

May 1, 2015

TO: Empty Bowls Board of Directors

FROM: Fundraising Team

FUNDRAISING COMMITTEE GOALS FOR 2016

- Continue coordinating a comprehensive fundraising plan which includes:
 - Community Education
 - Public Relations
 - Webpage, Social Media, Twitter
 - Cultivation Events
 - Community Event Displays
 - ❖ Mountaineer Week
 - ❖ Morgantown Mall Christmas Event
 - Special Events
 - ❖ Community sponsored events benefiting Empty Bowls
 - Development of printed materials to support fundraising activities
 - Identify organizations to underwrite all printing costs
 - ❖ Rack Cards
 - ❖ Campaign Brochure
 - ❖ Tri fold Brochure
 - ❖ Annual Report
- Continue to implement a fundraising committee structure to coordinate all aspects of the fundraising program.
 - Complete position descriptions for leadership fundraising volunteers
 - Recruit volunteers to assume fundraising leadership positions
- Continue to evaluate direct mail donor mailing lists
 - Update donor lists
 - Continue to develop prospect lists targeting specific segments of the community
 - Develop letters specific for each targeted segment of the community
 - 2016 Fundraising goal \$28,000
- Increase Major Gifts Solicitations from 65 - 85
 - Expand prospect lists
 - Solicitations to commence late October – November – promoting state tax credits
 - 2016 major gift fundraising goal \$20,000
- Continue to submit grant proposals
 - Continue strength based proposals
 - Target specific programs (weekend backpack feeding program, food pantries, etc)
 - Increase corporate, community and civic requests
 - 2016 grant funding goal \$15,000
- Expand Special Events programs
 - Recruit Special Events Coordinator
 - Plan a minimum of one event per month
 - 2016 fundraising goal \$7,000
- Continue to fund endowment managed by Your Community Foundation

- 2015 endowment fundraising goal \$6,000
- Continue to coordinate with Community Education/Faith Based Committees in promoting raffle & ticket sales
 - 2016 raffle fundraising goal \$7,000
- Ticket Coordinator to coordinate faith based ticket sales
 - 2016 ticket sales goal \$30,000
- Develop fundraising opportunities WVU Health Sciences Center, WVU Hospitals, WVU students, public-high school students
 - Develop youth fundraising programs and recruit coordinator
 - 2016 youth fundraising goal 5,000
 - Food Drives
 - Volunteer Opportunities
- Organize the first annual Monongalia County Commission Parks and Recreation “ Heat in the Hills” International Chili Society Chili Cookoff
 - Provide volunteer, public relations and fundraising support
 - 2016 goal \$5,000
- Conduct a minimum of eight donor cultivation events.
 - Chamber of Commerce
 - Your Community Foundation
 - Community Consultants
- 2016 Public Fundraising goal **\$140,000**.based upon increased community need:

Food Insecurity

TO BE UPDATED JUNE 2015

- Feeding America states that in 2012 that 15.9% of the population in the United States is food insecure.
- Feeding America states that in 2012 that 21.6 % of children in the United States is food insecure.
- **Food insecurity is a growing in Monongalia County.**
- **Feeding America states:**
 - In 2012 that 15.9% of the population or 15,370 people in Monongalia County is food insecure. This represents an increase of 970 from 2011.
 - In 2012 that 16.5% or 2,550 children in Monongalia County are food insecure. This represents an increase of 400 children from 2011.
- **The nutritional services coordinator for the Monongalia County School system states:**
 - 33.3% of all Monongalia County students qualify for free or reduced priced meals.
 - High rates of food insecurity in the following schools during the 2012-2013 academic year:
 - 55.76 % of the students at Mylan Park Elementary School
 - 53.51 % of the students at Skyview Elementary School
 - 43.59% of the students at Westwood Middle School
 - 42.94% of the students at Mason Dixon Elementary School
- Many food insecure individuals do not qualify for federal nutrition programs and must rely on charitable food assistance, suggesting that complementary programs and strategies are necessary to reach food insecure individuals at different income levels. *2012 Feeding America Food Insecurity in the U.S.*