

Fundraising/Development Annual Report FY 2021/22

The Fundraising/Development Committee had record-breaking success in FY 2021/22. We received \$15,750 in donations this fiscal year – the most in recent history.

It's notable that this year's success was due to successful strategies, not perpetual fundraising:

1. Tying our fundraising to the work we are currently doing in the community.
2. Using mail solicitation to reach a targeted list of likely donors during the Election run-up.
3. Incorporating fundraising effectively on the website and in all advertising.
4. Using social media to solicit donations from a wider audience all year long.
5. Encouraging the membership to use strategies such as IRA rollovers and planned giving.

I want to thank the members of the 2021/22 Fundraising Committee: Debbie Helper, Val Brooker, Stephanie Schlanger, Danis Kelly and Cathy Lewis. Good job!

We are still looking for a “catchy” way to thank the people who have donated to our Annual Fund this year. These people have already received official thank-you letters, but we'd like to do more. If you have any ideas, let me know!

Respectfully Submitted;

Marcy Litzenberg, Fundraising/Development Chair