

# ANNUAL COMMITTEE REPORT FOR YEAR ENDING 9/30/2022

## Committee: Fund Development

### **BENZIE SENIOR RESOURCES STRATEGIC PLAN - AREAS OF STRATEGIC FOCUS**

**A: Strategic Focus: Broaden and deepen the services we provide, aligned with our mission.**

**B: Strategic Focus: Enhance our communications, marketing, & engagement capabilities.**

**C: Strategic Focus: Strengthen and deepen our physical, financial, & operational capacity.**

### **ACCOMPLISHMENTS FOR THE YEAR ENDING 9/30/2022**

- Year End Appeal trifold brochure/letter/Christmas card design and insert wording (\$54,000)
- Assisted on Subaru's "Share the Love" campaign social media messages
- Learned about Network for Good and Donor Perfect regarding services they provide in regard to maintaining a database of donors, reports, sending out reminders to donors, etc.
- Leo and Nancy had a meeting with Jason Allen to learn about government grants available for capital campaigns regarding new building and or renovating an existing building.
- Developed the Fund Development Charter
- Conducted a review of BSR website for revisions and the implementation of a new portal page for Board of Directors, volunteers and staff for communication purposes
- Work with the Jamie Gray Group on the inaugural Golf Outing Fundraiser in June (\$5,000)
- Developed a new volunteer card for recruitment purposes
- Worked on marketing messages for the Walk a Thon (\$22,800)
- Marketed a QR code for all our promotional materials as another avenue for the public to donate to BSR
- Implemented a monthly update on Communications and Public Relations activities
- Susie Hughes presented at a 100 Women Who Care made a successful plea for a new oven (\$15,000)

### **COMMITTEE GOALS FOR THE YEAR ENDING 9/30/2023**

- Year End Appeal with a goal of raising \$62,000
- Golf Outing Scheduled for June 2023 with the Jamie Gray Group with a goal of raising \$6,500

- Annual Walk-A-Thon Event Scheduled for August 5, 2023, with a goal of raising \$25,000
- HDM vehicle fundraiser with a goal of raising \$35,000 through grants and fundraising
- Monthly Record Patriot articles
- Updating donor thank you letters
- Giving Tuesday media promotion
- Christmas holiday bags with a goal of distributing at least 250 gift bags