

Philanthropy Board Report

October 2022

Mia Axon, Philanthropy Consultant

Madison Abbott, Donor Services Manager

Nancy Wilson, Publications Director

Victoria Johnson, Member and Donor Services Associate

Summary: Fundraising is on target with our 2022 goals in all aspects. Individual donations and grants have brought in a year-to-date total of \$705k. Most of our giving comes with year-end, we feel confident we will hit our mark. License plate revenue is up by \$6k when compared to this time last year. We had no singular major ask, like the SAR vehicle, and no major catastrophes (thankfully), so we grouped projects and ran a small wildlife campaign in July. Position changes over the past year have caused some uncertainty but have allowed us to reevaluate and refocus on best practices when it comes to our data system, stewardship, and donor engagement.

Major Donor Highlights May 1, 2022 – August 31, 2022

- **\$484,900 from** Young-Pierce Property - In-Kind Gift
- **\$20,000+ from** J. Warren Clinton Living Trust and one individual donor
- **\$10,000+ from** Donor Advised gifts
- **\$5,000+ from** Rotary Club of Estes Park (Duck Race), Skratch Labs, Village Thrift Shop, Donor Advised gifts, and 3 individual donors
- **\$1,000+ from** Bohemian Foundation, Kind Coffee, Parks Project, Three Saints Revival, Hintz Targeted Marketing, LLC, Smartwool Corporation, New Belgium Brewing Co., Donor Advised gifts, and 25 individual donors
- **\$500 + from** The Wildland Trekking Company, Live West Realty, Donor Advised gifts, and 29 individual donors

Fundraising Totals and Analysis

	2022 YTD	2021 YTD
Donations (includes grants)	\$ 649, 614	\$ 726, 796
Estate and Land	\$ 524, 900	\$ 682, 395
Grants	\$ 205, 107	\$ 10, 000
License Plates	\$ 55, 380	\$ 49, 050

*Donations **does not** include Membership, License Plate, Estate, or Land gifts.

*National Park Foundation makes up \$200,107 of our 2022 grants.

Popular Fund Donations Activity

Fund	*2022 YTD	This Time Last Year*	FY 2021	FY 2020	FY 2019	FY 2018
Other (in-kind, projects, etc.)	\$498,050	\$201,427	661,756	\$653,055	\$224,858	\$250,345
Best Use	\$282,699	\$1,029,370	1,631,266	\$1,581,802	\$669,111	\$541,278
Conservation Corps	\$181,122	\$23,714	\$91,270	\$93,060	\$212,848	\$124,931
License Plate	\$55,380	\$49,050	77,310	\$57,528	\$73,762	\$71,060
Next Generation	\$40,450	\$30,349	63,289	\$37,273	\$79,395	\$68,819
Wildlife	\$35,610	\$68,209	\$100,327	\$10,000	N/A	N/A
Trails	\$22,472	\$23,395	\$62,865	\$72,499	\$70,175	\$89,905
Fire Restoration	\$8,475	\$62,310	\$167,044	\$157,418	N/A	N/A
All Philanthropy	\$ 1, 339, 197	\$ 1, 568, 902	\$ 2, 663, 530	\$ 2, 652, 635	\$ 1, 330, 149	\$ 1, 146, 338

*All Philanthropy includes everything – donations, membership, license plates, estate, land, and grants

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

	*YTD 2022	FY 2021	FY 2020	FY 2019	FY 2018	FY 2017
\$5,000+	22	70	46	35	29	28
\$1,000-\$4,999	98	300	192	126	120	114
\$500-\$999	50	241	212	139	121	120
TOTAL	170	611	450	300	270	262
TOTAL REVENUE	\$538,096	\$1,534,432	\$1,077,687	\$654,198	\$548,000	\$494,000

*Does not include Membership, Estate, or Land Gifts. Does include Grants

Membership

Membership Totals by Year

YEAR	TOTAL NUMBER OF ACTIVE MEMBERS	TOTAL MEMBERSHIP REVENUE
*2022 YTD	3,025	\$109,303
FY 2021	3,098	\$195,247
FY 2020	2,697	\$166,297
FY 2019	2,572	\$141, 261
FY 2018	2,754	\$146,114
FY 2017	2,814	\$156,358
FY 2016	4,268	n/a

*2022 is through 8/31/2022

Membership Updates:

- Have seen some growth in new members since adding verbiage and link to membership sign up in license plate donation confirmation emails. Strategic plans in the works to further engage license plate donors in 2023.
- Revising membership incentive in 2023.

Staffing Update: Michael Allen resigned in July. This left two positions within the philanthropy team open. Victoria Johnson has been with the Conservancy for seven years in various positions but has always helped with processing during busy season. She stepped up after Emily Luth left at the end of last year and has found that she has enjoyed being back in the office more often so with that, applied for the Member and Donor Services Associate, and was granted the position. Mia Axon, a philanthropy consultant, was hired in August to evaluate and guide our philanthropy team and program toward more successful philanthropy practices.

Holiday Celebration - Saturday, November 5th – 5:30 PM to 8:00 PM - This gathering is back in person at Fall River Visitor Center this year. We reevaluated slightly since we had a two-year break and moved the event to the first Saturday in November. The earlier date will allow people to attend before holiday season ramps up and before weather gets too treacherous. Vendors and staff are aware and have only had positive things to say about the changes.

Year-End: Year-end appeal and the fall quarterly newsletter are on track to go out in November.

CO Gives Day: Tuesday, December 6th – We are on track with Colorado Gives Day marketing on social media and our website. We welcome board member involvement in donor engagement with phone calls. You are encouraged to pre-schedule your gift at www.coloradogives.org/organization/RMC