

Potter League Board Report – August 2020

Development Activities Report Submitted by Erin O’Gara Dollard

Virtual Yappy Hour & Pet Protection Fund—Update

At the time of this report, net revenue for the Virtual Event totaled \$97,542. This total reflects all event related sponsorships, fund-a-need, ticket sales, on-line silent auction and photo contest proceeds for both Love Bash and Yappy Hour. The total raised for the Pet Protection Fund currently has reached \$88,374. This total includes the June Appeal (specific to the Fund) and all board challenge monies realized.

We are pleased with these results given all of the challenges due to COVID19, shelter and clinic closures and the repositioning of our two major fundraising events.

2020 Virtual Heart & Sole Walk/5k Run

Our annual event has gone virtual! All aspects of the Walk are being recreated and repositioned to engage a wider audience of participants, sponsors and vendors. This event is being rebranded to include individual walkers, runners and teams. Registration is \$15 for youth and \$30 for adults and includes a signature t-shirt. One new element of the event will be the encouragement of neighborhood “block parties” as fundraisers. Yard signs will be available to promote the event.

If you have a “Mile Barker” we encourage you to pick it up at the shelter and include it in your social media and personal fundraising efforts. More details to follow. Please contact either Susan or Erin with any questions.

Grant & Foundation Update

Upcoming applications include Van Beuren Charitable Foundation and PetSmart Charities. McBean Charitable Trust was submitted. We are following up with the trustee of Schutz Engel Trust for grant consideration for FY21.

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.

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.

Save the Date

Virtual Heart & Sole Walk & 5k
Sunday, October 18th

Annual Meeting
October TBD