

Philanthropy Board Report

June 2022

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

Summary: Overall, donations and grants brought in more than \$409K for the period of January 1st to April 30th and is on track with expectations. The Philanthropy Team launched as new Corporate Partner page on the Conservancy website and has seen new interest from brand partners. We also hosted the Legacy Luncheon, a donor appreciation luncheon that saw 90 attendees. Additionally, Membership has raised just more than \$51K toward its \$172K goal for the year. Membership got a slow start early in the year but has been gaining good momentum through the second quarter. Total current members lie just below 3,000 and of course we expect that number to rise as we head into the summer months.

Major Donor Highlights from January 1 – April 30, 2022:

- **\$50,000+ from** National Park Foundation
- **\$20,000+ from** Frank and Monty Kugeler
- **\$10,000+ from** Ray and Carolyn Zeisset, Michael and Maureen Parks
- **\$5,000+ from** Kathleen Winder, Robert and Sandy Biebel, Richard Kisley, Robert D. and Ellen K. Hostetler, Jennifer and Charlie Wood
- **\$1,000+ from** Louis and Martha Moore, Everett Carlson, Donald P. and Susan Trentel, Frank G. and Betty J. Ottesen, Patrick A. and Carla Grant, Thomas and Katherine Hornbein, James Irvine, Marcia and Charles Mabry, Brian Conde, Jessica Hupke, Angela Grumbach, Blake Mueller, Richard and Karen Sandberg, Mike and Vicki Graft, David W. Schlendorf, Ruth Medak, P. Kent McLaughlin and Joan Kram, Jean and Terry Quinn, Rockie Mosier and Susan Osterberg-Mosier, John W. and Cynthia Johnson, Margaret R. Stockover, Molly Bockmann, Rec by Charles Bartberger and Gretchen Platt, Marcus Sessel, Dawn Kaback, Phyllis Sunins, Kathleen Conway, Parks Project, LLC, Hintz Targeted Marketing, LLC, Steve Watson, Mary Farmer, Sean Tucker, Clark Cyr, Susan Harris, Mary and Todd Sessel-Glassberg, Michael Conley and Susan Steele, Carol Mouche and Barbara Pollock, Jeff Wehrwein
- **\$500 + from** Sandra Basanavage, Linda Bourgeois-Williams and Howard Williams, Richard K. Johnson, Lyle and Marlys Polson, John K. Vanier, Nancy P. Thomas, Anita and Jim Mapes, David and Carol Anderson, Jim and Sheila Murray, Paula and Jed Eide, Christian Berry, Mark A. and Jodi Voyles, Thomas C. and Judy Ward, Michael Scott, Paul C. Gomez, Richard and Nancy Haines, James Kaiser, William Boyington, Michael King, Anne Tweed, Rick and Andra Trippel, HomeLight Inc., James Kashevov, Brian Flansburg, Karla Bachman, Allegra Tedesco, David Will and Jeremy Burmeister, Christopher and Caroline Stull, Rocky Mountain Day Hikes, Leslie and Neil Alexander, Patricia L. Kroesen

Fundraising Totals and Analysis

Revenue Totals through April 30, 2022

Subtotal All Donations	\$384,320
Subtotal Grants	\$176,707.00
TOTAL FUNDRAISING	\$409,360

Number of Gifts:

	YTD2022	FY2021	FY2020	FY2019	FY2018	FY2017
Gift transactions (\$35 or higher)	1,137	6,090	3,338	2,332	2,004	1,858
Repeat donor retention rate	N/A	46%	48%	46%	44%	47%

Popular Fund Donations Activity:

Fund	YTD2022	FY2021	FY2020	FY2019	FY2018	FY2017
Best Use	118,246.36	1,631,266	\$1,581,802	\$669,111	\$541,278	\$504,173
Fire Restoration	6,330.00	167,044	\$157,418	N/A	N/A	N/A
Trails	10,220.32	62,865	\$72,499	\$70,175	\$89,905	\$107,224
Conservation Corps	167,263.89	91,270	\$93,060	\$212,848	\$124,931	\$86,010
Next Generation	8,800.00	63,289	\$37,273	\$79,395	\$68,819	\$68,800
License Plate	24,920.00	77,310	\$57,528	\$73,762	\$71,060	\$70,680
Other (in-kind, projects, etc.)	119,085.48	661,756	\$653,055	\$224,858	\$250,345	\$73,548
All Donations	454,866.05	2,663,530	\$2,652,635	\$1,330,149	\$1,146,338	\$936,483

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

	(April 31) 2022	2021	2020	2019	2018	2017
\$5,000+	9	70	46	35	29	28
\$1,000-\$4,999	48	300	192	126	120	114
\$500-\$999	38	241	212	139	121	120
TOTAL	95	611	450	300	270	262
TOTAL REVENUE	340,237.74	\$1,534,432	\$1,077,687	\$654,198	\$548,000	\$494,000

Membership Updates:

- We ran a generic spring member drive back in April to push the new t-shirt and focus on renewals at the \$50 level. The campaign was marketed via email and Facebook. We sold 127 memberships over the four days the drive was active. Membership seemed to get a slow start earlier this year but is picking up.

Staffing Update: The Philanthropy Team has been understaffed since the beginning of the year. Following Emily Luth's departure, Madison Abbott has been promoted to Donor Services Manager. She has done an excellent job in the role, and we are excited about the direction our team has been heading.

Her previous position, Donor Services Associate, is still vacant. We've conducted a handful of interviews but have not seen an ideal candidate emerge. We are planning a round of second interviews.

Legacy Luncheon

On May 19th, we hosted the Legacy Luncheon event in Estes Park. This was a donor appreciation event, featuring lunch at the beautiful Twin Owls restaurant, and presentations by Brian Ross, Walt Borneman, Estee Rivera and RMNP Superintendent Darla Sidles. We had nearly 90 in attendance, and the consensus was that the event was a total success. All donors were thanked, and some were called out in special mentions, including the Grant family for their many years of dedicated support and service to the Conservancy. The planning committee for the event consisted of Brian Ross, Walt Borneman, Katherine Dines, Estee and Michael. The Philanthropy Team handled logistics and guest management, while professional teams were brought in to handle A/V and catering. This was an inaugural event. Retiring Board Members were also honored at the event, as was Jim Pickering for his service as previous Board President.



Corporate Partners

We overhauled and launched a new corporate partner page on the Conservancy website. The new page highlights our industry and brand partners, as well as regular corporate donors with their logos assigned to the level of their support.

Michael and Ian have been working together to add new brand partners, with either with cash donations or in-kind product that can be used to outfit the Conservation Corps. Product donations can just as helpful to us as cash donations, especially when they offset expenses on equipment for crew members. When you have a moment, please take a look at the corporate partner page at: www.RMConservancy.org/corporate-partners.

We were excited to recently add Athletic Brewing as a corporate partner. Their partnership includes a \$10K cash donation as well as an unlimited product donation and supply of non-alcoholic beer for Conservancy member events. We also recently added Skcratch Labs, a popular outdoor industry hydration company with product donations in the range of \$5K.



Nancy Wilson, Publications Director
Program Highlights

- Project managed the Corporate Partners page design on Conservancy webpage
- Conservation Corps Manual edited/formatted and printed
- Winter and Spring *Quarterlies* developed, printed and delivered to members/donors
- Managed Facebook and Instagram social media program for Conservancy

Recent Accomplishments and Current Activities

- Summer *Quarterly* in development
- Reprinted so far for 2022: *ABC Rocky*, *RMNP Natural History Handbook*, *Spirit of the Mountains* DVD, *Trail Ridge Road Guide* and the Junior Ranger activity books
- Website updated: Employment postings, staffing updates, seasonal banners, Conservation Corps program edits, Bailey Research Fellowship, volunteer days edits
- Multiple employment ads designed for local newspapers, for retail/warehouse/membership/FI

Upcoming Activities and Projects

- 2021 Annual Report in production, with completion date of August 1st
- Summer *Quarterly* in development
- Reprinting *My Pioneer Life* – reformatting/proofing/new printer
- Redesign/update Conservancy organization brochure
- New Conservancy Fellows to integrate into social media program
- Ongoing Blog post development for philanthropy
- Website product editing - ongoing