



Development Committee 2021 Fundraising Results

February 4, 2022

Meghan Parsons, CDO

2021 success highlights

Position elevations/additions

- **Elevations:**
 - Director of Communications
 - Corporate Engagement Manager
- **Additions:**
 - Digital Manager
 - Community Engagement Manager

Stewardship

- Successful strategy rollout

SIF major gift proposals

- Began \$25K+ multiyear asks two years after launch of Major Donor Program

2021 struggle highlights

Leveling up turnover/hiring

- Communications Manager
- Annual Fund Manager (x2)
- Grants Manager
- Volunteer Coordinator
(vacant due to internal move)

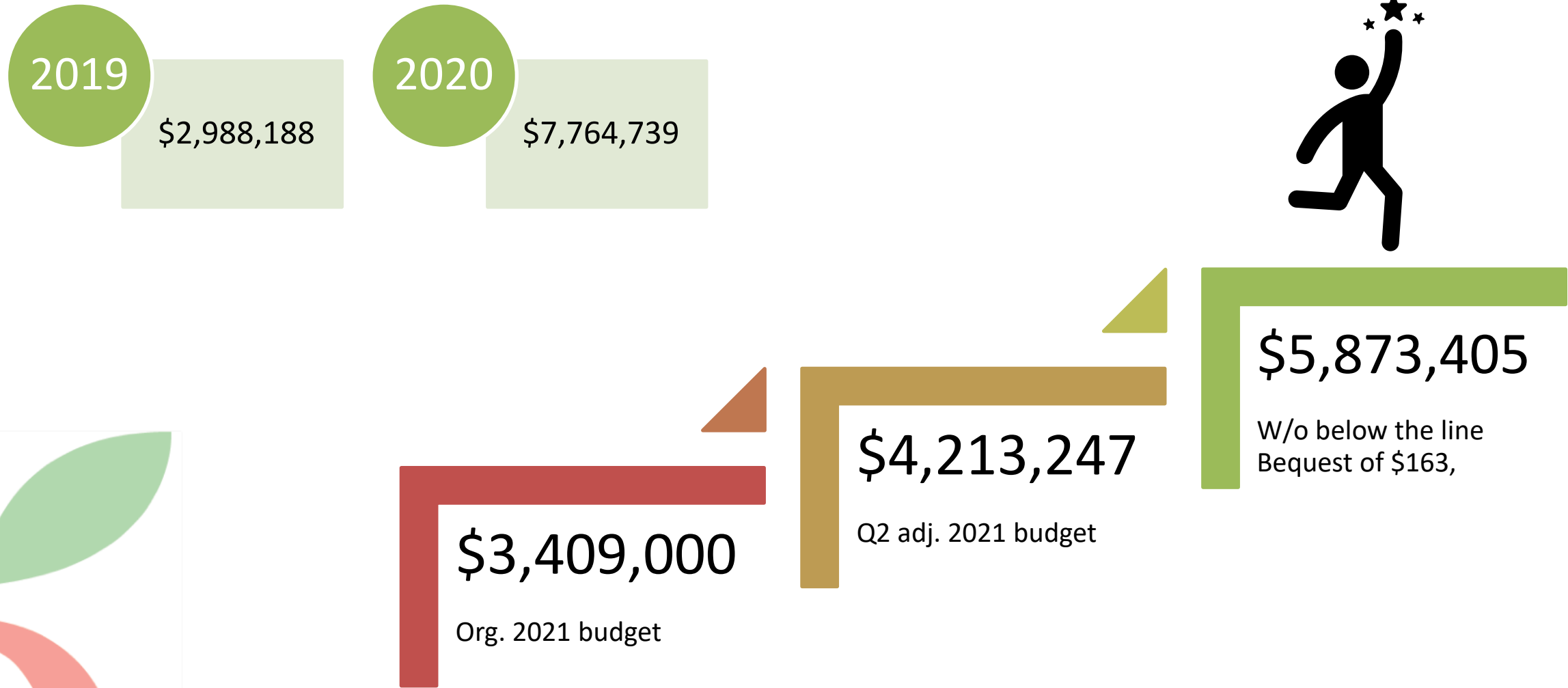
Direct Mail supply/labor shortages

- Q4 pieces mailed too closely
- Largest acquisition moved to 2022

COVID

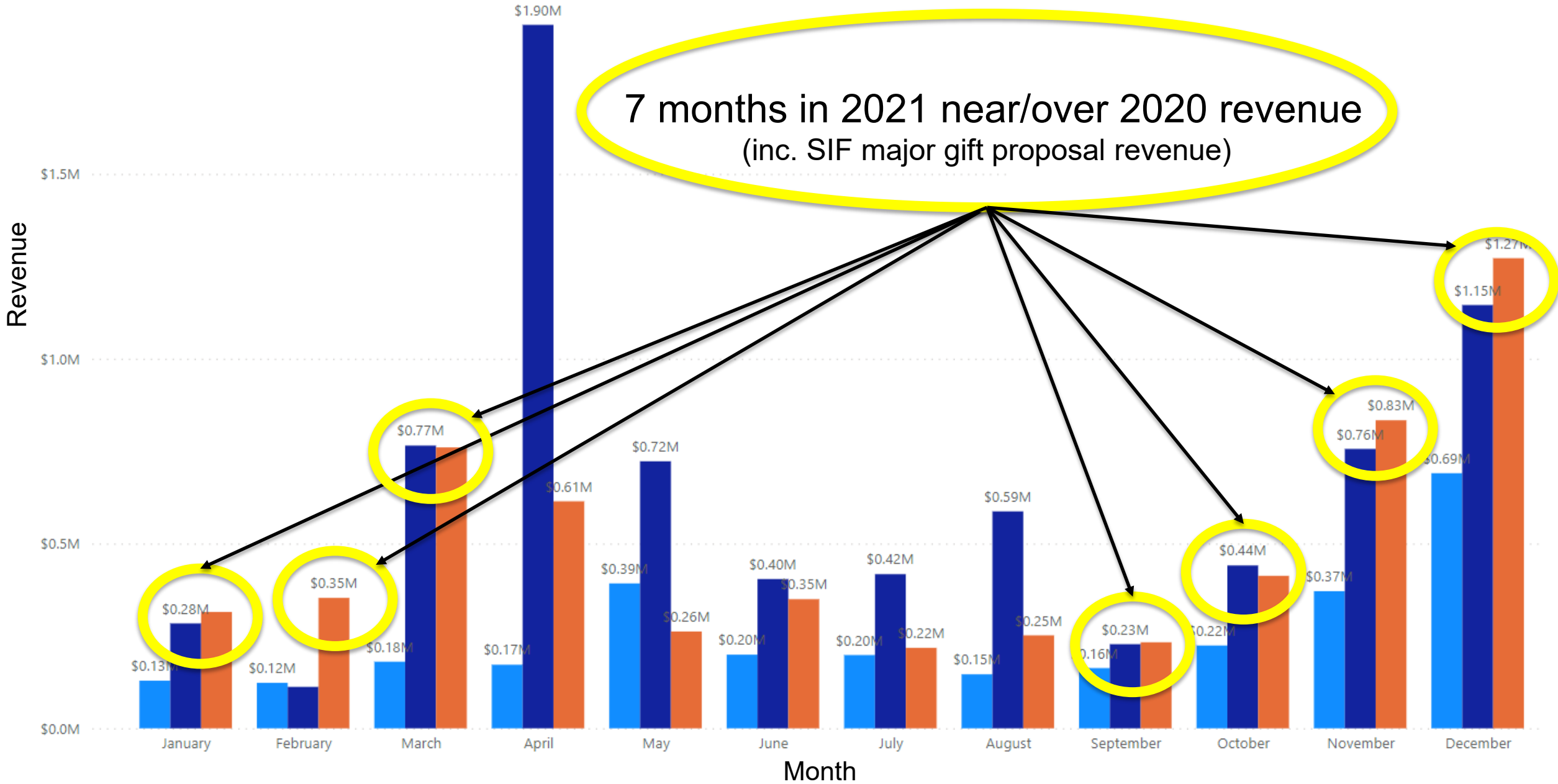
- Leader of the Pack impacted again

Revenue 39% over original 2021 goal



Giving YOY by month

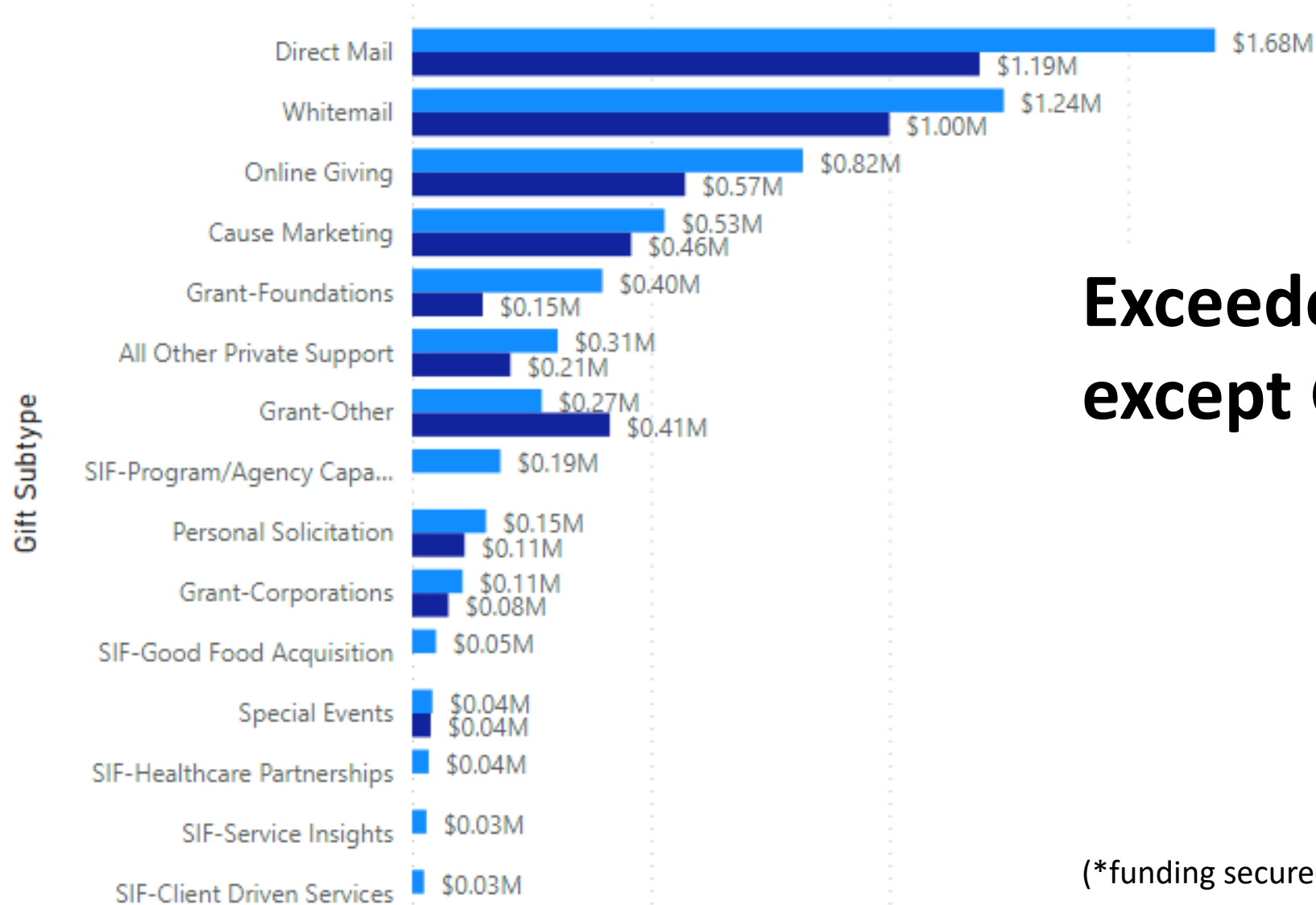
Year ● 2019 ● 2020 ● 2021



2021 Giving by Method Actual vs. Budget Goal



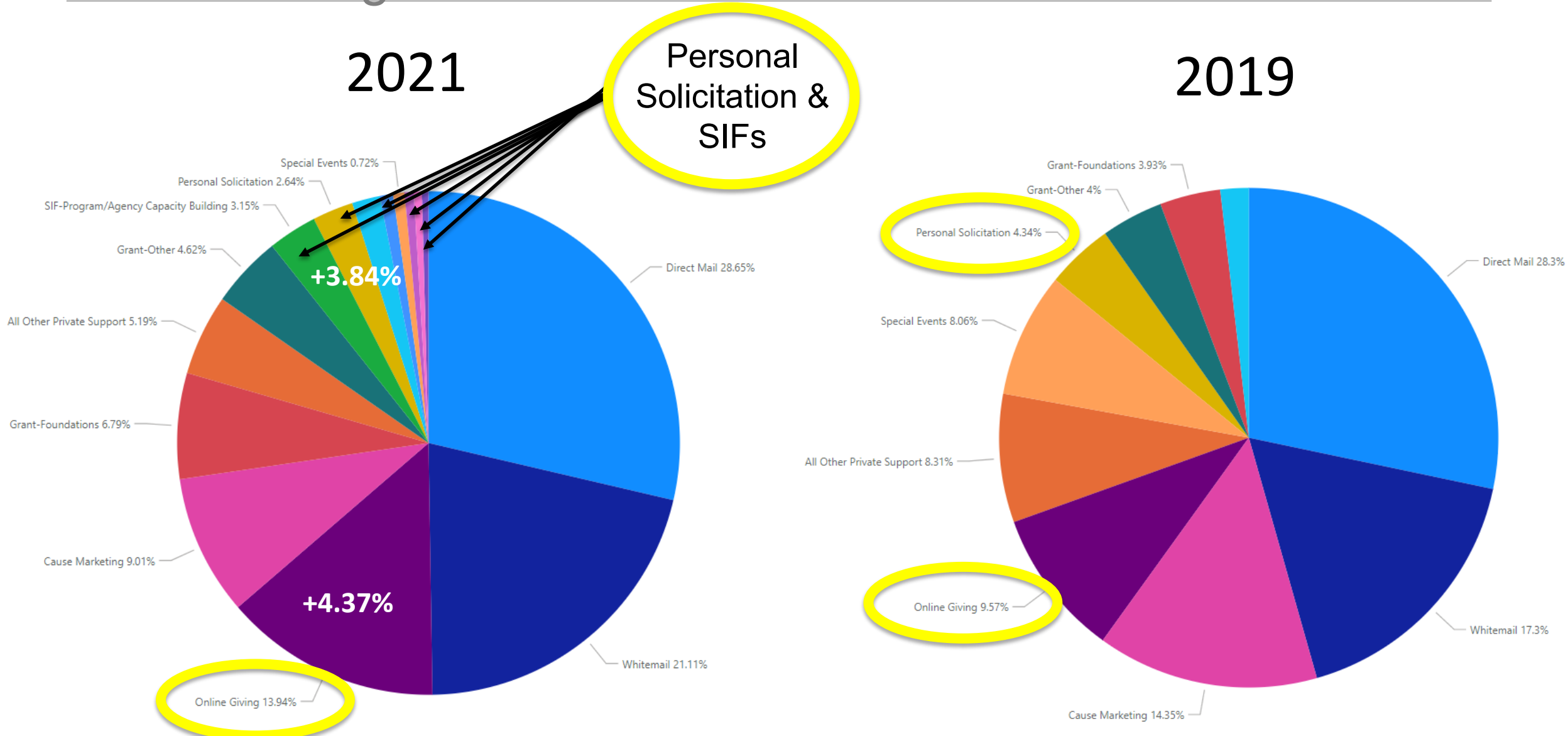
● Gift Subtype Amt ● Gift Subtype Goals



Exceeded all goals except Grant-Other*

(*funding secured for 2023)

Giving by Method 2019→2021 % increases of Online Giving & Personal Solicitation

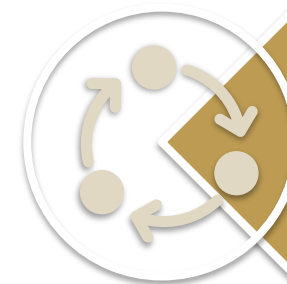


6 of 10 donor segments 93%+ progress to goal

Retention Behavior	Goal	% Goal
Loyal 4+	3,473	93.70%
Loyal 3	599	97.50%
Loyal 2	1,031	96.40%
LYBUNT	1,504	77.50%
New Last Year	2,759	100.20%
SYBUNT 3+	431	53.60%
SYBUNT 1-2	871	53.70%
Long Lapsed	225	173.30%
New this year	474	293.20%
Non-Donor	273	48.40%
Total	11,640	97.70%



11,373 donors



45% given 2+ times



31,501 donations



Major Donor portfolio of 105 donors

- 2,500+ Actions completed
- 30 donors increased giving
- 82% supported Annual Fund totaling \$654,906
- 17 donors gave/pledged a Major Gift
- Status:
 - Solicitation - 29
 - Cultivation - 25
 - Disqualified - 23
 - Qualify (outstanding) - 28



17 major gifts totaling \$672,000 secured



7 Gifts – PAID
 5 Gifts – UNDERWAY
 5 Gifts – CONFIRMED
 (pledge form signed)

Total funds in hand = \$350,000

PROGRAM	Amount	# of Donors
Network Capacity Building	\$70,000	3
Program Capacity Building	\$152,000	3
Service Insights	\$95,000	3
Healthcare Partnerships	\$55,000	2
Client Driven Services	\$125,000	2
Good Food	\$125,000	2
Greatest Need	\$50,000	2
TOTAL	\$672,000	17

Corporate Partner portfolio created

2021

(w/o grants)



\$800,000



44 Donors

