

## Potter League Board Report – October 2018

### Development Activities Report Submitted by Erin O’Gara Dollard

#### Direct Mail / Solicitations

All year end appeals have been finalized and will be in the mail the last week of October. Typically 40% of our donations arrive between mid-November and December 31<sup>st</sup>. Over 20,000 people will be solicited through our direct mail efforts. Each mailing has a digital component. A newsletter being finalized and will be mailed in early December. Both January and February “Supporter” mailings are in design.

#### Grants

Grants were submitted to The Pet Co Foundation (\$15k) for support of behavior and training, and The Rhode Island Foundation (\$10k), for strategic planning. Currently, a grant to the Latham Foundations for Humane Education is in process along with an application to the ASPCA. Grant applications for The Little Family Foundation (\$2k) and Betty Byrne De Zaharra Trust (\$2k) and Sophia Piel Dawson (\$10k) were submitted.

#### Giving Tuesday

We will be participating in the annual #GivingTuesday campaign. This is an international, on-line fundraising effort for non-profits to promote giving back. It takes place November 27<sup>th</sup>. A coordinated electronic schedule of e-mails and Facebook posts will be planned for the month of November.

#### Event Update

*Heart & Soul Walk for Animals* is Sunday, October 14<sup>th</sup> at Glen Park, Portsmouth. Our current total of money raised is \$63,513.23 with a goal of \$90k. Over 100 volunteers, 30 vendors and 6 food trucks along with 250 registered walkers and their dogs are expected in attendance.

*Annual Meeting* is Thursday, October 25<sup>th</sup> at The Atlantic Resort – Newport from 5 to 7 p.m. The Annual Meeting is free and open to the public. Our guest speaker is Wendy Taylor, Executive Director of West Please Animal Sanctuary in Tiverton. Please join us and bring a friend or prospective friend of the Potter League.

*The Holiday Artisan Fair* is scheduled for Saturday, December 8<sup>th</sup> at the shelter from 10 a.m. to 4 p.m. If you have any questions, please see Erin. Applications have been mailed to past vendors and crafters.

#### Walk for Animals Upcoming Dates

*Ales for Animals, Newport Craft Brewing & Distillery (Newport Storm)*

Wednesday, October 10, 5-8 p.m.

Bring your pet and enjoy a beer on the Pavilion. For every beer sold \$1 will be donated.