

## Potter League Board meeting – April 2019

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

#### **LoveBash for the Animals Success!**

We raised a record-breaking amount of (gross) \$120,611.00 with a net thus far of \$81,389.00 (one sponsorship payment of \$2,500 is pending). Budgeted goal was \$110,000. Our expenses held at \$39,221.98 which includes the live auction / consignment expense of \$9,175. We had a total of 308 attendees. The silent auction raised \$22,940, live auction raised \$20,980 and the Paws Up raised \$29,625 (a 12% increase from 2018).

Logistically our sold-out event went very smooth. The silent auction was busy with lots of competitive bidding. 126 items sold. We have been successful in transitioning our 300 guests from a cocktail reception to a seated dinner, seated and fed within 30 minutes. The addition of an emcee, Kim Kalunian, was a good decision and kept the event on track throughout the night. JJ Silvia delivered an exciting auction. The video and Paws Up auction were well received. We saw increases across the board in sponsorship, both auctions and Paws Up. We had more sponsors this year than ever before with an increase in table purchases as well.

Thank you to everyone who donated wine and libations to the Board of Director’s Collection. We had a beautiful selection of 25 bottles and it sold for \$850!

#### **Grant Update**

We applied for \$5,000 in funding from the Powered By Prince / Frederick H. Prince Memorial Fund at Newport Hospital this year in support of Camp Happy Tails scholarships for campers. The van Beuren Charitable Foundation grant application was approved for \$10,000 for the strategic planning process. We now have a Grant Station account for research purposes. In FY20 we are exploring a per diem grant writer or volunteer to assist us in finding, applying for and securing grant funding.

#### **Solicitations**

Our spring newsletter was mailed to approximately \$5k supporters in March. The Spay/Neuter appeal will be mailed later this month. This is an unrestricted appeal and will introduce the Potter League Spay Neuter Clinic and our need for support. Our April Match appeal is out and a lightbox is on our website. Follow up emails will be deployed throughout the month. A survey will be mailed in May and our June appeal which includes an acquisition component has been approved. A newsletter is currently in design to be mailed in July. Each month we average between 5k-12k pieces mailed to our donors. We are seeing great results beyond our budgeted goals.

**Underwriting & Sponsorship Update**

Any direction and/or contact information from the board is always appreciated and will be kept confidential. Follow up and research on additional sponsors for the remainder of FY19 and FY20 is on-going.

**Adoption Packet Advertising Opportunity**

Advertising information has been sent to previous advertisers and prospects for the adopter packet/folder. This year we have PVC, Lucky Dog Resort, Invisible Fence and Up Country featured. If you know of any companies or individuals who would like to support the shelter through an advertisement in our adopter packet, please contact Erin at [ErinD@PotterLeague.org](mailto:ErinD@PotterLeague.org) or call her at 846.0592 ext. 116.

**Save These Dates:**

Yappy Hour – July 14<sup>th</sup> – Rock Cliff, Newport, 5 to 7 p.m.

Heart & Sole Walk for the Animals – October 20<sup>th</sup> – Glen Park, Portsmouth, 12 noon