

Potter League Board Report – July 2020

Development Activities Report Submitted by Erin O’Gara Dollard

Virtual Yappy Hour

Sunday, July 12th at 6 p.m.

We successfully live-streamed our first virtual event. Brad hosted the 1-hour event produced by Kara and our audiovisual team at JDI Productions. Shelter and COVID19 updates were shared along with tours of both the shelter and the spay-neuter clinic. Yappy Hour videos were shared highlighting the strong ties and the positive influence animals play in our lives from our adopters. All auction items will be available for pick up at the shelter by appointment starting July 15th. Over 600 people registered to view the event and bid on items.

Pet Protection Fund

At the time of this report \$151,479 has been raised. This total reflects all board gifts and pledges, the June appeal and Yappy Hour auction purchases and fund-a-need donations.

The Pet Protection Fund allows the Potter League to continue to provide essential programs and services to homeless animals and the people who love them. Money raised for the Fund helps those in our community who have fallen on difficult economic times, fallen ill due to COVID19 and can no longer care for their pet or need financial assistance to do so.

Van Beuren Charitable Foundation

The top recommendations from our development audit include:

- 1) Creation of a multi-year development plan with focus on increased giving of \$1k+ donors
- 2) Increased focus on cultivation, solicitation and stewardship of high net worth residents in the local area
- 3) Increase Board fundraising expectations with a combined give/get and continue to require 100% participation
- 4) Expand and clearly define the role of the development committee in the identification of prospects with the capacity and inclination to give to the Potter League

The Cohort hosted by the Van Beuren Charitable Foundation will continue to meet virtually through the summer.

Grant & Foundation Update

We continue to apply for emergency funding where available in addition to our planned applications for FY20. We received funding from Spay Together in the amount of \$6,145 to support our subsidized spay-neuter services at the Clinic. Declined funding by the Banfield Foundation for the veterinary suite. Recent applications include: The North Family Trust and The Latham Foundation for humane education. Upcoming applications include: Van Beuren Charitable Foundation, McBean Charitable Trust and Schutz Engel Trust.

Forever Friends Society Reception

Due to our inability to gather as a large group we will not be holding our annual reception this year. In its place all Forever Friends Society members and prospects will be receiving a special personalize mailing with Potter League updates and future plans of reconvening.

Save the Date*

Heart & Sole Walk for the Animals
Sunday, October 22th
Glen Park, Portsmouth, 12 noon

Annual Meeting
October TBD

**depending on COVID19 regulations*