

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 7300 mail and 3800 electronic constituents addresses.
- Year-End giving amounts, details and analytics are being tabulated to share how we did compared to previous years. We will discuss at the Board Meeting and see what additional info we can share. Due the delay in financial recording and reporting, we want to have some solid numbers to share. We had an impressive end of year, in part because of some media exposure that drew new donors from outside the Metro area.
- A special notation on Giving Patterns – most of the gifts through the January to December 2022 period were very different in pattern than previous pre-COVID and COVID years. We got a large amount of donations much earlier than normal due to the continuous recovery from pandemic and economic downturn. Many of the general large gifts were given outside Colorado Gives Day and Year-end appeals. Check donations continue to lower, as people embrace electronic giving and prefer to use the Donor Box/PayPal year-round platform. IFCS did not have the strongest Colorado Gives Day (Tuesday Dec. 6th), but the larger season starting November 1, 2022 was one of our best in our history. This promotion continues to be a strong way to remind donors to make year-end gifts. On CGD (December 6) we received \$17,492.24. The new CGD season has been expanded to range from November 1 to December 6 – where we raised \$36,166.35. The entire two-month holiday season brought in \$43,420.16.
- All being said, 2022 calendar year and holiday season were one of the strongest overall periods in recent past years for all giving (with many new large gifts), **with many new supporters and people 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 on par with the last few years. No accurate way to determine the change, other than strong year-end PR , response to economic challenges, 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 mid-election year, giving patterns were uncertain. Natural disasters locally and nationally (wildfires/hurricanes) continue to detract from donor’s attention to IFCS causes. During November and throughout December, there were three television news reports, two radio interviews, and three newspaper articles written that brought last minute attention to IFCS. It is estimated that there were large donations from new donors that responded to the news exposure.
- We are challenged to keep fresh our current materials and visuals, as we have decided to reflect Hunger Alleviation and not some of our traditional programs. As we continue to build out our newly launched website, the hope is to have many electronic PDF programs, event, or client documents that can easily be changed, linked on our website, e-mailed and /or printed from the office.
- We continue to be 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 continue to 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 in-person vs. 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 40% open rate on donor messages and over 50% for participants. This is twice what the traditional open rate has been. 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 \$2,600 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 staff meetings are scheduled bi-weekly.
- 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 3800 addresses. No print invitations will be sent. We will contact elected officials and send them a special digital message. We have a schedule of at least four communications to invite and engage participation in the February 25 live event.
- Nibbles and Sips Auction and Event Live Program committee meeting are being held with our contracted event auctioneer and manager for general planning and logistical event strategizing. Currently, there are no board members involved in the event in any capacity, other than Jeff Alms Bank Sponsorship and a possible bank sponsorship with Jason Whyte.
- As we get closer to Nibbles and Sips (Saturday February 25th), we are getting additional commitments through persistent communications. To date, we have over \$87,000 in sponsor support and \$37,000 in other event contributions (Goal is \$85K for sponsorships/pre-event family donations and \$ 120K day of net event fundraising).
- Additional reach is going out to prominent relationships over the last year to get their support and participation.
- The 2023 N&S live 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 currently have 10 restaurants signed up to be food providers, with another 10 that are being courted.
- 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.

Brief Summary of Global Economic Conditions that may affect IFCS Spending and Donor

Behaviors *This article was published by S&P Global Market Intelligence and not by S&P Global Ratings, which is a separately managed division of S&P Global.*

<https://www.spglobal.com/marketintelligence/en/mi/research-analysis/top-10-economic-predictions-for-2023.html>

Below, we offer our top 10 economic predictions for 2023:

1. We expect COVID-19 to continue its transition to a global endemic and the status quo to prevail in Russia's war in Ukraine, with no material implications for the global economy.

2. Inflation will slow significantly in 2023 but achieving central bank targets will be a multiyear process. After reaching multidecade highs in 2022, global inflation will moderate in response to tightening financial conditions, softening demand, and easing supply chain conditions.

3. Global monetary policy tightening has further to go out heading to spring 2023 with much regional variation.

In the US, we expect the federal funds rate to peak near 5% next spring.

4. Mild recessions are forecast in the United States and Europe, but resilience in Asia Pacific will prevent a global recession.

5. Housing markets will continue to weaken in the face of rising mortgage rates, but price declines may be tempered in some markets by still tight supplies relative to demographics.

6. The US dollar has likely peaked and will retreat in 2023, but it will remain elevated compared with prior years.

7. Emerging and developing economies (EMDEs) will remain resilient during 2023, but pockets of vulnerability will result in a two-tier growth path.

Higher interest rates in advanced economies, in combination with the expiration of most COVID-19 support measures in 2022, will have spillover effects for EMDEs.

8. Mainland China's easing of containment policies will propel a choppy economic recovery.

9. Supply chain disruptions will ease markedly in 2023, but tensions from labor shortages will remain.

10. Labor shortages will remain a challenge in 2023 even as unemployment rates are predicted to rise modestly.

Globally, hiring freezes will be more common than mass layoffs in 2023 as employers seek to retain talent. Job losses will be concentrated in sectors that are sensitive to credit conditions, such as real estate and finance.
