

Date: January 2019
To: Tracey Crawford, Executive Director
From: Nanette Sowa, Superintendent of Development
RE: SLSF Update for the January NWSRA Board Meeting

Sponsorships: Sponsorship dollars are part of the SLSF event budgets. The FY 2018 budgeted amount was \$69,500. In 2018 SLSF received \$96,650 in event sponsorships. These dollars are only from 2018 SLSF events. Monies donated to the NWSRA Camp Connections Family Day and the NWSRA Halloween Party were correctly entered in Oracle as donations, however the donors were recognized as sponsors at those events.

Grants: SLSF received \$89,927.66 in grants in 2018. The \$221,000 given by the Wheaton Franciscan Sisters in 2017 was deferred to 2018 and was used to open the PURSUIT 3 location. An IDOT vehicle that was approved in 2017 was delivered in November: It has a value of \$59,158.

Annual Appeal and Individual Gifts: The spring and holiday Annual Appeal were sent requesting unrestricted donations. The total brought in by both appeals as of 12.31.18 was \$9,976.05. This amount is below the budgeted amount of \$20,450. However, the total amount of individual gifts was \$141,331.48. That was \$89,291.48 higher than the budgeted \$51,950. This increase can be attributed to one large “planned” gift and an increase in online giving via the Just Giving website, a large number of UPS employees giving on a monthly basis via payroll deductions, and outreach to the community about SLSF which resulted in a \$5000 gift from a Turkey Trot race organization, \$5000+ from an area church that “adopted” the Mount Prospect Snoezelen room as one of their charities, and from new Kevin’s Club donors. Outreach included additional letters and postcards being sent to donors (some with “asks”, some purely informational), the Superintendent of Development and an SLSF board member making personal thank you phone calls to donors, and additional time spent talking to service clubs and chambers of commerce. The SLSF team also made an effort to attend additional networking events in 2018 with the intent of getting the Foundation’s name out to potential donors/partners.

Events: The FY 2018 Events budgeted amount was \$308,429.50. That amount was surpassed as the foundation received \$335,466.92. The additional funds can be attributed to an increase in sponsorship. There was a slight uptick in attendance, but the figures show that the SLSF team is wise to spend time soliciting additional sponsors.

Grants to NWSRA: The SLSF Board approved a grant to NWSRA in the amount of \$334,000 for fiscal year 2018. The final payment was made in December. In addition, SLSF spent \$264,152.91 in capital expenses to create the Hanover Park Snoezelen

Room and the programming space in the Mount Prospect Park District Community Center which brought the total dollars given to NWSRA in 2018 to \$598,432.90.

Volunteers and Outreach: SLSF is always looking for ways to include corporations in NWSRA programs as volunteers. Many corporations now tie philanthropic dollars to volunteer service. Any introductions to area corporations are appreciated.

2019 Goals: SLSF goals in the development plan see the Foundation raising in excess of \$800,000 per year by 2020. The team has 2019 goals of increasing event sponsorship, increasing individual gifts, advertising the ability to make planned gifts, and staying on track with grants. The team will also continue to send postcards, letters and emails, as well as continuing its practice of making personal phone calls to donors. Research will be done to find and reach out to high net-worth individuals.