



Central Vermont Adult Basic Education, Inc.

Local Partnerships in Learning
Serving Washington, Orange and Lamoille Counties

Fundraising Update through August 31, 2018

Brian Kravitz – September 10, 2018

Fundraising FY 2019 Introduction

I am extremely pleased to assume the role of *Development and Outreach Coordinator*, and hope to build on and grow the board, and staff prior efforts.

I began this position, in earnest, on August 20, 2018 and immediately produced a required *grant report* for the Lindsay Foundation, one of our funders for the new Website. I have since been learning how to navigate the Donor Perfect software, understanding our donor base, and starting to work on our 2019 town funding requests. I have now produced all of the town reports with our 2018 results, have been diligently introducing myself to appropriate town contacts, and have attended the “joint petition” meeting with 19 of our non-profit community partners.

I expect to be “up to speed” in short order, and look forward to working with each of you and on new initiatives to grow our donor base and overall funding.

FY 2018 Fundraising Progress – Data Comparison vs. Last Year:

Donor Type	# of Donors	7/1/17 – 8/31/17		# of Donors	7/1/18 – 8/31/18
Business	1	\$1,200		0	\$0
Foundation	2	\$3,500		2	\$16,000
Individual	4	\$280		30	\$1,721
Organization	2	\$428.80		1	\$150
Town	13	\$20,835		5	\$8,100
Total	25	\$26,243.80		38	\$25,971.00

Data Analysis:

The YTD figures for FY 19 are slightly below those of the same period last year. A big factor in this is due to town funding monies, which have not yet come in. We received our funding checks from 13 towns during the period last year, and from only 5 during the same period this year. In future months, the YTD figure for *towns* will increase as checks are received and processed.

Major Gifts from Foundations:

Of note, we received the second installment (\$15,000) of our 3-year, \$45,000 commitment from *The Hoehl Family Foundation*. As there has been a 2 month break in development activities, we do not have any outstanding grants from foundations. However, the large and multi-year commitment from Hoehl gives me assurance that CVABE can and will be able to procure more grants of this nature.

Individual Giving:

When looking objectively at the numbers, the growth in this sector exceptionally positive. In FY 18 there were only 4 individual donors, with an average donation of \$70, a number skewed by one large donation. In FY 19, we had 30 donors, with an average donation of \$57, a positive, upward trend.

Overall, donations from individual givers were down in FY 18 (\$54,455 from 270 donations) vs. FY 17 (\$54,860 from 280 donations). It is imperative that we capture and grow the trend that we see in the early months of FY 19.

FY2018 Fundraising Goal and Projections:

For FY 19, a focus will be on developing new relationships with large foundations. There is a great deal of money out there, and I will be working closely with both our Executive Director and Supervisor of Education Quality to develop initiatives that will support our core mission, and that will also be eligible for some of these larger grants.

The flat growth of individual giving is a trend that I will be working to turn around. Seventy percent (70%) of American families donate to charities, and CVABE is capturing only a small fraction of that potential. We will be developing new campaigns, culling new donors, and working with long-term donors to increase their giving amounts. This will be done through mailings, social media, direct calling and face-to-face meetings.

I would like to see the number of donors and donations increase, as well as the average, individual donation amount. FY 2019 is starting out strong, and I hope to capture and build on this trend.