

Fund Development Report

Meeting: November 19, 2019

Attendees: Andy Owens, Gordon Beatie Staff: Jim Phelps

FYE 2019 Fundraising Budget

The Committee reviewed the budget through September 30.

Fundraising

- Street of Dreams has cleared the \$100K (cash) mark.
- Winter Appeal has been sent, over 1,800 pieces. Donations are coming in!
- A Giving Tree will be set-up at ReStore

2020 Capital Campaign

The Committee reviewed a number of planning points for the Capital Campaign:

- Our target is \$200,000
- A key component is to recruit four \$25K matching donors. A focus on institutional donors (foundations, corporate foundations) should be emphasized, with asks of Key individual/family foundation donors. Cultivating these donors will be a focal point of the “silent phase”
- Jim and Andy are in the process of creating Campaign materials, including a campaign landing page and online case statement
- All core donors will be asked to make a stretch gift in 2020
- Capital Campaign will also feature several new events, with the Heritage Oaks II dedication being the launch point of the public campaign.

2020 Planning

The Committee went over a number of key points from the proposed 2020/21 Development Plan:

- Donor Stewardship/Acknowledgement: Every donor will be thanked via a phone call, personal letter (not just the standard TY/Receipt letter), or both. We’ll seek a couple of volunteers to make calls, ask Board members to make calls to targeted donors, and staff will make call.
- Faith Community: we’ll plan a HomeBuilder Faith Community introduction event for February, and also create a Faith Committee.
- Playhouse Build: a special event in which teams from the community will come together to raise money and Habitat awareness via building children’s playhouses. Funds would potentially be allocated to the capital campaign
- Heritage Oaks II Dedication: this event needs to be owned by the Board as a kick-off for the Capital Campaign. To be held in the Spring
- ReStore Round-Up: this has already begun. A roll-out of the campaign will come in January. Funds can be earmarked for the capital campaign
- We have plans to beef-up the newsletter and social media. More varied stories about Habitat homeowners, volunteers, donors, ReStore, etc.

Faith Communities

Grant Activity Update:

Currently seeking grant funding for solar for Park Place homes. Numerous foundations have been targeted, with initial proposals having been sent to 10 foundations.