



Development Report: January 2022

Budget

Source	2021 Budget	2021 Final	%21 Budget	2022 Goal
Corporations	\$ 538,771	\$ 404,640	-25%	\$ 517,635
Special Events	\$ 150,000	\$ 192,021	+28%	\$ 175,000
Foundations	\$ 595,000	\$ 634,271	+7%	\$ 682,719
Appeals	\$ 140,000	\$ 182,293	+30%	\$ 150,000
Donations	\$ 3,440	\$ 1,303	-62%	\$ 5,000
Personal Ind. Solicitations	\$ 461,560	\$ 322,255	-30%	\$ 295,000
Faith and Community	\$ 460,200	\$ 377,220	-18%	\$ 386,500
Government	\$ 6,750	\$ 4,500	-33%	\$ 4,500
	\$ 2,355,721	\$ 2,118,503	-10%	\$ 2,216,354

Board Opportunities

- Help us keep the momentum we have built in individual giving and think of 1-3 individuals with which you could provide a connection. If you think they could potentially attend the March Scholar Society event, provide the name to Mark Barrett so we can be sure we are coordinated with the event Host Committee.
- FSP needs to continue to expand its Spring into Summer sponsorship base. As we prepare for the February board meeting, think about companies you could potentially introduce us to so we can begin building relationships and help them engage with FSP.

2021 Fall Appeal and Final Report

- Enjoyed great success in Special Events, Direct Mail Appeals, and Foundations.
- Largest gaps occurred in Corporations, Personal Individual Giving, and Faith and Community Partners. Decreases often occurred due mission realignment, continued pauses in giving related to COVID-19, and budget timing. We also moved some corporate giving to Special Events. Overall, FSP brought in \$100,000 in new or additional funding from corporate partners and increased individual contributions by \$75,000 over 2020.
- Fall appeal at \$112,474 with a 10.93% response rate, similar to 2020.

Individual Cultivation/Donor Stewardship

- Scholar Society Event “Inspiring Educational Equity” has been moved to March 30, 2022.
- Bank of America Charlotte Market President Kieth Cockrell will be keynote speaker.
- Board campaign will kickoff at February Board meeting. Thank you to Burnet Tucker for leading this effort.

Spring into Summer

- Six SIS sponsorship commitments made for a total of \$30,000.

Corporate/Foundation Giving Update

- Faison support will increase to \$75,000 and will remain sustainable. Timing shifted to January, which created a large gap in corporate giving in 2021.
- FSP a finalist for Women’s Impact Fund grant.
- We will submit funding requests for Duke Energy, Novant Health, Coca-Cola Bottling, Fifth-Third, Ally, First Horizons, Merancas, and some new funding opportunities over the next month.

Other Business

- Currently winding down interview process for Marketing and Communications Manager and hope to have an accepted offer by the beginning of February.