

Development Report

September 2018

Fall Development events

September 7 Pizza Truck Party and Demo – invitees included all Corporate Sponsors, Foundation representatives, current major donors and prospects.

September 14 Peter Watt/Gerard Cattie Endowment Event

October 7 Annual Participant and Volunteer Celebration

November 11 High Hopes Holiday Market

Development Committee - Chair, Jeff Ridgway, Members: John Catlett, Scott Douglas, Cheryl Heffernan, Debbie Welles, Natalie Yonkers, Hannah Childs, Jackie Kangley, Peter Watt, Greg Varga and Gary Rogers

The Development's first Committee meeting is Thursday, September 13. Copies of the 2018/19 Development Plan are available to non-Committee members by request.

Appeal Mailings

Budget goal \$290,000

First appeal mailing scheduled to mail the last week in October– once again the content and design of the fall appeal will be done by the creative team at Overabove and incorporates key elements of the strategic positioning session they conducted for High Hopes in 2015/16. The theme for the fall mailing will be focused on school partnerships. The package will be available to the Board for note writing one week prior to the mail date.

A second appeal mailing is scheduled for mid-March. A third appeal will only be mailed if needed to reach goal. This would take place in mid-May.

Appeal results to date: \$11,043. Sources of appeal revenue:

\$2,605 Summer Rider Newsletter appeal envelope insert.

\$6,800 Adopt-A-Horse (includes one \$5000 donor)

\$562 On-line donations

\$50 Matching Gift

\$1,025 Misc. appeal mailing responses

Restricted Operating Funds (non endowment)

Budget goal of \$220,000

Total Commitment to date: \$103,000

Received \$24,500 (\$10,000 was from a new foundation – Fisher Fund of the Hartford Foundation for Public Giving)

Pledged \$78,500 (\$50,000 was directed for Equine Care Fund & balance is primarily for financial aid)

Pending – 6 grants = \$75,000

Unrestricted Operating Funds

Budget goal of \$140,000

Total Commitment to date: \$23,692

Received \$9,192

\$412 Employee Giving

\$221 Matching Gifts

\$1,304 In Memoria or In Honor

\$7256 Unsolicited

Pledged \$14,500

High Hopes Holiday Market

Budget goal of \$40,209 net. Attendance Goal of 3000

Event Chairs are **Jeff Ridgway** and **Barbara Willkens**

Event Date is November 11 from 10-4pm.

Hours for the market have expanded to 10am to 4pm. Raffle permit process has changed and on-line raffle sales are now allowed. New for this year is a Food/Wine & Beer Tasting Tent, in partnership with Grand Wine & Liquors and Gourmet Galley. Admission to the Market is free with a donation to the Shoreline Soup Kitchen, but the Food, Wine & Beer Tent will have an admission price of \$20 per person. Access to the tent will be strictly controlled.

Revenue to Date: \$31,496

Corporate Partners \$21,000 (\$15,000 in-kind)

Vendor Sponsors \$8,000 (these vendors pay a flat fee of \$250 rather than the 15% of sales)

Raffles Sales \$4,295 (\$2,435 are on-line sales)

Concert 2018.**Budget Goal is \$217,000 net**

Event Chairs, Hannah Childs and Emily Jewett have agreed to once again to lead this event and Robin Schonberger and Barbara Willkens are heading up the Auction challenge while Gary Rogers is already working on building a team for corporate solicitation and Jackie Kangley has taken on the décor challenge. The band for this year's benefit is the popular group "Fever". Check them out on You Tube!

Share Hope Endowment Campaign**Goal \$3,000,000**

At this time we are nearly at the half way point (\$1,500,000) which is behind where we wanted to be at this time. One major ask pulled back significantly, another needed more time to sort through personal decisions and the third has been unresponsive to personal appeals to meet. Now that summer is over, energy needs to be directed to the campaign to start to build momentum so that we can reach the \$2 million benchmark and go public with the campaign. Board commitments are nearly complete with the only exceptions are solicitations to new Board members which are in process.