

2021 Annual Philanthropy Board Report

February 2022

Michael Allen, Director of Philanthropy
Madison Abbott, Donor Services Associate
Nancy Wilson, Publications Director
Victoria Johnson, Development Associate

Summary: Overall, fundraising programs brought in more than \$2.5M for the year, not including membership. Estate gifts totaled \$656,174 for the year. That included gifts from the Grant Family (\$223,919), and also the Miriam Felsenburg estate (\$390,812) – a gift that Michael worked directly with the donor to set up in 2019. We experienced our best Colorado Gives Day ever, raising more than \$116K via the RMC and Colorado Gives Day websites on December 7th. We also launched a successful annual appeal campaign that saw an excellent return rate through the months of November and December. Of our specific park funds, the new *Fire Recovery and Healthy Forests Fund* was the star of the show, garnering more than \$167K. The *Best Use Fund* and license plates were also up over the previous year. We also saw a 36% increase in major donors (giving \$500+) throughout 2021 totaling more than \$1.5M in revenue. Membership brought in \$195K and finished the year with 3,098 members, up from 2,697 last year.

Major Donor Highlights from September 1 – December 31, 2021:

- **\$50,000+** from Elizabeth Grant and Richard E. Hoffman, M.D.
- **\$40,000+** from National Park Foundation and Lynne and John Geweke
- **\$20,000+** from Daniel S. Chillemi Charitable Foundation
- **\$10,000+** from Carol and Ron Anderson-Lehman, Karla Henderson, Harlan L. Horst, Thomas and Jessica Inglefield, Gary Eastman and Kathy Reid, Janet Robertson, Jane Stotts
- **\$5,000+** from Kenneth and Susan Brunk, Tim and Jane Davis, Alan Folz, Hallidie and Donald Haid, Sue Jackson, Melvin W. and Masel A. Kallenbach Foundation Inc, Naktensis Family Foundation, Franz and Carol Peterson, Parks Project LLC, Fred Saleh, David and Lois Sauer, Cynthia and Harold Walker, Sharon Winslow, Marvin Woolf and Hannah Huse
- **\$1,000+ from** Katherine Dines and David Miller, Kim Benson and Allen Staver, Richard and Sarah Amos, The Graham Edwin and Sharon Janosik Mitchell Foundation, Wander Project, Steven and Tanya Dutro, Gertrude Grant, Grant Family Fund, Mary Lamy, Wild Tribute, Elizabeth Chamberlin, Deborah Friedman, Walter and Marlene Borneman, Anne Rogers, Bill and Alesa Locklear, Virginia Arter and Karen Kelsey, Julie and Martin Harrington, Melinda Mayo Finley, Christi and Curtis Burchard, DeeAnn Wilfong, Keith Heaton, Lauren Sipple, Lucille Glassman Gifting Trust, Paul Rekow and Stephanie Johnson, Randy and Nina Cleveland Fund, Ronald and Marilyn Tuttle, Sandra and Buster Boatman, Stephen Massad and Laura Devitt, Susan Harris, Gail and Robert Loveman, Sheri Birdsell, Live West Realty, Facebook Payments Inc., Joan Winstein, Chris and Elizabeth Rollinson, Frances and Gwen Haferkamp, Howdie and Dana Fry, Anita and Jim Mapes, Chrystine Hagen, Carolyn and George Kuban, Curt Buchholtz, Larry DeMers and Ellen Coker, Pam Groves, Rotary Club of Estes Park, Ken Gates, Francoise Smith, John Cullen, Patti and Tom Gustafson, Don and Carole Cheley, Jodi and Mark Voyles, John and Carolann Gerhard, Sandra and Robert Setterquist, Dave and Sandy Kielsmeier, Jim and

Pat Pickering, Jake Larson, James Dickinson, Joel and Barbara Mayo, Patrick and Katie Lacz, Tasha Cedars, Thomas Dwyer, Vaughn Baker, Ann Lederer and Robert Hickler Charitable Fund, Ann Squire, Beth Abbott, Bob Heard, Brian Davis, Brian Harms and Amy Schlotthauer, Bruce and Lois Ellingwood, Bruce Braley, Bruce Harshberger, Carlen Schenk, Catherine A. Heberding Fund, Catherine Black, Charles and Constance Wetterer, Charles and Linda Griffin, Cody Friesenborg-Lee, Community Foundation of Greater Des Moines, Dale and Melinda Egeberg, Daniel and Joy Wilhelm, David McNabb, Deborah Tyler, Diana Vanderploeg, Dr. James Irvine, Elizabeth Streiffert, Fully's Family Investments LLP, Gary and Kathleen Falk, Gene Graham, Grant Family Fund, Gregory and Kendra Eastvedt, Gretchen Super, James and Faye Pruett, James Lautner, Janet Prehn, Janice McClelland, Jason M. and Shari L. James, Jean and Pete Vegas, John Wilson and Mollie Mitchell, Joyce Osborn, Kenneth Martin, Kimball Anderson, Kyle Mealey, L. C. Fulenwider III, Larry and Janet Kilgore, Laura Endicott, Lauren and R.W. Cameron, Les and Sarah Sweeney, Letitia Calvert, Linda Neuman, Lisa and Randy McAllister, M. Lee Hutchins, Marcus Cole, Mark and Janette Morgan, Mark DeGregorio, Mary and Charles Miller, Mary Ann Bliley, Melody Agruso, Mike and Cindy Vanek Fund, Molly Friesenborg, Muffy and Mike McLanahan, Nancy and Edward Brigden, Nathan Rosenblum, Philip and Marlys Robertson, Philip Bell, Rachel Rucker-Schmidt, Randall R Maharry Fund, Rebecca and Jack Morgan, Richard and Barbara Hamman, Ricky and Vicki Papineau, Robert and Kimberly Copple, Robert and Leslie Cutler, Robert L. Kendig, Robert Valli, Roy and Bonnie Marlow, Sandy Reid, Shirley and Robert Bastilla, Stephen M. Strachan, Steve Olson, Stuart and Elizabeth Smith, Susan Gapter Dority and Tom Dority, The Child Family Fund-Christopher and Kathi Child, The Evans-Phillips Family Charitable Fund #3, The Helen Ringgenberg Fund, The JBH Fund- John Hill and Bethany Vriesman, The Rudolph Family Charitable Fund, Tim and Wendy Haight Charitable Fund, Tim Shropshire, Timothy Burke, Tracy and Rudolph Spano, Wayman and Michelle Wisner.

2021 Fundraising Totals and Analysis

Revenue Totals:

Subtotal All Donations	\$2,563,030
Subtotal Grants	\$100,500
TOTAL FUNDRAISING	\$2,663,530

(*Includes Miriam Felsenburg Estate gift of \$390,812 and William W. Grant Estate Gift of \$223,919)

Number of Gifts:

	FY2021	FY2020	FY2019	FY2018	FY2017
Gift transactions (\$35 or higher)	6,090	3,338	2,332	2,004	1,858
Repeat donor retention rate	46%	48%	46%	44%	47%

Popular Fund Donations Activity:

Fund	FY2021	FY2020	FY2019	FY2018	FY2017
Best Use	1,631,266	\$1,581,802	\$669,111	\$541,278	\$504,173
Fire Restoration	167,044	\$157,418	N/A	N/A	N/A
Trails	62,865	\$72,499	\$70,175	\$89,905	\$107,224
Conservation Corps	91,270	\$93,060	\$212,848	\$124,931	\$86,010

Next Generation	63,289	\$37,273	\$79,395	\$68,819	\$68,800
License Plate	77,310	\$57,528	\$73,762	\$71,060	\$70,680
Other (in-kind, projects, etc.)	661,756	\$653,055	\$224,858	\$250,345	\$73,548
All Donations	2,663,530	\$2,652,635	\$1,330,149	\$1,146,338	\$936,483

Total Number of Annual Major Gifts (\$500+) by Year:

	2021	2020	2019	2018	2017
\$5,000+	70	46	35	29	28
\$1,000-\$4,999	300	192	126	120	114
\$500-\$999	241	212	139	121	120
TOTAL	611	450	300	270	262
TOTAL REVENUE	\$1,534,432	\$1,077,687	\$654,198	\$548,000	\$494,000

(*Does not include the Miriam Felsenburg Estate gift of \$391K or William W. Grant Estate gift of \$224K)

Year-end Major Donor Activity (Nov. 15th - Dec. 31st):

	2021	2020*	2019*	2018*	2017*
\$5,000+	23	25	18	13	15
\$1,000-\$4,999	128	117	67	75	70
\$500-\$999	124	152	90	70	83
TOTAL	277	298	175	158	168
TOTAL REVENUE	\$512,491	\$644,345	\$307,382	\$261,335	\$263,739

(*Does not include the Miriam Felsenburg Estate gift of 391K or William W. Grant Estate gift of 224K)

Colorado Gives Day Results (December 7th):

Funds raised through ColoradoGives.org	\$106,878
Funds raised through Conservancy website	\$10,050
TOTAL RAISED	\$116,928

Breakdown of the total \$106,878 raised through [ColoradoGives.org](https://coloradogives.org):

- 591 total online donors at [ColoradoGives.org](https://coloradogives.org)
- 54 donors contributed \$500 or more, for a grand total \$57,203 in major gifts
- Of those donors who gave less than \$500, the average donation was \$92

How did CO Gives Day compare this year?

	2021	2020	2019	2018	2017
COGives.org Revenue	\$106,878	\$101,198	\$81,087	\$51,000	\$44,185
Total number of online donors	591	558	413	326	287
Total number of gifts over \$500	54	46	34	23	18

Fall 2021 Appeal Letter Stats:

- 26,000 annual appeal letters mailed with 1,500 returned responses
- 21,000 Quarterly publications with annual appeal insert mailed with 62 responses from the inserted return mailer

Donor Services Update:

- 10,143 gifts were processed in 2021, with 4,027 of those processed in Q4.
- 2,300 specialty license plate certificates were sent in 2021 for a total of \$77,310
- 1,492 new donors acquired in 2021 (excluding license plate donors).

Membership

Membership Totals by Year:

YEAR	TOTAL NUMBER OF ACTIVE MEMBERS BY YEAR END	TOTAL MEMBERSHIP REVENUE
2021	3,098	\$195,247
2020	2,697	\$166,297
2019	2,572	\$141,261
2018	2,754	\$146,114
2017	2,814	\$156,358
2016	4,268	n/a

Membership Breakdown:

	2021	2020	2019
Total Active Members	3,098	2,697	2,572
New Members Recruited	570	419	476
Upgrades from \$35	390	421	208
Membership Renewals	1,766	1,711	1,383
Rejoins (lapsed more than 3 months)	281	202	278
Monthly Sustainer Members	119	n/a	n/a
TOTAL MEMBERSHIP REVENUE	\$195,247	\$166,297	\$141,261

Membership Updates:

- Our overall active membership goal (stretch goal) for 2021 was 3,200 members. We landed just shy of that goal with 3,098 but our team is proud of that growth, which represents 15% growth over last year.
- The new t-shirt for 2022 will be introduced to our community via email shortly (pictured right).

Staffing Update: Emily Luth, our Donor Services Manager, left the Conservancy effective Dec. 31st. The timing of her departure was not ideal and left us with many challenges related to closing out the year. However, Madison Abbott, our Donor Services Associate has done a great job with keeping things



moving forward in the interim. We have posted the Donor Services Manager position. Madison is also planning to apply for that position as well.

Annual Holiday Celebration Event: Again this year, and due to the pandemic, we went semi-virtual with this year’s holiday celebration. Members and donors were invited to stop by the Fall River Visitor Center on December 3-4th to pick up a free commemorative ornament and take advantage of their 20% discount in the Nature Store, as well as a voucher for a free souvenir at Gateway, a free glass of wine at Snowy Peaks Winery, or a free beer at Rock Cut Brewing Co. The ornament was custom designed to commemorate our 90th year anniversary. The ornaments were donated, at an in-kind value of \$2,000. In all, 150 members and donors attended. The event was staffed by the Philanthropy Team.



Our partners for the event included:

- Pine Bark Ornaments
- Rocky Mountain Gateway
- Snowy Peaks Winery
- Rock Cut Brewing Company

Digital Marketing Updates:

- For Colorado Gives Day, we did three rounds of boosted posts on Facebook, turning a meager investment into hundreds of online impressions. We also put together a coordinated email marketing campaign targeting donors and leads who had still not made annual gifts in 2021.
- As part of our year-end marketing strategy we created a compelling graphical asset to help tell the story of our work in 2021. This was our key creative asset for Colorado Gives Day, and for each subsequent campaign during year-end.
- In place of our usual ‘Last Ditch’ campaign in the last week of December, we implemented a final email push which focused on impact stories and urging donors to support important initiatives in 2022.

**Nancy Wilson, Publications Director
Program Highlights**

- Autumn fundraising appeal managed, printed and distributed with great results
- Autumn *Quarterly* developed, printed and delivered to members/donors

Rocky Mountain Conservancy | **YOUR SUPPORT MAKES IT HAPPEN**

2021 HIGHLIGHTS

- SPENT **\$1.6 MILLION** IN SUPPORT OF ROCKY MOUNTAIN NATIONAL PARK
- 18,221** SERVICE HOURS SPENT ON STEWARDSHIP OF ROCKY AND ADJACENT FORESTS
- \$382,000** SPENT ON WILDFIRE RECOVERY AND PREVENTION
- INSTALLED **30** BEAR BOXES IN CAMPSITES TO PROTECT BEARS
- CONSERVATION CORPS IMPROVED **205** MILES OF TRAIL, INCLUDING IN BURN-IMPACTED AREAS
- INAUGURAL FIRE CORPS REDUCED FIRE FUELS ACROSS **107** ACRES IN THE PARK
- RENDERINGS CREATED** FOR KAWUNEECHE VISITOR CENTER EXHIBITS
- CONTINUED FUNDING FOR LONGS PEAK TRAIL IMPROVEMENTS **\$140K** TOTAL INVESTED
- MET CAMPAIGN GOAL TO REPLACE AGING RMNP **SEARCH AND RESCUE VEHICLE**
- FUNDED REDESIGN OF **THE GREEN MOUNTAIN TRAIL**

MORE STEWARDSHIP STATS!

41 DIFFERENT TRAILS REPAIRED AND IMPROVED	635 FALLEN TREES CLEARED FROM TRAILS	584 FEET OF ROCK WALL CONSTRUCTED	162 STAIR STEPS CONSTRUCTED	70 PICNIC AREAS RESTORED AND REHABILITATED	525 POUNDS OF TRASH REMOVED
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- New Facebook and Instagram content developed and managed

Recent Accomplishments and Current Activities

- Winter *Quarterly* in development. Sending to print in early February
- Oriented and managed rotation of Education Fellows into social media program
- Website updated: Employment postings, staffing updates, seasonal banners, Conservation Corps program edits, Bailey Research Fellowship edits, and more
- Managed and printed new Conservancy collateral pieces, including letterhead, envelopes, business cards, and staff (retail) name badges
- Holiday Celebration promotional materials developed
- Created multiple employment ads designed for local newspaper

Upcoming Activities and Projects

- Complete Winter *Quarterly* and send to printer
- Reprinting seven Conservancy publications for 2022: *ABC Rocky*, *Best of Bear Lake Country*, *My Pioneer Life*, *RMNP Natural History Handbook*, *Trail Ridge Road Guide*, *Spirit of the Mountains* DVD
- Overhaul of Conservancy website Projects page
- Blog post development for philanthropy