

Potter League Board Report – September 2020

Development Activities Report Submitted by Erin O’Gara Dollard

Virtual Heart & Sole Walk/5k Run

Our annual event has gone virtual and is available on the website and social media. All board members are encouraged to set up their fundraising page and/or build or join a team. 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

PetSmart Charities and McBean Charitable Trust grant applications were submitted. The van Beuren Charitable Foundation grant is due later this month for \$40k general operations. We are following up with the trustee of Schutz Engel Trust for grant consideration for FY21.

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 18

Virtual Annual Meeting
Wednesday, October 28