

Potter League Board Report – December 2019

Development Activities Report Submitted by Erin O’Gara Dollard

Grant & Foundation Update

We received \$40k in unrestricted grant funding from the Racheal Ray Foundation (new), \$2,500 from the Betty Byrne de Zahara Trust (renewed). We were also notified of \$7,000 grant funding for upgrades of our small mammal adoption area from The Champlin Foundation (lapsed) as well as notification from Pet Co Foundation’s Holiday Wishes Program of \$1k (new).

Grant applications were also submitted to Bissel, Sophia Piel Dawson Charitable Trust, The Royal Little Family Foundation, Petsmart Charities and the Hamilton Family Charitable Trust.

Forever Friends Society – Planned Giving

We received a bequest from the estate of Middletown resident Helen Andrews for \$25k earmarked for the Nuala Pell Animal Care Fund. The Potter League was notified after Helen’s passing by the executrix to the estate, Kathy Charbonneau of Bank Newport. Helen was a huge animal lover and had adopted two dogs from the Potter League. An 8.5x11 marble tile was also purchased in her memory.

Community Humane Hero Sponsorship

We are actively renewing sponsors with the following goals: \$3,000 level; Southcoast Health Urgent Care, Lucky Dog Resort, Portsmouth Veterinary Clinic and Moriarty Fence Company and Independent Financial Partners, BankRI and Peoples Credit Union at the \$5,000 level. Prospects include Del Nero Dry Cleaners and a list of statewide prospective sponsors will be developed in the new year. The FY20 budgeted goal is \$30k.

Please see 2020 Community Humane Hero package uploaded in the Board Portal.

Giving Tuesday

On December 3rd we participated in Giving Tuesday and raised \$2,440 of a \$5,000 goal. Our on-line campaign featured two of our shelter animals needing medical care; Inez a stray eight-week-old kitten and Baby a twelve-year-old mixed breed dog.

This year we observed a dramatic amount of competition throughout the 24-hour day of giving with hourly posts and emails from other non-profits including animal welfare groups. We did not feel that implementing a constant reminder to our donors to give would work in our favor. We have a very strong on-line presence including Facebook, Instagram and our direct mail campaign. We have seen growing activity and donations increase through our “lightbox” which was activated mid-November in support of our direct mail appeals.

Holiday & Year End Acquisition Strategy

Our holiday and year end appeal mailings began in early November and included an acquisition component of over 27,000 prospects. Our projected goal of 234 new donors with an average gift of \$28.66 with an average of .85% return on investment. We are trending towards goal at the time of this report.

Events

Love Bash for Animals

Friday, March 20, 2020 from 6:30pm – 10:00pm at the Atlantic Resort Newport

Our revenue goal is \$110,000 generated by revenue streams of ticket sales, underwriting and sponsorships, the online photo contest (beginning February 5th), general event donations, auctions and Paws-Up auction. Sponsorship opportunities will be available after the 1st of the year. Tickets and table purchases will be available mid-January.

Silent auction solicitation is underway and to date approximately 65 gifts have arrived. We seek creative live auction ideas and items. Our goal is to have 5 – 6 live auction items that will raise a minimum of \$15,000. If you would like to donate something or have contacts that can help in securing an experience that is highly desirable for our live auction please contact Susan, Erin or Brad.

Our impact video is in production. Sky Sabin has been working with Kara on footage and creating our story for the video. We are seeking an underwriter for the Impact Video. If you are interested, please contact Susan or Erin. Other underwriting opportunities are also available.