

Date: October 2019
To: Tracey Crawford, Executive Director
From: Cathy Splett, Superintendent of Development
RE: SLSF Update for October SLSF Board Meeting

SLSF is following the guidelines set forth in the Development Plan in an effort to meet its robust 2019 financial goal of raising \$674,926.12. As of September, SLSF has received \$467,523.69 which is 69% of its goal. The current status is as follows:

Sponsorships: Sponsorship dollars are part of the SLSF event budgets. The FY 2019 budgeted amount is \$76,600. To date, \$68,860 has been received. SLSF is scheduled to host their last golf outing and the Gala before the end of the year. SLSF staff are attending networking events and meeting with companies to solicit new sponsorships for not only events, but to also provide the opportunity to sponsor one of our five focus areas.

Grants: The FY 2019 budgeted grant total is \$268,000. To date, SLSF has applied for \$381,127 in grants. From the proposals sent, \$216,000 in grant money has been approved and \$209,349.97 has been received. SLSF is still waiting to receive notification of the 2018 IDOT application.

Events: The FY 2019 Events budgeted amount is \$309,420. The total amount received in event dollars as of September 30th is \$211,774.63. SLSF will host one golf outing in October and the Gala in November. A portion of those dollars represent event sponsorships as shown in the sponsorship portion of this report. Due to the cancellation of the Palatine Hills Golf Outing because of excessive rain and an unplayable course, this event only netted \$11,579.25 but was budgeted to net \$19,750.

Donations: SLSF has four areas for individual donations: Memorial, General, Annual Appeal and Kevin's Club.

- Memorial Donations = \$3,796.70. The majority of the donations were made in memory of Judy Houser.
- General Donations = \$33,013.28. Currently SLSF has 29 monthly donors who have donated \$6,034.17.
- Annual Appeal = \$6,753.22. The majority of these funds are received in December.
- Kevin's Club = \$2,071.00. Currently there are four donors.

Grants to NWSRA: The Board approved a grant to NWSRA in the amount of \$350,000 for FY 2019. The first of three installments of was paid in May totaling \$41,374.36. The second installment will be paid in October totaling \$160,586.44. The third and final installment will be made in December. SLSF has directly paid \$110,614 for the creation of the Dream Lab, Sensory Garden and Mt. Prospect Sensory Room.

Outreach: The SLSF staff continue to attend networking events and speak at civic organizations to build relationships and educate the community about the growing needs of the NWSRA community.

- SLSF was chosen as a recipient of the 2019 Chicago Ride for Autism Speaks which was held on Sunday, September 15th. A PURSUIT parent and Autism Speaks Board Member started this event a few years ago and recommended that SLSF/NWSRA be awarded \$2,000 from this event. NWSRA/SLSF provided 20 volunteer for the day of the event.
- SLSF was chosen as a recipient of the 2019 Tap House Grill Golf Outing that was held on Thursday, September 26th. SLSF staff spent the day building relationships and educating golfers about NWSRA and SLSF. Tap House will contact SLSF to schedule a check presentation.
- The Mitsubishi VISION committee hosted a silent auction art show on September 23rd. PURSUIT clients, NWSRA and SLSF staff attended the event with lots of conversation between Mitsubishi employees and PURSUIT clients about their art projects. The art that will be auctioned off is created by NWSRA participants and all proceeds will be given to SLSF.

Holiday Appeal: For the Holiday Appeal, SLSF will segment the Annual Holiday Appeal mailing list into four areas in order to personalize the “ask”.

2019 Annual Appeal Fund Strategy				
	Holiday Card	Remittance envelope	Personalized Letter	Specific Ask
NWSRA Families	X	X		
Consistent Donors (non-event)	X	X	X - Thank for continued support and ask for renewal of gift level	Ask for same or increase
Inconsistent Donors / Lapsed Donors	X	X	X - We've missed you! We know that life happens but wanted to share the exciting things happening at NWSRA	previous amount
Event Only Attendees	X	X	X - Thank them for attending. Because of you participation, SLSF provided the funds for.....	Any amount

2019 Goals: SLSF has hired a Foundation Manager who will help secure additional sponsors, increase corporate outreach, grow the donor development and stewardship program and assist with all fundraising events. SLSF is attending networking events to begin cultivating new relationships that will be beneficial to NWSRA and SLSF.