

Date: January 2020
To: Tracey Crawford, Executive Director
From: Cathy Splett, Superintendent of Development
RE: SLSF Update for the January SLSF Board Meeting

Sponsorships: Sponsorship dollars are part of the SLSF event budgets. The FY 2019 budgeted amount is \$76,600. In 2019 SLSF received \$72,900 in event sponsorship. Monies donated to the NWSRA Camp Connections Family Day was correctly entered as unrestricted donations, however the donors were recognized as sponsors at that event.

Grants: The FY 2019 budgeted grant total is \$268,000. SLSF applied for \$391,127 in grants. From the proposals sent, \$226,600 in grant money has been approved and \$226,349.96 has been received in 2019. SLSF has been awarded a grant from RMS for \$5,000 which will be received in 2020.

SLSF was notified from IDOT that NWSRA was awarded a 14 passenger accessible vehicle from the 2018 grant that was submitted. NWSRA should receive vehicle by fall 2020.

Events: The FY 2019 Events budgeted amount is \$309,420. The total amount received in event dollars for 2019 was \$262,148.81. A portion of those dollars represent event sponsorships as shown in the sponsorship portion of this report. The events didn't make budget this year due to weather issues and lower attendance at the Celebrate Ability Gala. The team and committees have already begun preparing for the 2020 events focusing on increasing sponsorship and attendance.

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

- Memorial Donations = \$3,921.70. Four families requested to have donations made in lieu of flowers for their loved ones.
- General Donations = \$52,839.74. SLSF had 29 monthly donors who have donated in 2019.
- Annual Appeal = \$16,256.12 from 74 donors.
- Kevin's Club = \$4,221 from four donors.

Grants to NWSRA: SLSF granted \$225,086.24 to NWSRA. SLSF has directly paid \$211,552.92 for the creation of the Dream Lab, Sensory Garden, Mt. Prospect Sensory Room and purchase of the furniture for the NWSRA Programming Space in Wheeling.

2020 Goals:

- This is the final year of the SLSF Development Plan presented by American Philanthropic. The 2020 goals are to increase event sponsorship, event attendance, individual donations, networking and speaking engagements.
- SLSF will also be meeting with NWSRA families in order to build relationships with the Foundation. These new relationships will help continue bringing donors into the donor base who have a personal connection to the mission.
- The team will be focusing on securing and cultivating relationships with individuals and businesses within NWSRA's service area. The team will also continue to send postcards, letters and emails, as well as continuing to make personal phone calls to donors.
- SLSF will focus on utilizing additional social media sites in order to reach the intergenerational donor base. The staff will be utilizing techniques learned from the Nonprofit Storytellers Conference they attended in 2019.