

## Development Report

March 2017

### Appeal Mailings

**Budget goal \$285,000**

Fall Appeal mailed October 29, 2016

Second appeal mailed February 14, 2017

Third appeal scheduled to mail April 21, 2017

Raised to Date: \$213,355 -includes confirmed pledges and matches (\$212,000 same time in 2015/16)

Board Donations & Pledges = \$51,250 from 15 trustees (\$50,380 total raised by Board in 2015/16)

### Major Gift & Grants

**Budget goal \$315,000**

**Received \$222,677 in restricted gifts (includes \$19,000 in pledges) – Budget goal \$200,000**

\$127,000 received from Individuals or private family foundations

**Received \$114,830 in unrestricted donations (includes \$20,00 in pledges) – Budget goal \$115,000**

**Outstanding requests = \$150,000**

Major gift needs and requests for 2016/2017 have been directed to technology improvements, Harkness and off-site programming, Horse Sense and IELP program development, Veterans program funding and scholarship support.

Grants received in 3<sup>rd</sup> quarter include:

- Thompson Family Foundation \$40,000 for Scholarship & veterans' programs
- Kitchings Family Foundation \$20,000 for New London Schools and unrestricted
- Newman's Own \$5,000 for scholarship support
- Gardiner Family Foundation \$7,000 for Harkness
- Community Foundation of Eastern Connecticut \$5,000 Norwich Horse Sense
- Eastern Connecticut Chamber of Commerce \$2,000 for Harkness

## **High Hopes Holiday Market**

**Budget goal of \$43,250 with an Attendance Goal of 2000**

**Event net revenue raised \$35,931 (\$38,895 in 2016/2017)      Attendance 2300 (2300 in 15/16)**

For the 2018 Raffle we are in discussions with the Valenti Auto Group and their proposal is very exciting with the potential to provide new venues to sell raffle tickets (8 dealerships) and on-line promotion. The proposed vehicle is a Jeep Wrangler and the costs to High Hopes would remain the same.

## **Concert 2017**

**Budget Goal is \$204,390 net.**

Save the Date Cards have mailed and invitations will be sent out May 5.

Notewriting by the Board and Committee Chairs to take place April 24 through 30<sup>th</sup>.

**Corporate Sponsorship stands at \$113,650 exceeding its budget goal of \$110,000.**

Auction Highlights:

- Patriots Opening Day (rumored to be the Atlanta Falcons) with VIP access
- Hamilton Tickets with 2 night stay in Corporate Apartment
- St. Croix Villa, sleeps 10 with exclusive activities
- Dinner with Jacque Pepin, prepared by High Hopes chefs Cheryl Heffernan and Sara Qua (yikes!)
- Heisman Trophy Dinner
- Bequia oceanfront stay
- Joe Standart portrait
- Celtics VIP Experience

Scholarship will be a live auction conducted by a professional auctioneer. Julia Balfour is preparing a two minute video featuring former High Hopes participant Melissa Carney.

## **Endowment Feasibility Study**

The Giving Collaborative has begun preparing the Context for Conversation & other materials needed for outreach to donors to be invited for study interviews. The Development Office has identified 90 donors that can be contacted in order to reach our 30 interviewee goal. These donors have been ranked in order of priority based on their giving potential and relationship to High Hopes. The Development Office will begin to set up these interviews in late April/early May.