

## Potter League Board Report – February 2019

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

#### Year End Update

Our year end efforts and ROI will be presented at the February board meeting. Currently the development and marketing departments are working on the winter newsletter, the February digital Sustainer campaign, an eAppend, the March match, a May donor survey and a June appeal.

#### Grant & Foundation Applications

The van Beuren Charitable Foundation has approved \$10k in grant funding to support our strategic planning process. We received \$25k from the Alfred E. Mann Nevada Foundation. An employee on the Late Night with Stephen Colbert show named the Potter League as a recipient of \$2,500 in unrestricted funds from the Coastal Community Foundation The Stephen Colbert Americone Dream Fund.

#### Community Humane Hero Sponsorship

Independence Financial Partners increased to the \$5k level. We have surpassed our goal of \$26,500 to \$32,000.

#### Love Bash for Animals

*Friday, March 22th at Atlantic Resort at Wyndham Newport Hotel*

Cost is \$110 per ticket or table of 10 for \$1,100. Sponsorship opportunities are still available. Tickets are available online and invites will be mailed first week of February.

#### Event Sponsorships

There is still time to be the underwriter of either the Impact Video and Paws Up Auction. If you would like to participate, please let Erin or Susan know. (Sponsor packages attached). This year our in-kind donors include Atlantic Resort, JDI Productions, Exquisite Events, Peak Event Services and Little State Flower Co.

#### Save the Date: P.S. I Love You Photo Contest

The photo contest went live on February 7<sup>th</sup>. All are encouraged to enter and can simply submit a favorite picture and story about their pet. All photos entered (\$10 per photo) will be shown in a slide show at LoveBash on March 22<sup>nd</sup>. The public can vote for their favorite photo and story at \$1 per vote and prizes are awarded to the top 4 photographs with the most votes. Last year we had a great response with more than 200 submissions and \$10K raised! Please participate and pass the word! <https://www.gogophotocontest.com/potterleague>