

Potter League Board meeting – May 2019

Development Activities Report Submitted by Erin O’Gara Dollard

Yappy Hour Update

Yappy Hour is Sunday, July 14th from 5:00 to 7:00 p.m. at Rock Cliff, the home of Ann and Sam Menco. We are fortunate for their generous support of this event again this year. Invitations will be mailed the first week of May and tickets will go on sale online by May 24 with a tier pricing structure, starting at \$150 and tables of ten available for \$3,000. Our attendance goal is 200. We have had some interest in sponsorship from Gamco Investors. A sponsorship form is included and will be available in the board portal. There will be a fund-a-need component presented at the event in support of the Nuala Pell Animal Care Fund. The Board is asked to circulate invitations and encourage attendance. This is an open-air seaside cocktail party catered by Glorious Affairs with hors d’oeuvres, open bar, and live music with classical guitarist David Schneider. Dress code is “Newport summer – smart casual”.

Solicitations

Our direct mail campaign is aggressive and proving to be successful with a budgeted goal of \$290k with a projection of reaching over \$300k. This total includes monthly giving, newsletters and our direct mail and digital appeals. At the time of this report, our appeals have raised as follows: Membership appeal; \$18,332 (last year \$25,216), March appeal; \$21,463, April Match appeal; \$23,432, On-line follow up emails and Light box; \$1,585, Survey appeal; \$1,848. The March appeal, April Match (with digital follow up) and the Survey were all new this year.

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.

Grant & Foundation Update

We received notice from the Powered by Prince / Frederick H. Prince Memorial Fund that they approved funding of \$4,000 this year in support of Camp Happy Tails scholarships for campers.

The EJMP Foundation (Lisette Prince) support has granted us funding support for the Kids Kritter Club.

Prince Charitable Trusts request for \$25,000 (general operations) was submitted 5/1. The van Beuren Charitable Foundation grant application for \$25,000 (general operations) is due 6/1 and the Rhode Island Foundation/Program for Animal Welfare request is due 6/13. This year the Potter League will continue to be the fiscal fiduciary for Coyote Smarts and will also submit a grant request for the clinic as well as for the shelter.

We are exploring a per diem grant writer or volunteer to assist in researching, securing and reporting on grant funding available for the shelter and the spay neuter clinic.

Workplace Giving

The Potter League receives donations from animal lovers who choose to donate through a workplace giving campaign. The primary campaigns are United Way, CFC (Combined Federal Campaign) and SECA (State Employees Charitable Appeal). For FY18, all campaign reports reflect an increase in donor participation and an increase in annual gifts.

United Way	Pledged: \$24,415.36	53 Donors
CFC	Pledged \$14,191.00	67 Donors
SECA	Pledged \$6,809.16	26 Donors

Note: A large number of these generous people have been donating for many years.

Third Party Fundraisers

Daffodil Days

On April 21, the Potter League participated in Daffodil Days in conjunction with the Black Dog Newport. The Black Dog (corporate) runs a month long “adopt a shelter dog” promotion during the month of April and donates a percentage of all store sales for the month to various shelters in the New England region. The Potter League has been a recipient for years and we anticipate a donation within the next 60 days.

Photography by Francesca

On Saturday, June 22nd from 6:00 to 8:00 p.m. an event featuring Photography by Francesca will be held at the home of Barry Hinkley at 46 Houston Ave, in Newport. Kurt and Sandy Dolnier are huge animal lovers and have recently relocated back to Newport from Connecticut. They are neighbors of Barry’s which is how this developed. Francesca Dolnier lives in NYC and has traveled the world with her love of landscape photography. More details to follow as they become available along with a link to purchase tickets to attend. The price per ticket is \$35 which will be coming directly to the PL. Cocktails and Hors d’oeuvres will be served.

Royal Order of Fun

The Potter League has been selected by Staci Mills, the founder of Royal Order of Fun, as the beneficiary of an event to be held at Carnegie Abbey on Thursday, August 1, from 6:00 to 8:00 p.m. This annual event is an open-air cocktail party and money will be raised through ticket sales and giving opportunities the evening of the event. Attendance is by invitation only. Staci and her committee have their own following and will send invitations through Evite to their guest list. This is a great cultivation opportunity for board members and staff to mingle with a new crowd. If interested in attending, an Evite will be circulated at a later date.

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.

Save These Dates:

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

Forever Friends Society Annual Reception, August 22nd – venue TBD

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

DONOR	ADDRESS	FUND	AMOUNT
Waste Management	701 Pennsylvania Ave NW, Suite 590	Washington, DC 20004 (4590) Honor / Memorial	\$130.00
Morgan Stanley Glogal Impact Funding Trust, Inc.	c/o Drinker Biddle & Reath LLP	New York, NY 10036 (4600) General Gifts	\$250.00
Rhode Island Department of Administration	One Capitol Hill	Providence, RI 02908 (4676) Third Party Fundrais	\$753.00
van Beuren Charitable Foundation, Inc.	449 Thames St. Unit 112	Newport, RI 02840 (4585) Grants/Temp Restrict	\$10,000.00
ELO Touch Solutions	1033 McCarthy Blvd	Milpitas, CA 95035 (4590) Honor / Memorial	\$100.00
Portsmouth Veterinary Clinic	944 East Main Rd	Portsmouth, RI 02871 (4590) Honor / Memorial	\$255.00
Fitzpatrick Realty, Inc.	433 Thames St	Newport, RI 02840 (4590) Honor / Memorial	\$100.00
arc Thrift Stores	12345 West Alameda Pkwy, Ste 111	Lakewood, CO 80228 (4600) General Gifts	\$460.00
Rhode Island Foundation**; The	One Union Station	Providence, RI 02903-175 (4600) General Gifts	\$250.00
Paypal Charitable Giving Fund	1250 I Street NW Suite 1202	Washington, DC 20005 (4600) General Gifts	\$120.47
Benevity Community Impact Fund; The	1521 Georgetown Rd	Hudson, OH 44236 (4570) Workplace - Other	\$371.55
Schwab Charitable Fund	211 Main St	San Francisco, CA 94105 (4600) General Gifts	\$100.00
GE United Way Campaign	PO Box 7067	Princeton, NJ 08543 (4570) Workplace - Other	\$294.00
R.B.Queern & Co.	200 Highpoint Ave, Ste B7	Portsmouth, RI 02871 (4560-01) Sustainer - Monthly	\$100.00
The Robert L. Wilson and Clara R. Munley Foundation	908 Corriente Point Dr	Redwood City, CA 94065 (4600) General Gifts	\$500.00
Anonymous UW of Greater Waterbury	United Way of Greater Waterbury	(4570) Workplace - Other	\$100.00
Ms. Trish Baker	10 Woodland Gilles Dr	Morrisonville, NY 12962 (4590) Honor / Memorial	\$150.00
Ms. Diane Buerger	24 Tobin Ln	Bristol, RI 02809 (4570) Workplace - Other	\$130.00
Mr. and Mrs. Donald M. Cloud	520 Beavertail Rd	Jamestown, RI 02835-281 (4600) General Gifts	\$170.00
Ms. Donna Collins	47 Sagamore St	Portsmouth, RI 02871 (4570) Workplace - Other	\$130.00
Mr. and Mrs. Scott Conley	970 Major Potter Rd	East Greenwich, RI 02818 (4570) Workplace - Other	\$2,500.16
Mr. Michael R. Corcoran	37 Bellevue Ave	Newport, RI 02840 (4600) General Gifts	\$500.00
Mrs. Carolyn I. Frye	23 Indian Hill Cir	Middletown, RI 02842-538 (4560-01) Sustainer - Monthly	\$220.00
Ms. Joan M. Gourgas	91 Reservoir Rd	Middletown, RI 02842-583 (4600) General Gifts	\$100.00
Mr. and Mrs. Thomas D. Hammel	17 Charles Street	East Hampton, MA 01027-232 (4590) Honor / Memorial	\$100.00
Ms. Lisa Hammond	PO Box 2632	Newport, RI 02840 (4590) Honor / Memorial	\$216.00
Mr. and Mrs. Edward T. Harvey, Jr.	527 College Ave	Haverford, PA 19041 (4560-01) Sustainer - Monthly	\$325.00
Ms. Linda M. Hooper	74 Westland Ave	West Newton, MA 02465 (4590) Honor / Memorial	\$100.00
Dr. Anne L. Hume and Mr. George Hume	233 Lepes Rd	Portsmouth, RI 02871-390 (4570) Workplace - Other	\$1,000.00
Mr. and Mrs. Barney Kulok	4711 Vernon Boulevard #1	Long Island, NY 11101 (4590) Honor / Memorial	\$250.00
Dr. Natalie E. Leland	516 N Taylor Ave	Pittsburgh, PA 15212-452 (4600) General Gifts	\$100.00
Mr. Charles J. Levesque	81 Freeborn St	Portsmouth, RI 02871 (4570) Workplace - Other	\$1,000.00
Ms. Eileen Manchester	434 Fayetteville St, Suite 1850	Raleigh, NC 27601 (4600) General Gifts	\$105.00
Mr. John Manning	Dept. of Environmental Management	Providence, RI 02908-573 (4570) Workplace - Other	\$150.00

Honorata Markham	10 Greenwood Ave	Barrington, RI	02806 (4590) Honor / Memorial	\$500.00
Ms. Veronica J. Masson and Mr. David C. Brady	14 Featherbed Ln	North Kingstown, RI	02852 (4570) Workplace - Other	\$260.00
Ms. Susan A. McCumber	9 Peckham Pl	Bristol, RI	02809 (4590) Honor / Memorial	\$200.00
Ms. Barbara Miller	30 Harbor Village Dr #2	Middletown, RI	02842-782 (4560-01) Sustainer - Monthly	\$325.00
Mr. and Mrs. Richard Munro	9 Dudley Ave	Middletown, RI	02842 (4570) Workplace - Other	\$260.00
Ms. Angelika Pellegrino	26 Oak St	North Providence, RI	02911 (4570) Workplace - Other	\$125.00
Mr. and Mrs. Garry R. Plunkett	266 Indian Point Rd	Tiverton, RI	02878-474 (4590) Honor / Memorial	\$100.00
Mr. Robert W. Potter	68 Nichols St	Leominster, MA	01453 (4590) Honor / Memorial	\$100.00
Mr. and Mrs. Jon Powers	29 Second St	Newport, RI	02840 (4600) General Gifts	\$125.00
Ms. Nancy G. Ruotolo Hull	8 Winsor St	Greenville, RI	02828-282 (4570) Workplace - Other	\$300.00
Ms. Barbara L. Shamblin	360 Jepson Ln	Portsmouth, RI	02871 (4589-02) Animal Care Fund	\$100.00
Mr. and Mrs. Mark Sigman	30 Kristen Ct	Warwick, RI	02888 (4600) General Gifts	\$100.00
Mr. and Mrs. Brian Stephens	40 Park St #4	Attleboro, MA	02703 (4590) Honor / Memorial	\$100.00
Ms. Barbara Szepatowski	PO Box 487	Jamestown, RI	02835-111 (4600) General Gifts	\$250.00
Mr. and Mrs. Michael V. Torio	237 Captain Cir	Tiverton, RI	02878 (4560-01) Sustainer - Monthly	\$125.00
Ms. Rachel Velardo	552 Victory Highway	West Greenwich, RI	02817 (4590) Honor / Memorial	\$100.00

New Add/New Donor April 2019

Name	Address		
Ms. Martha Baker	42 Brook St	Barrington, RI	02806
Mr. George R. Bergeson Jr.	82 Mast St	Jamestown, RI	02835
Mr. Steven Bourcier	37 Willow St	Middletown, RI	02842
Ms. Kathy Bronson	286 Boulevard #2	Middletown, RI	02842
Mr. Paul Cote	500 Mendon Rd #2	Cumberland, RI	02864
Ms. Vicki Cottrell	1718 Michigan Ave	Manitowoc, WI	54220
Ms. Frannie Dyer	77 Homestead Ave	Warwick, RI	02889
Mr. and Mrs. Gaemer Gutierrez	115 11th St	Providence, RI	02906
Mr. and Mrs. Charlie Koppelson	46 Carr Ln	Jamestown, RI	02835
Ms. Lisa Stuart	1404 White St	Key West, FL	33040

Pet Safe Animals	2	128
Animals in Foster Care	30	241

Other Animals

	Apr-19	Apr-18	# change	% change	YTD FY 19	YTD FY 18	# change	% change
Animal Intake								
Strays	2	0	2		9	5	4	80%
Owner Surrender	2	22	-20	-91%	101	90	11	12%
Owner Intended Euthanasia	0	0	0		1	0	1	
Transferred In	6	2	4	200%	25	0	25	
Other Intakes	1	16	-15	-94%	1	23	-22	-96%
Total Live Intakes	11	40	-29	-73%	137	128	9	7%
Live Animal Outcomes								
Adoption	9	18	-9	-50%	134	89	45	51%
Returned to Owner	0	0	0		3	6	-3	-50%
Transferred Out	0	0	0		3	0	3	
Returned to Field	0	0	0		0	0	0	
Other Live Outcomes	0	0	0		0	1	-1	-100%
Sub Total Live Outcomes	9	18	-9	-50%	140	96	44	46%
Other Outcomes								
Died in Care	0	0	0		1	0	1	
Lost in Care	0	0	0		0	0	0	
Shelter Euthanasia	0	2	-2	-100%	0	3	-3	-100%
Owner Intended Euthanasia	0	0	0		1	0	1	
Sub Total Other Outcomes	0	2	-2	-100%	2	3	-1	-33%
Total Outcomes	9	20	-11	-55%	142	99	43	43%