

A large, light green leaf shape is positioned on the left side of the slide, partially overlapping the title text. At the bottom left, there is a thick, red, curved arc that also overlaps the title text.

Development and Community Engagement Dashboard 2019 Results

January 30, 2020

Total Revenue – Annual Fund

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

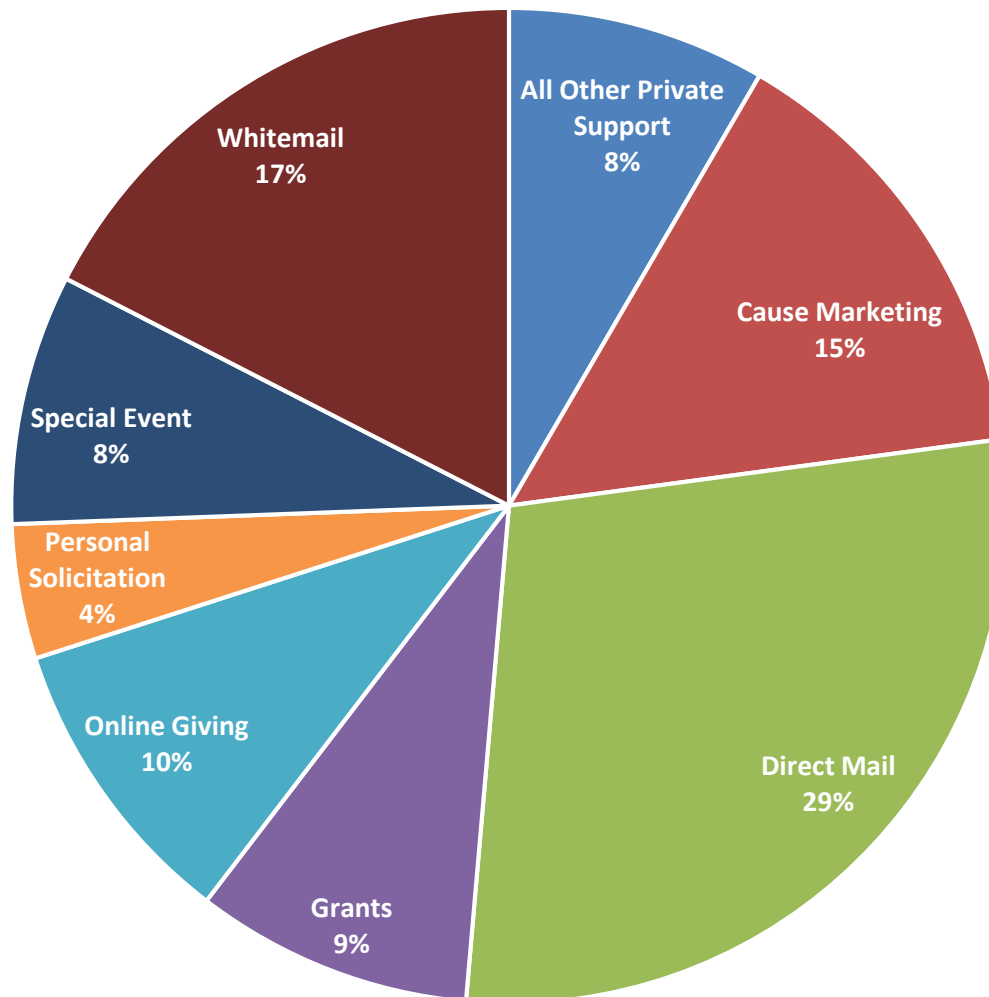
100% participation totaling \$30,679

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

Board Giving

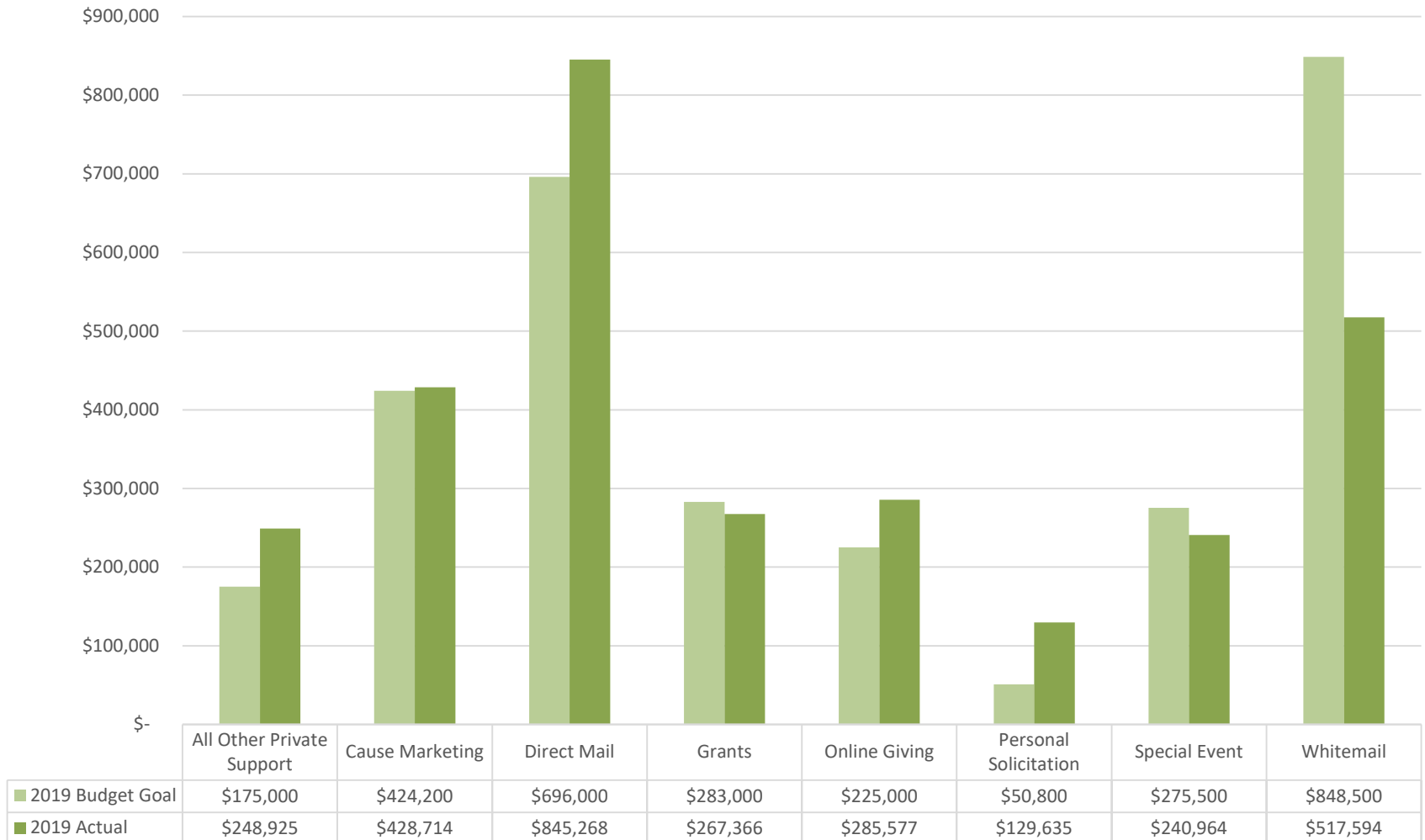
Donor Category	2018 # Constituents	2018 Amount Given	2018 Average Gift Amount	2019 # Constituents	2019 Amount Given	2019 Average Gift Amount	2018 - 2019 # Constituents Change
\$250,000+	1	\$256,442	\$256,442	1	\$275,556	\$275,556	0
\$50,000+	3	\$196,964	\$65,655	3	\$165,891	\$55,297	0
\$25,000+	5	\$186,367	\$37,273	8	\$253,756	\$31,720	3
\$10,000+	25	\$369,251	\$14,770	26	\$368,135	\$14,159	1
\$5,000+	37	\$215,527	\$5,825	49	\$289,522	\$5,909	12
\$1,000+	325	\$566,286	\$1,742	354	\$577,114	\$1,630	29
\$500+	397	\$241,971	\$609	381	\$230,287	\$604	-16
Less than \$500	9,283	\$820,434	\$88	8,988	\$804,665	\$90	-295
Total	10,076	\$2,853,241	\$283	9,810	\$2,964,929	\$302	-266

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

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

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



CIRC: 14,212
COST: \$10,160
REVENUE: \$90,998



CIRC: 14,113
COST: \$10,160
REVENUE: \$30,810



CIRC: 11,990
COST: \$10,190
REVENUE: \$41,233



CIRC: 14,619
COST: \$10,160
REVENUE: \$91,374

Giving by Method Highlights

Online Giving

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

Grants

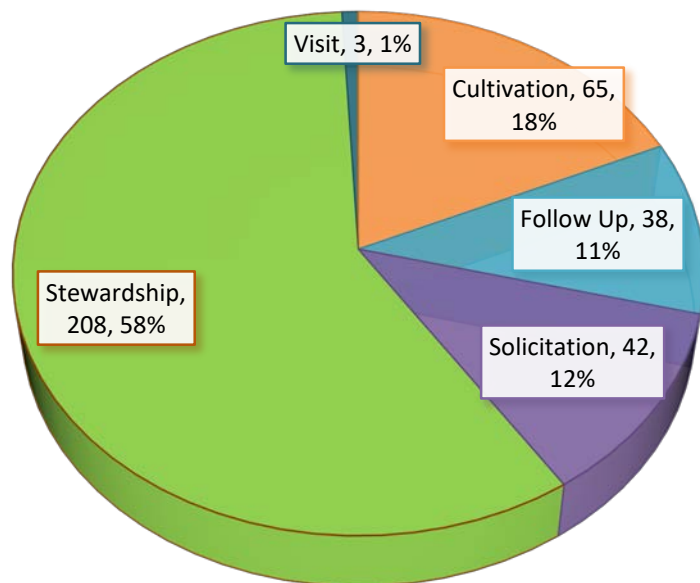
- 48 grant proposals were written – 41 of which were successful for a win rate of 85%
- Asks for those 37 successful grants totaled \$287,866; received \$267,366 – 92% of the total amount requested
- Child Hunger Programs and the MFP Program were popular grant winners; also received funding for the new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

Giving by Method Highlights

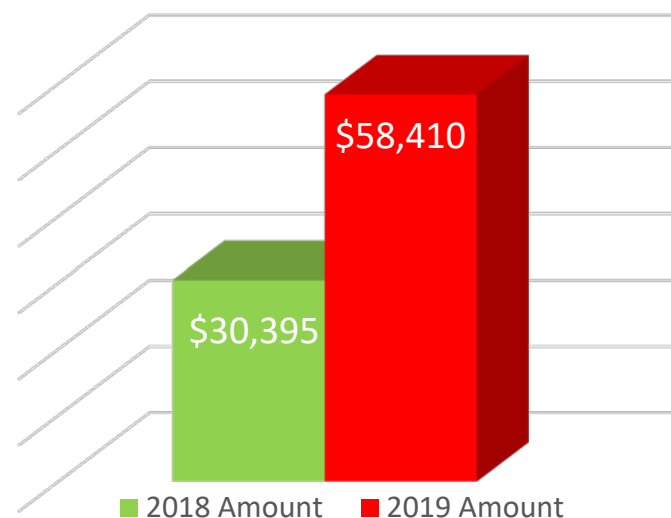
Personal Solicitation (& Major Donor Program)

- 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

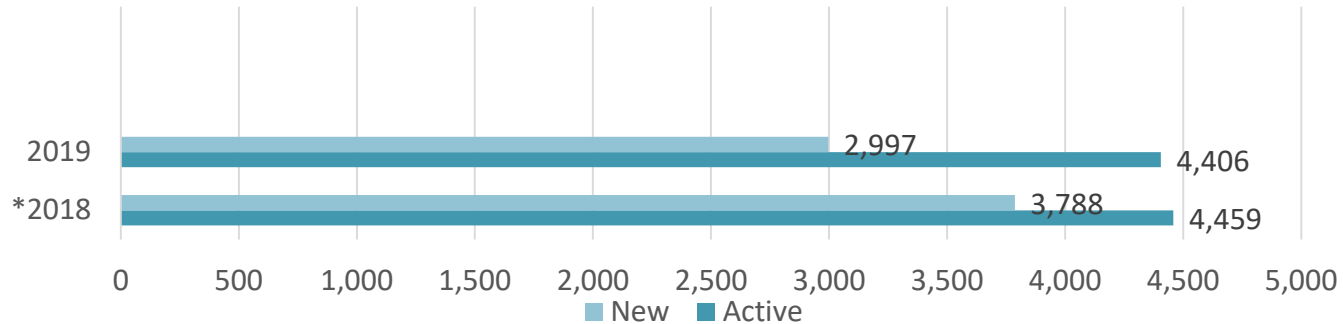
MGO Q4 ACTIONS BREAKOUT



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

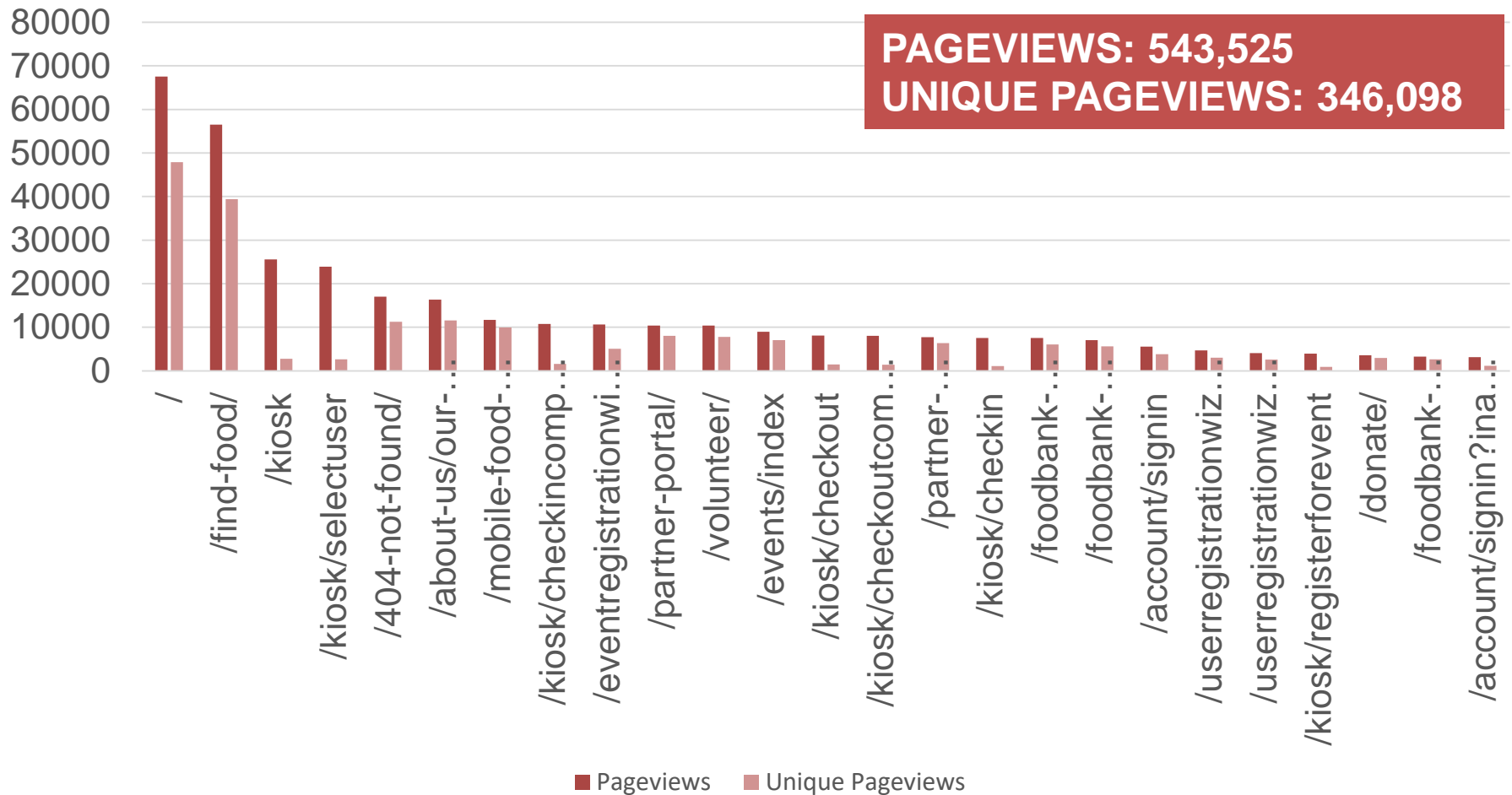
Communications – Website

2019 WEBSITE REBUILD!

- Food Finder!
- Campaigns & Events pages
- Sponsor Logo Carousel
- Board Portal with secure committee and board resources
- Partner Portal with training videos, announcements, forms, applications
- Lightbox capability
- Permissions that allow various users administrative and editorial control by page

Communications – Website

TOP 25 PAGES VIEWED



Communications – Social Media

2019 ANALYSIS

- **FACEBOOK**
 - 6,211 followers
 - 479 posts
 - REACH: 442,277
- **TWITTER**
 - 2,033 followers
 - IMPRESSIONS: 100k
- **INSTAGRAM**
 - 827 followers
 - Analytics not available
- **LINKEDIN**
 - 402 followers
 - IMPRESSIONS: 15,000

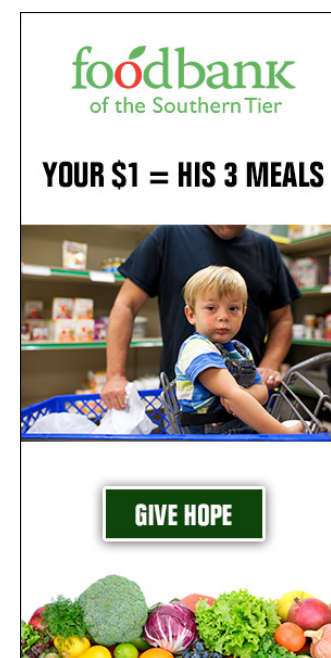
479 Facebook posts, including live photos and videos from campaigns and events.

Average 5 posts per week across all four channels for approximately 260 pre-scheduled posts.

Communications – Paid Advertising

2019 DIGITAL DISPLAY

ELMIRA			
Tactic	Impressions	Clicks	Conversions
Audience	145256	136	37
Retargeting	9803	16	257
TOTAL	155059	253	294
BINGHAMTON			
Tactic	Impressions	Clicks	Conversions
Audience	283679	462	24
Retargeting	9962	16	326
TOTAL	293641	478	350



SPEND: ELMIRA \$1,500 BINGHAMTON: \$4,500

Communications – Paid Advertising

2019 OVER THE TOP (OTT)

Q4 General Awareness

ITHACA			
Creative	Video Starts	100% completion rate	Views
Mobile Food Pantry	26612		25582
Flow of Food	26631	about 96%	25605
BackPack Program	26453		25416

SPEND: \$5,500



Communications – Paid Advertising

2019 TV/RADIO

Q4 General Awareness Ads

Elmira		\$7,000
WETM, WYDC,		
WSKG, Spectrum	\$3,000	
Sound Communications, WINK	\$4,500	
Binghamton		\$3,500
WIVT, WBGH, WBNG	\$2,000	
Radio	\$1,000	
Ithaca		\$2,500
Radio – Cayuga Radio Group		
<hr/>		
Elmira WENY Mr. Food		\$6,000
Sponsorship of daily Mr. Food segments during News broadcasts		
<hr/>		
TOTAL TV/RADIO SPEND		\$18,000



Appendix

Giving by Method Definitions

CATEGORY / GIFT SUBTYPE	DEFINITION	EXAMPLES OF APPEALS WITHIN CATEGORY
Cause Marketing	Cause Marketing: 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
Special Events	Special Events: Gross revenues from planned Food Bank special events, including events hosted by your organization and third-party events benefitting your organization. Include corporate sponsorships of specific events. Do not include food and funds drives. Please include revenue from food and funds drives in "All other Private Support."	Tour de Keuka Selfless Elf Empty Bowls Construction
Direct Mail Appeal categories divided by: - Direct Mail Acquisition - Direct Mail Cultivation - Direct Mail Saturation	Direct Mail: 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
Realized Deferred Gifts and Bequests (Planned Giving)	Realized Deferred Gifts and Bequests (Planned Giving): 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
Online Giving (including e-mail and other web revenue)	Online Giving (including e-mail and other web revenue): 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
Personal Solicitation	Personal Solicitation: 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)
Grant - Corporations	Grant Applications - Corporations: 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.	
Grant - Foundations	Grant Applications - Foundations: 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.	
Grant - Other	Grant Applications – Other (non-government): 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.	
Whitemail	Whitemail: 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>	
All Other Private Support	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): 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). This Includes Food & Fund Drive funds.	Food & Fund Drives Workplace Campaign Employer Matching Gifts Dollars for Doers Volunteers and Speaking Engagements Old Recurring Gift - Monthly / Quarterly**