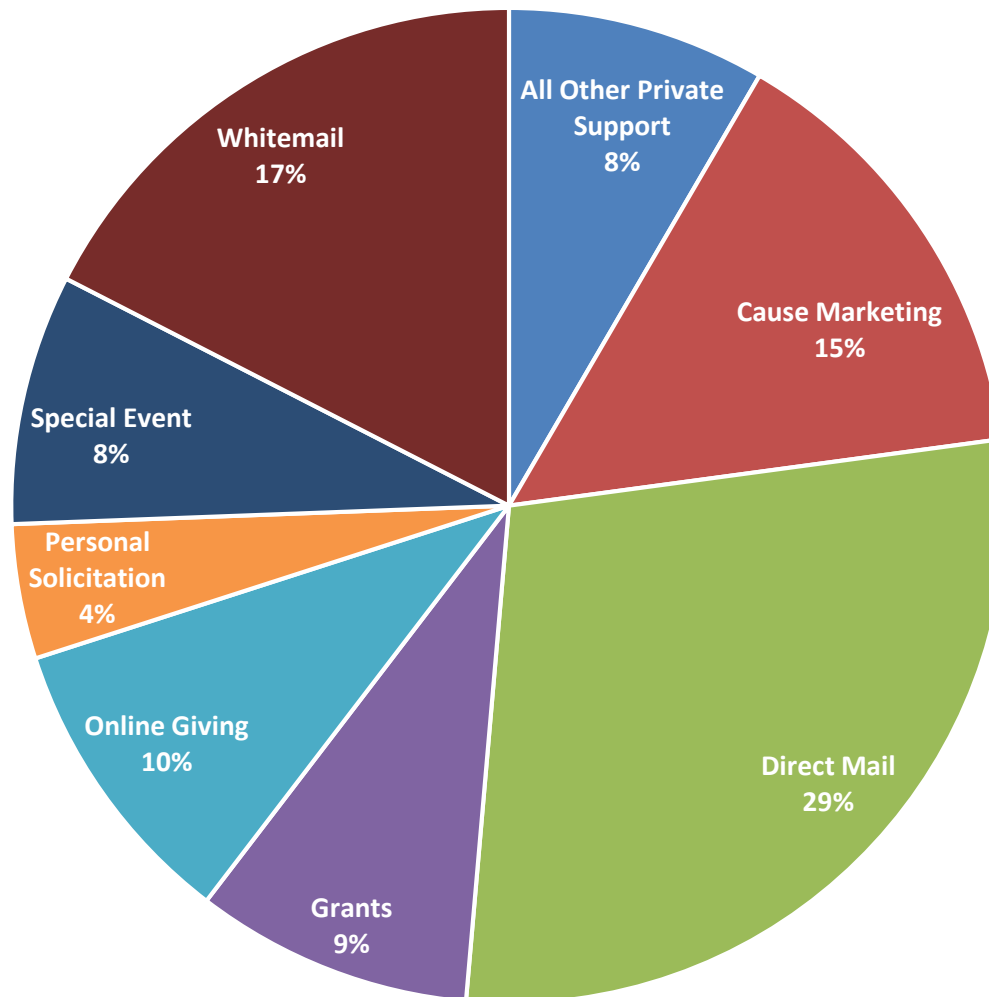
## Board Giving

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100% participation totaling \$30,679

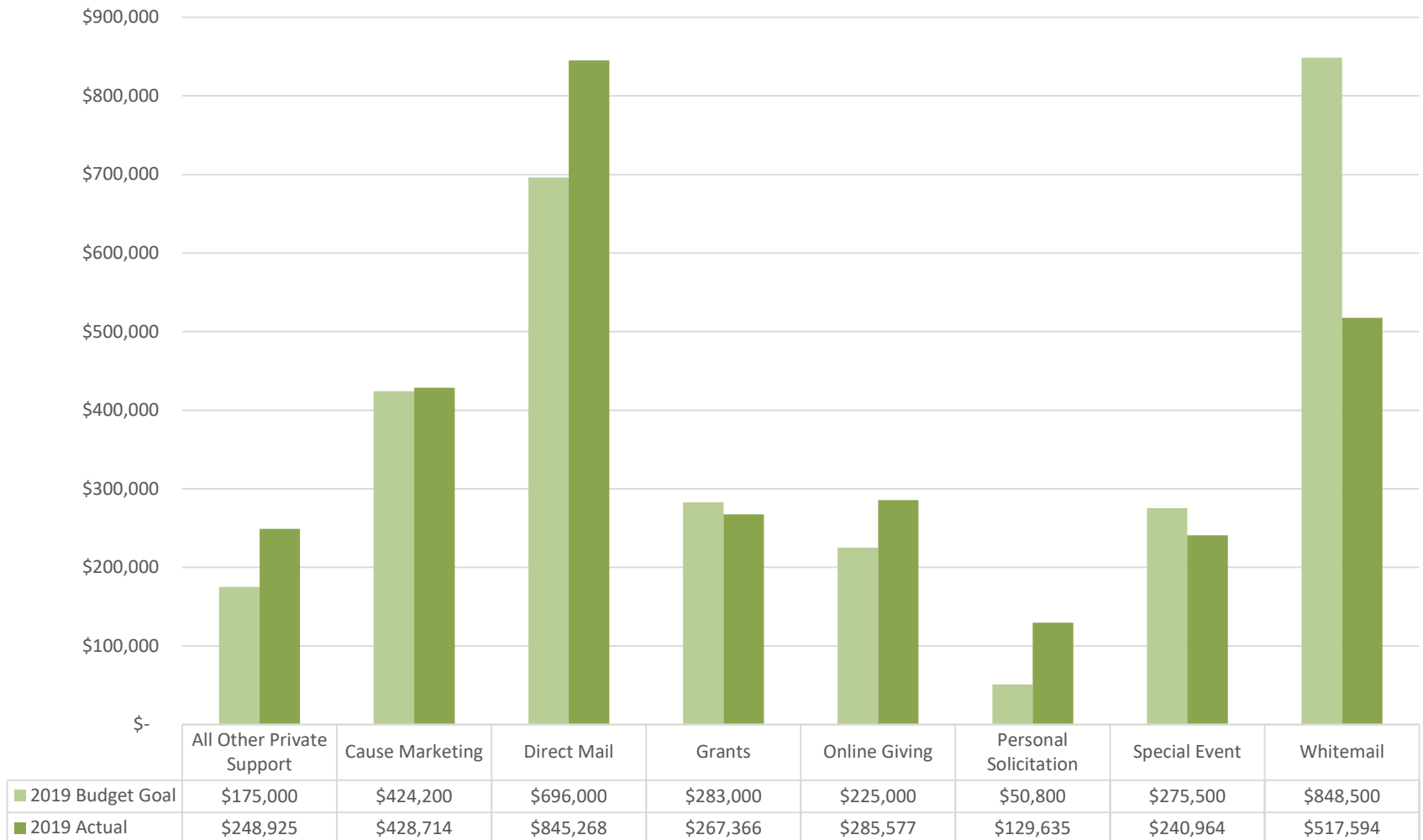
<b>Level</b>	<b># of Board Members</b>
\$5,000+	3
\$2,000-\$4,999	2
\$1,000-\$1,999	7
\$1-\$999	3

# Giving by Method\* 2019 Actual



\*Giving by Method definitions in appendix

# Giving by Method\* 2019 Budget Goal vs. Actual



\*Giving by Method definitions in appendix

# Giving by Method Highlights

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## Changed gift coding to by Method of Solicitation in 2019

- Whitemail “dump bucket” slowly decreasing because of new coding
- Circle to Feed Hope mailed solicitations now coded as Direct Mail

## Special Event

- Tour de Keuka: \$109,431; \$4K increase YOY
- Leader of the Pack: \$56,327; new event!
- Selfless Elf: \$5.7K decrease YOY due to less bandwidth for securing sponsorships

## Cause Marketing

- Check Out Hunger: \$275,230; \$3K decrease YOY due to loss of a Tops store and customer migration to self checkout
- Fill the Bus: 135,000 lbs.; 48% increase YOY
- Cheers for Change: \$14,444; new campaign!

# Giving by Method Highlights

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## Direct Mail

- RKD Alpha Dog (*stats do not include matchbacks*)
  - Mail Quantity: 393,460 (-5.6% under goal)
  - Number of Gifts: 10,121 (-12.7% under goal)
  - Response Rate: 2.6% (-0.2% under goal)
  - Average Gift: \$68.23 (+0.8% over goal)
  - Total Cost: \$240,311 (-4.3% under goal)
  - Net Income: \$450,212 (+9% over goal)
  - Acquisition Mailings: 5

## Online Giving

- Giving is Gorges: 134 donors; \$12,181
- Turkey Drive: 410 donors; \$42,105
- Unsolicited: 1,155 donors; \$214,727

# Giving by Method Highlights

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## Grants

- 48 grant proposals were written – 41 of which were successful for a win rate of 85%
- Asks for those 37 successful grants totaled \$287,866; received \$267,366 – 92% of the total amount requested
- Child Hunger Programs and the MFP Program were popular grant winners; also received funding for the new department structure, Healthy Harvest and PantryTrak

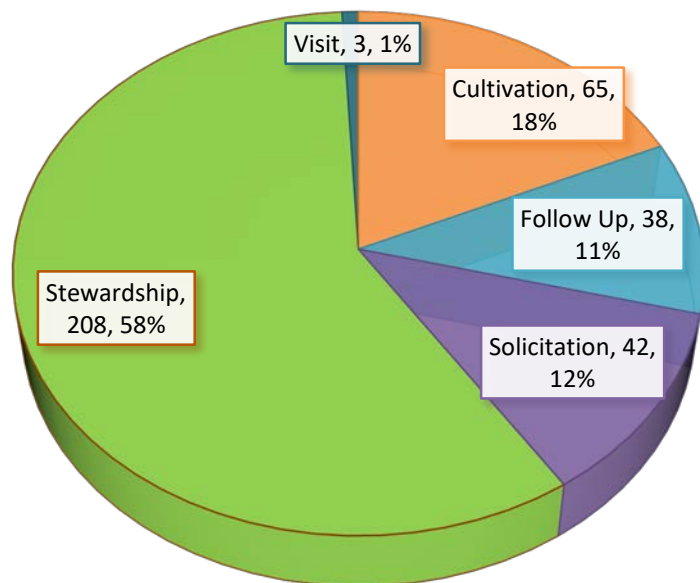


# Giving by Method Highlights

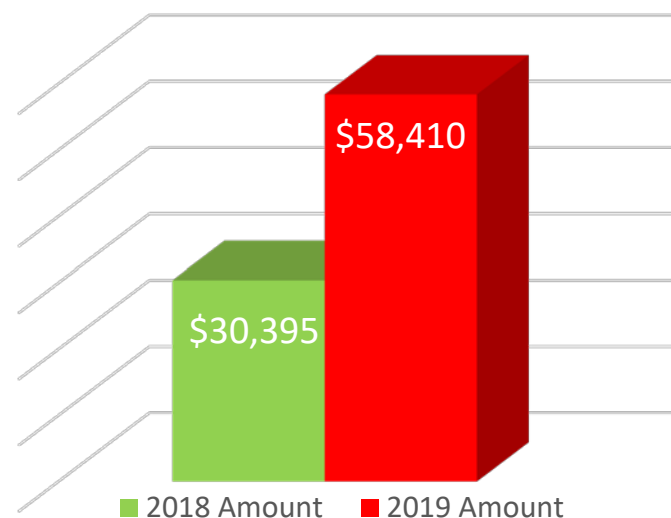
## Personal Solicitation (& Major Donor Program)

- 356 ACTIONS completed by Major Giving Officer (MGO) during Q4
- 15 Personal Donor Solicitations in Q4 resulted in \$28,015 donor gift increases - approximately 35% success rate in personal asks

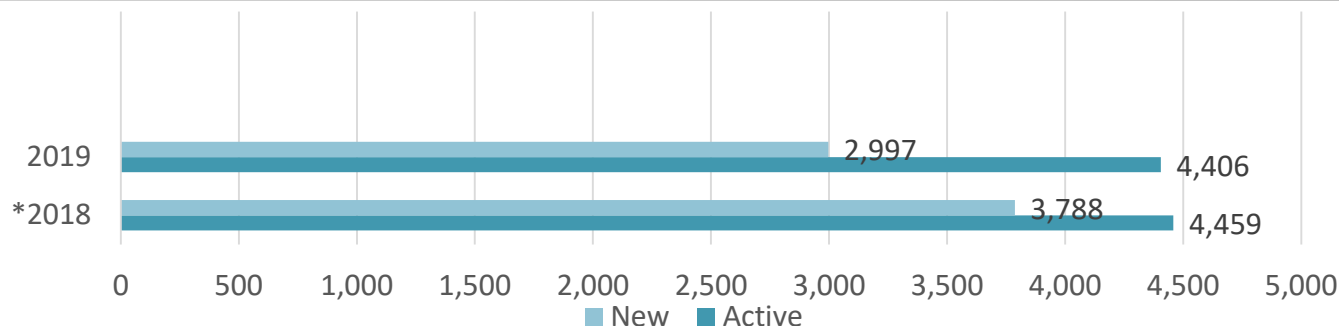
MGO Q4 ACTIONS BREAKOUT



YOY increase in gifts from 15 donors personally solicited by MGO



# Volunteer Program Highlights



\*2018 Includes offsite Backpack volunteers

2019

4,406 active  
volunteers

2,997 new  
volunteers

20,698  
volunteer  
hours

Mobile  
Packing  
Parties

8 in 2019

= \$3,000  
(+\$500  
matching  
gift)

- Erie Materials \$500
- State Farm fee waived (campaign)
- BLI fee waived (fundraised \$5,000)
- Cornell Dyson Program \$500
- Corning HR Interns \$500
- Elmira College \$1,000
- Merrill Lynch \$500 (+\$500 matching gift)
- Maguire fee waived (Share the Love Campaign)

**78** Corporate Volunteer Groups

# Appendix

# Giving by Method Definitions

CATEGORY / GIFT SUBTYPE	DEFINITION	EXAMPLES OF APPEALS WITHIN CATEGORY
<b>Cause Marketing</b>	<u>Cause Marketing</u> : Any monies received directly from cause marketing campaigns. A Cause Marketing program is consumer-facing. If the program is marketed to customers or customers are asked to take action, whether it be a donation, purchase or other, it is a Cause Marketing campaign (e.g. Check-Out- Hunger, Macy's, Pampered Chef, Campbell's Soup, and others).	Check Out Hunger Cheers for Change Fill the Bus General Cause Marketing
<b>Special Events</b>	<u>Special Events</u> : Gross revenues from planned Food Bank special events, including events hosted by your organization and third-party events benefitting your organization. <b>Include corporate sponsorships of specific events. Do not include food and funds drives.</b> Please include revenue from food and funds drives in "All other Private Support."	Tour de Keuka Selfless Elf Empty Bowls Construction
<b>Direct Mail</b> <b>Appeal categories divided by:</b> - Direct Mail Acquisition - Direct Mail Cultivation - Direct Mail Saturation	<u>Direct Mail</u> : Revenues from all direct mail sources, both national and local. Do NOT include web revenue or email direct marketing. These should be included in Online Giving. This category does include renewal gifts (cultivation) and acquisition mailings. Include corporate gifts made in response to a direct mail appeal. Do NOT include unsolicited gifts or whitemail.	All Direct Mail Appeals Harvester Newsletters Circle to Feed Hope Annual Appeal Circle to Feed Hope Spring Lapsed Appeal Thank You Letter Envelopes
<b>Realized Deferred Gifts and Bequests (Planned Giving)</b>	<u>Realized Deferred Gifts and Bequests (Planned Giving)</u> : The most common form of planned giving, a bequest is made through a will or living trust. Please only report actual revenue received in your most recent fiscal year from bequests.	Bequests
<b>Online Giving (including e-mail and other web revenue)</b>	<u>Online Giving (including e-mail and other web revenue)</u> : All revenue from online giving, including responses to e-mail appeals and direct mail appeals that result in gifts made directly through your website, and all other gifts made through your website.	Online Gifts Turkey Drive Giving is Gorges
<b>Personal Solicitation</b>	<u>Personal Solicitation</u> : All gifts from individuals that were received as a result of a personal, one-on-one solicitation, for example in person, over the phone, etc. Include gifts from corporations, foundations, or organizations that were received as a result of a personal, one-on-one solicitation if they cannot be counted in any of the other categories. <i>If a corporation was approached by your team for a truck sponsorship, that would be personal solicitation. If they spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail, etc.</i>	CTFH Follow Up Other Sponsorships (non-event related)
<b>Grant - Corporations</b>	<u>Grant Applications - Corporations</u> : All revenue received as a result of a grant application to corporations (or corporate foundations). Do NOT include gifts from corporations that were not a result of your Food Bank submitting an application for the grant.	
<b>Grant - Foundations</b>	<u>Grant Applications - Foundations</u> : All revenue received as a result of a grant application to foundations (or family foundations). Do NOT include gifts from foundations that were not a result of your Food Bank submitting an application for the grant.	
<b>Grant - Other</b>	<u>Grant Applications – Other (non-government)</u> : All revenue received as a result of a grant application to other organizations that are NOT corporations, foundations, or government. These aren't extremely common, but this is designated primarily for other grant-making nonprofits – say, a local church or Rotary club that collects applications for an annual grant. Do NOT include gifts from other organizations that were not a result of your Food Bank submitting an application for the grant.	
<b>Whitemail</b>	<u>Whitemail</u> : Correspondence received from donors in their own envelope rather than in an envelope provided by the marketer. Typically these are unsolicited gifts from individuals without direct relation to any direct marketing campaign or other solicitation method. <i>If sponsors spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail.</i>	
<b>All Other Private Support</b>	<u>All Other Private Support (Does not fit into one of the above categories. Includes United Way, other social and religious organization giving, and employee giving campaigns)</u> : All revenue from private sources (non-government) that are not included in any of the categories above. This may also include revenue received from private sources as a direct result of a hurricane, flood, tornado, or other disaster. However, DO NOT include disaster revenue received as part of a direct mail campaign. Please include that in Direct Mail or Online Giving, as appropriate). <b>This Includes Food &amp; Fund Drive funds.</b>	Food & Fund Drives Workplace Campaign Employer Matching Gifts Dollars for Doers Volunteers and Speaking Engagements Old Recurring Gift - Monthly / Quarterly**