

Development Report

January 2021

Development Committee - Chair, Peter Watt, Co-Chair, Jeff Ridgway Members: Anna Grenier, Edna Beaudette, Jane Chapman, John Catlett, Scott Douglas, Cheryl Heffernan, Debbie Welles, Natalie Yonkers, Hannah Childs, Jackie Kangley, Greg Varga, Jane Bolles, Eliza Sharp and Gary Rogers

Appeal Mailings

Budget goal \$275,000

Revenue to date: \$153,623 - same time in FY2019/20 = \$140,454

First appeal mailed October 5, with a follow up postcard mailed on November 13. A second appeal mailing is scheduled for mid-February. This will be social media campaign built around a match/challenge appeal.

Sources of appeal revenue to date:

- \$825 Fall Rider Newsletter appeal envelope insert.
- \$7,101 Adopt-A-Horse
- \$86,102 Fall Appeal Mailing
- \$24,416 On-line donations
- \$27,266 Misc. appeal mailing responses
- \$7,822 Matching Gifts

45 % of the Board (9) have made appeal gifts for a total of \$15,655

Restricted Operating Funds (non endowment)

Budget goal of \$200,000

Revenue to date: \$189,100

Gifts made in this quarter - 2 Anonymous Gifts \$20,000 Scholarship and \$10,000 Gift of Warmth, Community Foundation of Middlesex County \$5,000 Scholarship, Equus Foundation \$5,000 Equine Care, Loeb Foundation \$5,000 Equine Care, Dominion Energy \$10,000 Technology, Community Foundation of Eastern CT \$5,000 Scholarship, Cestone Foundation \$15,000 Equine Care, Dime Bank Foundation \$2000 Scholarship, Pine Bar Cornerstone Foundation \$10,000 Scholarship.

Unrestricted Operating Funds

Budget goal of \$135,000

Revenue to date: \$95,075

- \$2,600 Employee Giving
- \$750 Saybrook Home Promotion
- \$6,577 Memoria or In Honor
- \$932 Tuition Contribution
- \$61,000 Foundation Gifts
- \$33,216 Individual Gifts

High Hopes Holiday Market

Budget goal of \$37,975

Revenue to Date: \$39,753

Event Chairs are **Jeff Ridgway, Barbara Willkens and Natalie Yonkers**

The Holiday Market was a success with lots of lessons learned. The virtual selling platform will be incorporated into future "live" Holiday Markets to enhance the marketing experience for vendors and buyers. Also, the Raffle relied almost entirely on social media to drive sales and exceeded the 2019 Raffle total by almost \$3000, despite losing almost \$12,000 in day of Holiday Market in person sales. We are grateful to the team at Julia Balfour and Dreamscapes for working with us in creating a new model for the Holiday Market and Raffle.

Revenue	Projected	Actual
Vendor Revenue	\$4,000	\$5,000
Corporate Sponsors	\$5,000	\$6,755
Raffle	\$55,000	\$51,788
Merchandise Sales	\$500.00	\$1,492 (Contributions)
Donated Goods and Services	\$45,000	\$52,369
Total Revenue	\$82,000	\$117,404
Expenses		
Raffle	\$24,000	\$25,436
Printing	\$1,225	\$1,828
Sanitation	\$2,250	\$0
Advertising	\$43,000	\$48,625
Credit Card Charges	\$500	\$1,017
Insurance and Permits	\$50	\$0
Postage	\$500	\$745
Total Expenses	\$71,525	\$77,651
NET PROFIT	\$37,975	\$39,753

Big Tailgate Bash 2021.

Budget Goal is \$185,560 net

Event Chairs are Barbara Willkens and Robin Schonberger, Auction Chair is Celina Merrill and Corporate Sponsor Chairs are Gary Rogers and Jamie Childs. After a great brainstorming session with lots of creative minds the decision was made to host a Big Tailgate Bash in the front field of High Hopes. This event will allow us to gather in person, but in a safe and socially distant manner. Attendance will be reduced to a maximum of 450 guests who will be in assigned car pods, with a maximum of 4 guests per pod. We will have the popular band Sugar performing and the auction will be entirely virtual. Exciting Corporate and VIP packages are being put together. Corporate Sponsorship appeals will mail out in late January.

