

Development Report – January 2022

Donor Communications

- A targeted (end of year) donor appeal letter was sent in early November with an electronic copy sent shortly after to 6400 mail and 2700 electronic constituents addresses.
- **Some primary numbers for end of year fundraising - We received monetary donations into the following accounts:**
 - **One Can Feed Separate Donations - \$194,298.95, January to December 2021 (\$89,793.42 January to December 2020) Increase of 186% over 2020**
 - **Year-end Gifts through OneCanFeed.org website (Nov. 12 – Dec. 31, 2021) - \$72,869.10, Average Donation of \$379.53, 192 Donations during this time (\$37,706.31 in 2020, Average \$228.52, 165 donations), increase of 93% over 2020**
 - **Colorado Gives Day (Dec. 7th only) – Actual \$43,358.77 (2021 Goal - \$36,200) Increase of 20.5% over 2020 (Past Totals - \$34,455.20 in 2020, \$31,461.77 in 2019, \$28,799.72 in 2018, \$22,244.39 in 2017)**
 - **Colorado Gives Week – (Dec. 6 to Dec. 10) \$ 43,994.48 (\$37,700.09 in 2020)**
 - **Year-end Gifts through CGD/Giving First website (Nov. 12 – Dec. 31) – \$51,604.07 (\$64,405.64 in 2020). 25% Decline is due to more people using OneCanFeed website components (Paypal/Donorbox)**
 - **Holiday letter appeal mail envelopes (checks only) – \$ 33,240 (2021 Goal \$49,500 for all mail and electronic donations (Past Totals - \$47,030.00 plus a \$60,000 special gift in 2020, \$14,275.00 in 2019 and \$20,800 in 2018) a 41% decline over 2020 - There continues to be a big shift to electronic donations over checks.**
 - **Holiday Donations (Thanksgiving and December Enrichment Programs) - \$38,537.64, (\$29,670.76 in 2020, \$21,999.77 in 2019)**
 - **Thanksgiving Only Food Box Appeal - \$8,253.59 (\$12,282.00 in 2020)**
 - **Combined Goal of Holiday Food Boxes (\$14,000), Holiday Appeal (\$49,500), CO Gives Day (\$36,200), and Helping Hands/Adopt Child Cash (\$20,000) = \$105,714**
 - **Total of 2021 Holiday/Year-End Giving – \$157,713.17 plus a one-time \$74,686.54 designated gifts for holiday food, gift cards, enrichment, and building renovations is NOT included in this total (Total \$232,399.71).** (\$90,367.15 plus 60,000 separate stock contribution in 2020 (total \$150,367.15), \$67,736.54 in 2019), a 175% increase of typical donations over 2020 and 233% over 2019
 - **Overall Year-end (November and December) Philanthropy has exceeded budget by over 219.8%**
- **A special notation on Giving Patterns** – most of the gifts through the January to December 2021 period were very different in pattern than previous years. We got a large amount of donations much earlier than normal due to the COVID pandemic. Many of the general large gifts were given outside Colorado Gives Day and Year-end appeals. IFCS had the strongest Colorado Gives Day (Tuesday Dec. 7th) in our history. This promotion continues to be a strong way to remind donors to make year-end gifts.
- All being said, 2021 calendar year and holiday season were the strongest overall periods in recent past years for all giving (with many new large gifts – **approx. \$6,272.20 in new donations came in during the holiday appeal, with many that had not given in 5+ years**). There were shifts from one bucket of monetary giving and into another area of

financial support. We asked donors to move from being heavy in general food donations, toy, and holiday food/gift donations to giving money or liquid assets.

- Year End Giving has all been received, and is up from projections and previous years. No accurate way to determine the change, other than the emergency response to pandemic, donor confidence and our increased communications in the community (with giving focus changes) has increased. Being comfortable with tax code revisions should have spurred on additional giving, but going into a post-election year, giving patterns were uncertain. Natural disasters locally and nationally (wildfires/hurricanes) continue to detract from donor's attention to IFCS causes. The Christmas Eve Superior fire may have an impact on the Q1 giving but came too late to effect year-end giving to IFCS.
- We are challenged by our current materials and visuals, as we have decided to revamp all our PR and Marketing materials to reflect Hunger Alleviation and not some of our traditional programs. As we build out our newly launched website, the hope is to have many PDF program, event, or client documents that can easily be changed, linked on our website, e-mailed and /or printed from the office.
- At the end of Q3 and all of Q4, we were without a Development/Enrichment Coordinator. With the assistance of key volunteers, we were able to coordinate gifts/holiday food boxes and communicate well with donors that like to give around these campaigns.
- Obviously, we have a dynamic story of growth and change to tell. This is our main vehicle to inspire new and continued partnership. We would really appreciate the board helping in keeping the current story flowing to your constituents to help garner additional support.

Donor Interaction

- More relationship building has taken place through Zoom and virtual calls. People still prefer in-person interactions now that people are vaccinated and are more confident. The primary mode of connect is by letter, phone and e-mail. Every relationship has seen different levels of engagement – some of our lukewarm partners have really stepped up to be more prominent in their support. We keep stirring the pot with the resources and time we have to devote to relationship maintenance.
- We continue to see a recent increase of new e-mail addresses during the past year due to new electronic donations. We get on average a 22% open rate on messages and a moderate percentage of our communications are held up and never get delivered. We rely heavily on electronic communications to save cost, but we will need to continue to mail donor communications to all addresses to ensure that we get maximum exposure. The average donor appeal letter with remittance envelope, costs \$2,100 to mail to all constituents.
- Much scrutiny is taken to craft a good message in all communications and deliver impact to the reader. The Board Communications committee has not been meeting and we will need assistance with constructive input to strategize a better way to communicate.

Development Planning

- The Board Fundraising committee regular meeting has not continued, but the IFCS internal Development, Communications, and Program staffs have been meeting regularly amidst staff schedule changes and holiday demands. A future meeting has not been set.
- We are seeing a very positive trend. Donor making electronic gifts are opting to cover the credit card fees and adding an extra dollar amount, thus increasing the overall donation to IFCS.

Donor Event Relations

- Nibbles and Sips Save the Date electronic invites will be sent to 2700 addresses. No print invitations or elected official contacts will be sent. We have a schedule of at least four communications to invite and engage participation in the February 26 virtual event.
- Nibbles and Sips Auction and Event Live Program committee meeting are being held with our contracted virtual event auctioneer and manager for general planning and logistical event strategizing. Currently, there are no board members involved in the event in any capacity.
- As we get closer to Nibbles and Sips (Saturday February 26th), we are getting additional commitments through persistent communications. To date, we have over \$61,000 in sponsor support (Goal is \$65K for sponsorships/pre-event family donations and \$ 65K day of event fundraising).
- Additional reach is going out to prominent relationships over the last year to get their support and participation.
- The 2022 N&S virtual event is slated to be another great product that we have created. Please consider reaching out to your contacts to see how they can support the event or donate an auction item. Please contact Todd for materials and info to pass along to potential guests.
- We plan to have just one fundraising event this year Nibbles and Sips. We are not able to plan and get participation in any other in-person Development events.

Some Nonprofits Had a Strong End to 2021, But the Outlook for 2022 Is Uncertain

By Emily Haynes and Eden Stiffman CHRONICLES IN PHILANTHROPY JANUARY 2022

Many groups fared well as 2021 came to a close, despite concerns that giving could decline because of donor weariness in the second year of the pandemic.

While some charities are still tallying how much donors contributed in the crucial last weeks of the year, brand-name charities on the front lines of hunger and health crises reported record-breaking fundraising hauls, while smaller groups with diverse missions said fundraising was largely on par with expectations. Bolstered by a strong economy throughout the year and at year-end, charities that clearly articulated why their mission matters saw support pour in from new and loyal donors alike.

Doctors Without Borders USA had another record-breaking fundraising year in 2021, raising an estimated 13 to 15 percent more than it did in 2020. Kim Goldsmith-N'Diaye, director of development at the emergency medical-relief charity, attributes that increase to some unanticipated major gifts and payoff from the investments the nonprofit made in its fundraising program last year. "We have the ability to build a better mousetrap now that we did well in 2020," Goldsmith-N'Diaye said. "In the years that you do well, that's when you build the undergirdings of the foundation so that you can continue to move forward."

The charity zeroed in on audience research last year, looking at what motivated gifts from donors at different giving levels, from a few dollars to a few thousand dollars. It used focus groups and online panels to find a message with a broad appeal.

In its digital ads, email marketing, and other online channels, the charity appealed for support for health emergencies including Covid-19, the Haitian earthquake, and ongoing challenges like

maternal-health inequities and climate change. Digital ads alone raised an estimated \$12.8 million.

Ahead of the winter holidays, the charity placed ads aimed at high-net-worth individual donors, corporate donors, and foundations in media outlets including the BBC, the *Atlantic*, and Condé Nast publications. It also worked with airports across the country to sponsor free Wi-Fi for travelers who viewed a 30-second video ad. In addition to introducing the charity to more people, the ad attracted \$5,000 in donations.

On the heels of another successful fundraising year, Goldsmith-N'Diaye is eyeing new innovations for 2022. She wants to invest in more donor research to learn about supporters' perceptions of the charity's brand. She's also weighing cryptocurrency fundraising and expanding appeals for gifts from donor-advised funds.

"You want to remain relevant to your donors, especially coming out of Covid — or as we learn to live with Covid," she said. That will likely mean identifying new ways to move donors to support Covid-19 relief, even as the virus comes to feel less like an emergency and more like a fixture of everyday life.

Videos Demonstrate Impact

At a time when global hunger is as high as it's been since World War II, donors have continued to respond to the World Food Program's case for support.

The charity's USA arm closed out the calendar year with a record-breaking quarter, coming on the heels of a record-breaking fiscal year. Revenue during the 2021 fiscal year, which ended September 30, increased 102 percent over 2020. That growth was across the board, as foundations, corporations, core individual donors, major givers, and faith-based partners stepped up their support.

Donations in the last quarter of the calendar year were the highest the World Food Program has seen in 27 years. Between October and December, donors gave close to \$36 million. That's 500 percent more than in the fourth quarter of 2019, and 82 percent more than the fourth quarter in 2020.

"Americans believe that food is a human right and that anyone who doesn't have a meal or anybody that is marching toward starvation needs help," said Barron Segar, who heads the U.S. fundraising arm of the global antihunger organization. While the bulk of support has been unrestricted, the largest end-of-year gifts were earmarked for emergency food support in Afghanistan, Madagascar, and Ethiopia.

Media coverage has been critical in helping raise awareness of hunger and famine across the globe. In November, ABC's *World News Tonight* broadcast a special report on hunger brought on by climate change in Madagascar, highlighting the charity's work on the ground.

Within 30 minutes of the broadcast, donors had given \$1.2 million online, Segar said. Donations continued to pour in when an abbreviated version of the program was rebroadcast

on *Nightline*. The charity estimates the programs helped attract 27,000 new donors and around \$4 million in donations since being aired.

During the pandemic, the charity has stepped up its use of videos that highlight what donations accomplish in the field. Those dispatches, along with other impact reports, are critical in helping the charity build and maintain trust with donors, Segar said. “Our responsibility is to make sure that we communicate often and effectively on how their gifts have been used or how they are going to be used,” he said.

Donors have continued to give generously in the first two weeks of January, and Segar hopes that trend will continue throughout 2022 and beyond.

“While our results are extraordinary,” he said, “the need outstrips by far what we’ve been able to raise.”

‘Limited Bench’

Fundraising consultant April Walker said 2021 giving was on par with previous years for most of her clients, which tend to have annual budgets of around \$5 million and include an environmental-justice organization and a group that advocates for bolstering the safety net for low-income individuals. One client was about \$10,000 short of its year-end goal while others exceeded their expectations.

“It’s not the increased generosity that we saw in the early days of the pandemic, but they were able to set goals that they felt were ambitious and realistic and reach them,” Walker said. Covid-19 is less of a focus in organizations’ appeal letters, she said, but it was front of mind for groups that had staff members out sick in the final weeks of the year or at the start of 2022.

“A lot of teams are missing some key players — people that were sick over the holiday or sick right now,” Walker said. “You typically don’t start your year with such a limited bench.” Although emergency food support and other front-line causes are still resonating with donors, Walker said she sees fewer donors laser focused on the causes that saw a surge of support when the Covid-19 crisis began.

Walker, the consultant, described the current fundraising climate as “cloudy” and filled with unknowns. Fundraisers want to resume plans to meet donors in person, for example, but it’s a challenge to plan far ahead as the pandemic continues.

But there’s also a sense of optimism among her nonprofits clients. “Your nearest and dearest donors will still show up for your virtual event, will make a gift, will be responsive, and will want to understand how everything is going,” she said. “I do see hope.”