

A large, stylized green leaf graphic that overlaps the text on the left side of the slide.

Development and Community Engagement Dashboard January – August 18

*Development Committee Meeting
August 20, 2021*

Two new hires & two open positions



Vince Caperelli

Director of Communications

- Development Director at Manna on Main Street (delivers meals in Greater Philadelphia/Southern New Jersey areas)
- Relocating with family from Doylestown, PA



Theresa Dougherty

Annual Fund Manager

- Development and Community Engagement Manager at Catholic Charities Steuben/Livingston
- Lives in Wellsville

Openings: Community Engagement Manager & Digital Manager

In midst of anticipated seasonal, summer dip



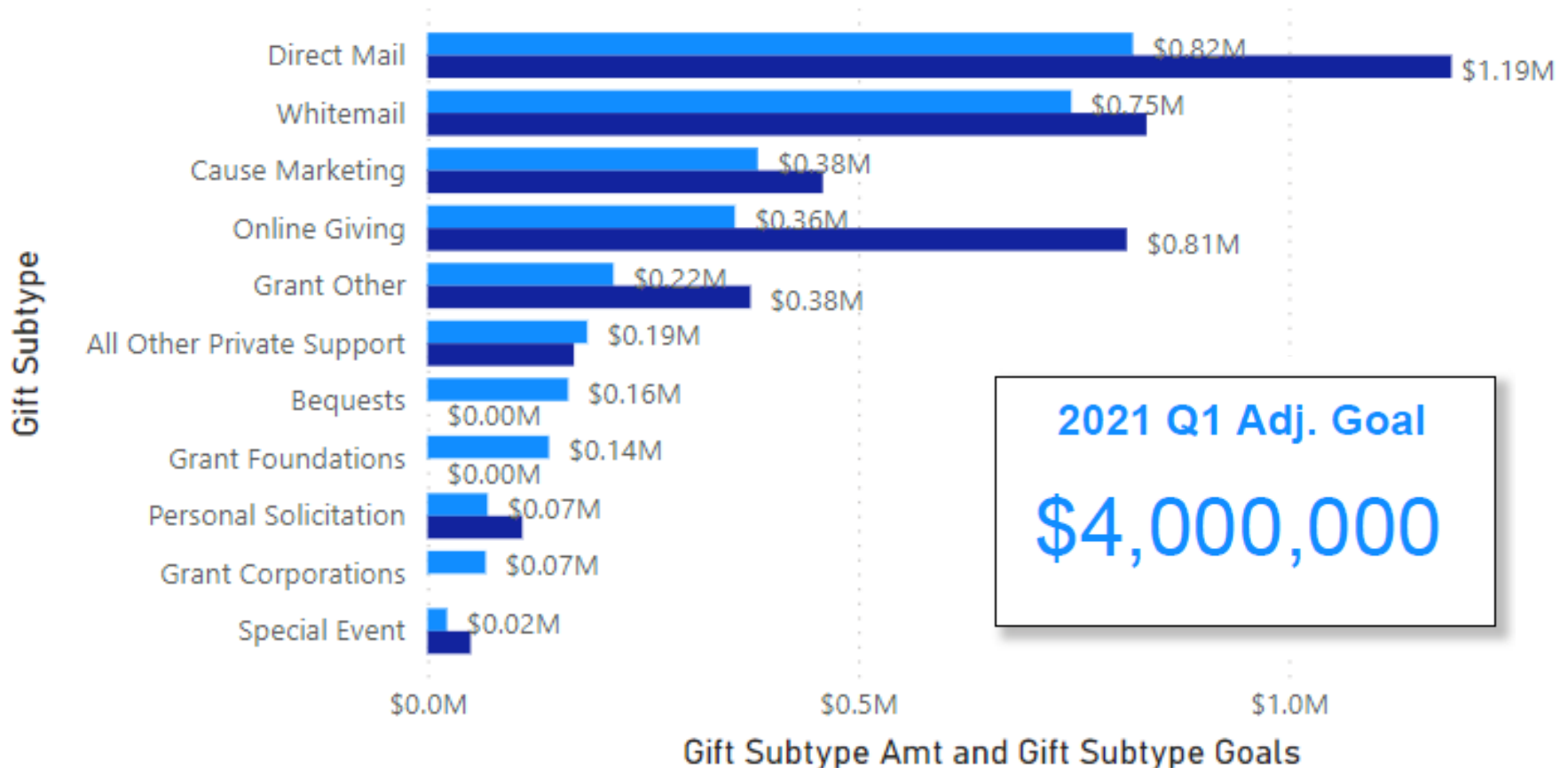
Reflects Q1 adj. goals

Original total revenue goal \$3.409M



2021 Giving by Method Actual vs. Budget Goal

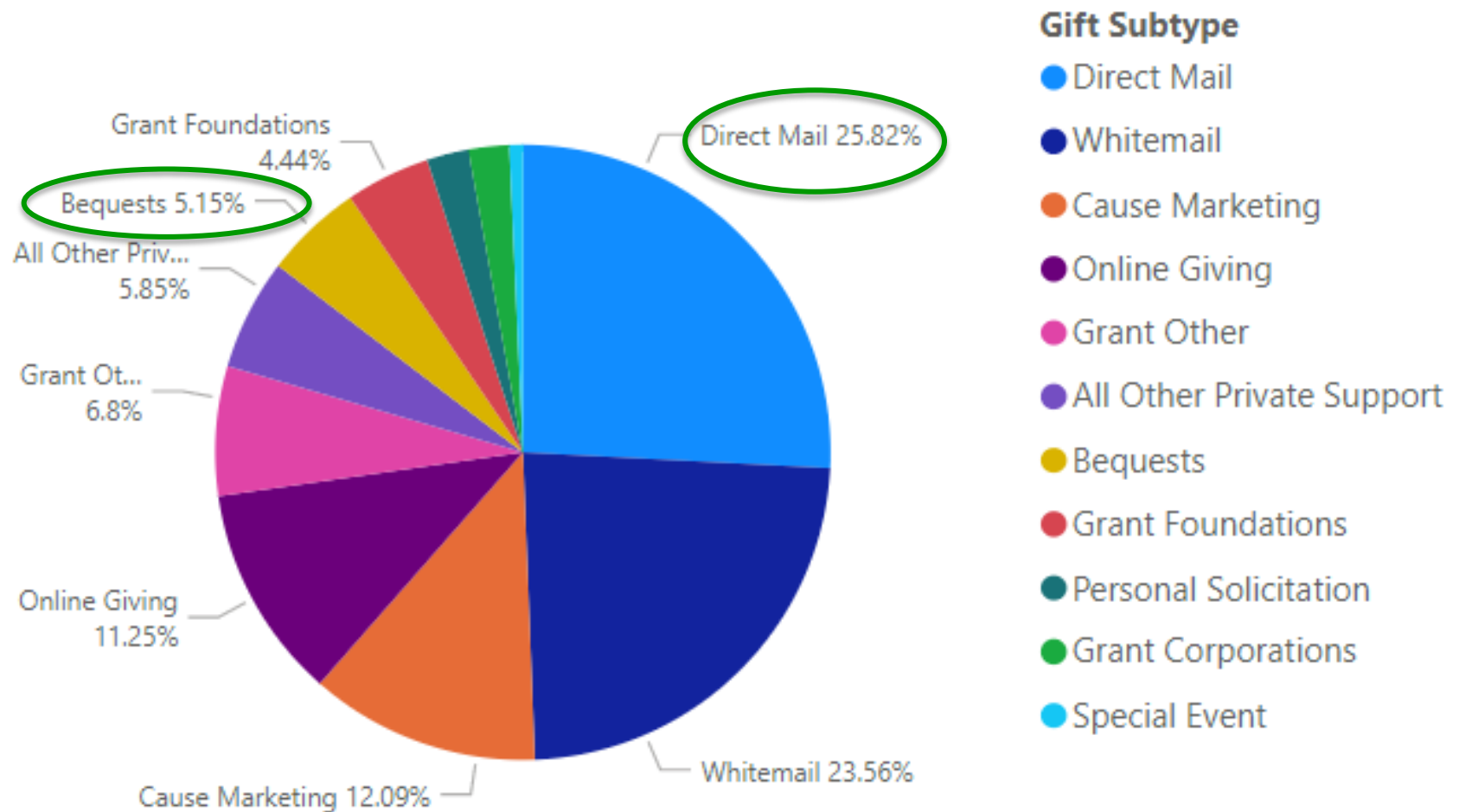
● Gift Subtype Amt ● Gift Subtype Goals



Bequests is on the board!

Direct Mail surpassed Whitemail

2021 Giving by Method Actual



Loyal 4+ 61%

New Last Year 22%



2021 Retention Behavior Summary

Retention Behavior	# Constituents	# Donors	# Gifts	Goal	% Given	% Goal	# Donors with 2+ Gifts
Loyal 4+	4,038	2,482	8,008	3,473	61.5%	86.0%	1,499
New Last Year	7,873	1,776	4,077	2,759	22.6%	35.0%	732
New this year	751	751	1,043	474	100.0%	100.0%	121
LYBUNT	2,426	687	1,388	1,504	28.3%	62.0%	249
Loyal 2	1,716	656	1,769	1,031	38.2%	60.0%	315
Loyal 3	880	391	1,047	599	44.4%	68.0%	191
SYBUNT 1-2	10,883	213	280	871	2.0%	8.0%	34
Long Lapsed	22,472	169	213	225	0.8%	1.0%	25
SYBUNT 3+	1,438	118	170	431	8.2%	30.0%	24
Non-Donor	27,316	55	110	273	0.2%	1.0%	15
Total	79,793	7,298	18,105	11,640	9.1%	14.6%	3,205

“New Last Year” includes:

- donors who gave first gift in 2020
- donors who gave in distant past (prior to 2016) & reactivated by giving a gift in 2020

Appendix

Giving by Method Definitions

CATEGORY / GIFT SUBTYPE	DEFINITION	EXAMPLES OF APPEALS WITHIN CATEGORY
Cause Marketing	<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
Special Events	<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. 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	<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
Realized Deferred Gifts and Bequests (Planned Giving)	<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
Online Giving (including e-mail and other web revenue)	<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
Personal Solicitation	<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)
Grant - Corporations	<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.	
Grant - Foundations	<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.	
Grant - Other	<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.	
Whitemail	<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>	
All Other Private Support	<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). 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**

Gift Table Definitions/Criteria

- * Donor Level, Avg. Gift and Dollars represent annual cumulative giving for donors
- * Donors is a distinct count of donors
- * Gift types include, Cash, MG Pay-cash (credited to MG Company), Pay-Cash, Stock/Property, Stock/Property, (Sold), Pay-Stock/Property, Pay-Stock/Property (Sold), Recurring Gift Pay-Cash
- * Campaign includes 2020 Fundraising Campaign
- * Fund includes all funds other than Donation to Agency
- * Gift Subtypes include Personal Solicitation, All Other Private Support, Cause Marketing, Online Giving, Direct Mail, Grant Corporations, Grant Foundations, Grant Other, Whitemail, Special Events

Strategic Investment Fund Update



Strategic Cases for Support - \$2,707,000:

- **Program Capacity Building** - \$730K
- **Network Capacity Building** - \$516K
- **Client Driven Services** - \$328K
- **Healthcare Partnerships** - \$90K
- **Service Insights** - \$333K
- **Order Ahead** - \$230K
- **Food Acquisition** - \$480K