



**Development Report
December 2021**

Budget

Source	2020 Final	2021 Goal	2021 YTD	2021 YTD w/ Pledges	2022 Goal
Corporations	\$ 506,500	\$ 538,771	\$ 384,640	\$ 404,640	\$ 516,541
Special Events	\$ 130,123	\$ 150,000	\$ 178,021	\$ 182,221	\$ 175,000
Foundations	\$ 619,815	\$ 595,000	\$ 591,043	\$ 603,543	\$ 681,624
Appeals	\$ 167,364	\$ 140,000	\$ 104,422	\$ 104,622	\$ 150,000
Donations	\$ 5,281	\$ 3,440	\$ 817	\$ 817	\$ 5,000
Personal Ind. Solicitations	\$ 258,025	\$ 461,560	\$ 251,465	\$ 270,415	\$ 295,000
Faith and Community	\$ 483,480	\$ 460,200	\$ 377,220	\$ 377,220	\$ 386,500
Government	\$ 166,902	\$ 6,750	\$ 4,500	\$ 4,500	\$ 4,500
	\$ 2,337,490	\$ 2,355,721	\$ 1,892,128	\$ 1,947,978	\$ 2,214,165

Fall Appeal

- FSP has received 46 gifts out of 1,116 total solicitations, a 4.12% response rate.
- Currently, a total of \$40,229.31. On track against 2020. Total appeal goal of \$102,000.

Individual Cultivation/Donor Stewardship

- Extremely successful Giving Tuesday campaign! FSP raised \$10,001 of a \$6,000 goal.
- End-of-year giving emails will be sent on Dec. 13, 27, and 30.
- Development Team conducting targeted outreach to major donors for year-end push.

Special Events

- February Scholar Society event host committee has first members, and Development Committee members are forming planning committee to focus on event logistics.
- Host Committee will have Jan. 18 meeting for planning and attendee finalization.
- First SIS sponsorship commitments confirmed: Duke Energy - \$10,000; Bank of America - \$5,000

Corporate/Foundation Giving Update

- 2022 Levine Foundation funding application has been submitted.
- United Way funding \$15,000 for Renaissance West site in 2022.
- EnPro Foundation providing \$20,000 in support. Thank you **Dana Saxe** for making connection!
- Beacon Partners commits \$5,000 for Renaissance West site.
- Alpha & Omega Foundation commits \$12,500. Foundation giving exceeds 2021 goal.
- Currently awaiting corporate support from Faison of at least \$50,000.
- FSP advanced to second round of Women’s Impact Funding process and submitted additional information.
- Development Team would like to ask the Board if there are any relationships at Rodger’s Builders, Carolina Cat, or Towne Bank.

Other Business

- Marketing and Communications Manager Jenna Harris has resigned and her last day will be on Dec. 31st. Development Team has begun the process of finding her replacement.
- Very successful Development Team retreat. Currently planning new marketing campaign for 2022.