

A large, light green leaf shape is positioned on the left side of the slide, partially overlapping the text. A thick, red arc is visible at the bottom left corner of the slide.

Development and Community Engagement Dashboard YTD 12/16/19

December 19, 2019

Quick Look – snapshot in time

Revenue

\$2,591,156 – processed in 2019

\$35,782 – increase over 2018

Budget

\$2,978,000 – 2019 budget goal

\$386,844 – left to meet 2019 budget goal

of gifts

20,150 – # gifts in 2019

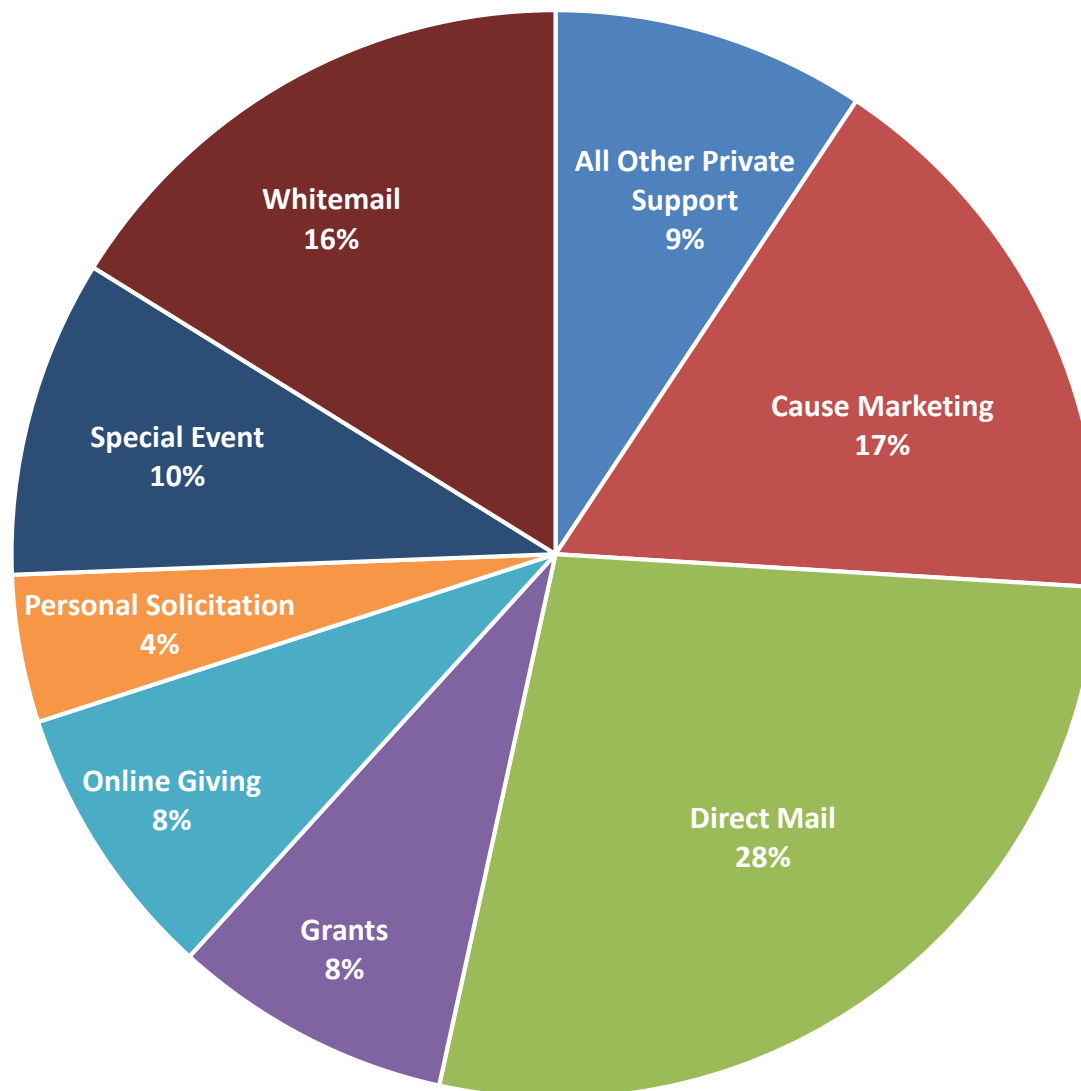
111 – increased # gifts over 2018

Donor phone calls & meetings

293 – 2019

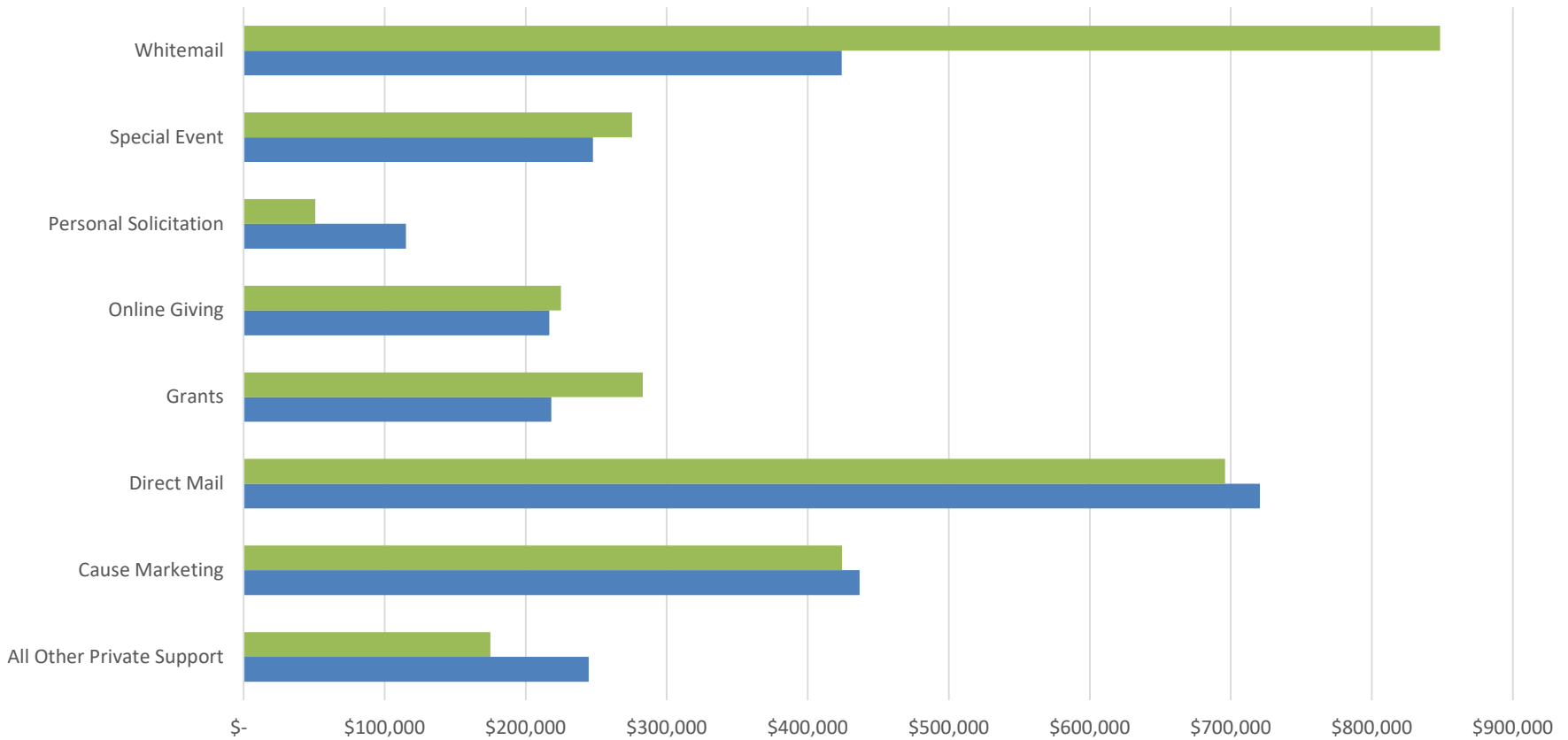
184 – 2018

Giving by Method* 2019 Actual



*Giving by Method definitions in appendix

Giving by Method* 2019 Budget Goal vs. Actual



	All Other Private Support	Cause Marketing	Direct Mail	Grants	Online Giving	Personal Solicitation	Special Event	Whitemail
■ Budget Goal	\$175,000	\$424,200	\$696,000	\$283,000	\$225,000	\$50,800	\$275,500	\$848,500
■ Actual	\$244,659	\$436,851	\$720,676	\$218,242	\$216,757	\$115,185	\$247,658	\$424,191

*Giving by Method definitions in appendix

Volunteer Program Highlights



Leader of the Pack

September 12

15 Teams – 225 Participants

10,000 Bags of food packed
for the Backpack Program

Q3 Stats:

533 New Registrants in VolunteerHub

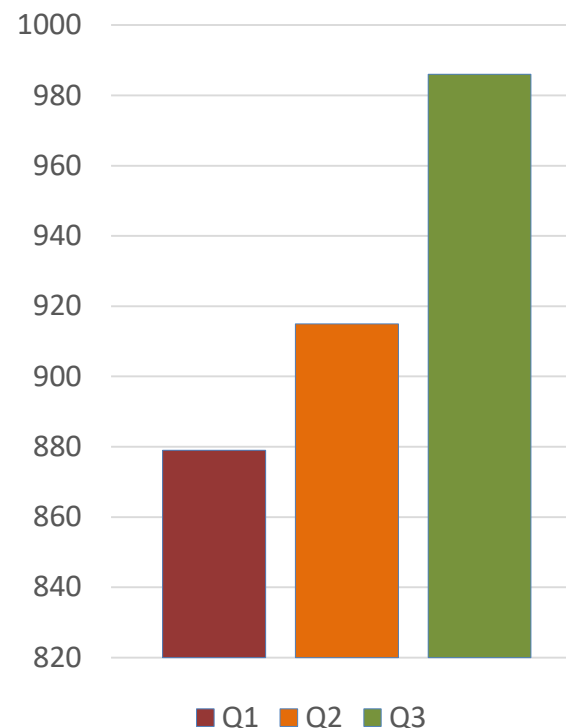
986 Active Volunteers

6,133 Volunteer Hours

27 Volunteer Groups

1 Mobile Packing Party

Active Volunteers



Communications Highlights

- SO MUCH Hunger Action Month Media!

- [Fill the Bus](#)
- [Leader of the Pack](#)
- [Commissioner Ball visit](#)
- [WETM Hunger Series](#)

More than 15 stories!

- Commercial Spots DONATED by WETM/WENY/WBNG/WINK

- [Leader of the Pack thank you](#)
- Selfless Elf
- [Fill the Bus](#)
- Selfless radio

- [Harvester Newsletter](#)

- Winter Harvester mailed out November 11

- Feeding America sharing content & coming in March for story collecting



Upcoming Events & Campaigns - FBST

- Cheers for Change
 - Late Nov./early Dec. 2019 to January 3, 2020
 - \$10,200 – 2020 Cause Marketing



Upcoming Events & Campaigns - Community

- Get a Quote. Feed a Child. – Jim Rollo State Farm
 - April 2019 to March 2020
 - \$10K goal (\$1,644 received) – 2019/20 Cause Marketing



- Tops Reusable Bags
 - Mid September – End Date TBD
 - ?? first year – Cause Marketing

- Gerould's Community Campaign Flu Shots
 - August 2019 to March 2020
 - \$1,000 (?? first year) - 2020 Cause Marketing

- Maguire Subaru Share the Love
 - November 14, 2019 to January 2, 2020
 - \$10-12K (?? first year) – 2020 Cause Marketing



Appendix

Giving by Method Definitions

CATEGORY / GIFT SUBTYPE	DEFINITION	EXAMPLES OF APPEALS WITHIN CATEGORY
Cause Marketing	Cause Marketing: Any monies received directly from cause marketing campaigns. A Cause Marketing program is consumer-facing. If the program is marketed to customers or customers are asked to take action, whether it be a donation, purchase or other, it is a Cause Marketing campaign (e.g. Check-Out- Hunger, Macy's, Pampered Chef, Campbell's Soup, and others).	Check Out Hunger Cheers for Change Fill the Bus General Cause Marketing
Special Events	Special Events: Gross revenues from planned Food Bank special events, including events hosted by your organization and third-party events benefitting your organization. Include corporate sponsorships of specific events. Do not include food and funds drives. Please include revenue from food and funds drives in "All other Private Support."	Tour de Keuka Selfless Elf Empty Bowls Construction
Direct Mail Appeal categories divided by: - Direct Mail Acquisition - Direct Mail Cultivation - Direct Mail Saturation	Direct Mail: Revenues from all direct mail sources, both national and local. Do NOT include web revenue or email direct marketing. These should be included in Online Giving. This category does include renewal gifts (cultivation) and acquisition mailings. Include corporate gifts made in response to a direct mail appeal. Do NOT include unsolicited gifts or whitemail.	All Direct Mail Appeals Harvester Newsletters Circle to Feed Hope Annual Appeal Circle to Feed Hope Spring Lapsed Appeal Thank You Letter Envelopes
Realized Deferred Gifts and Bequests (Planned Giving)	Realized Deferred Gifts and Bequests (Planned Giving): The most common form of planned giving, a bequest is made through a will or living trust. Please only report actual revenue received in your most recent fiscal year from bequests.	Bequests
Online Giving (including e-mail and other web revenue)	Online Giving (including e-mail and other web revenue): All revenue from online giving, including responses to e-mail appeals and direct mail appeals that result in gifts made directly through your website, and all other gifts made through your website.	Online Gifts Turkey Drive Giving is Gorges
Personal Solicitation	Personal Solicitation: All gifts from individuals that were received as a result of a personal, one-on-one solicitation, for example in person, over the phone, etc. Include gifts from corporations, foundations, or organizations that were received as a result of a personal, one-on-one solicitation if they cannot be counted in any of the other categories. <i>If a corporation was approached by your team for a truck sponsorship, that would be personal solicitation. If they spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail, etc.</i>	CTFH Follow Up Other Sponsorships (non-event related)
Grant - Corporations	Grant Applications - Corporations: All revenue received as a result of a grant application to corporations (or corporate foundations). Do NOT include gifts from corporations that were not a result of your Food Bank submitting an application for the grant.	
Grant - Foundations	Grant Applications - Foundations: All revenue received as a result of a grant application to foundations (or family foundations). Do NOT include gifts from foundations that were not a result of your Food Bank submitting an application for the grant.	
Grant - Other	Grant Applications – Other (non-government): All revenue received as a result of a grant application to other organizations that are NOT corporations, foundations, or government. These aren't extremely common, but this is designated primarily for other grant-making nonprofits – say, a local church or Rotary club that collects applications for an annual grant. Do NOT include gifts from other organizations that were not a result of your Food Bank submitting an application for the grant.	
Whitemail	Whitemail: Correspondence received from donors in their own envelope rather than in an envelope provided by the marketer. Typically these are unsolicited gifts from individuals without direct relation to any direct marketing campaign or other solicitation method. <i>If sponsors spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail.</i>	
All Other Private Support	All Other Private Support (Does not fit into one of the above categories. Includes United Way, other social and religious organization giving, and employee giving campaigns): All revenue from private sources (non-government) that are not included in any of the categories above. This may also include revenue received from private sources as a direct result of a hurricane, flood, tomado, or other disaster. However, DO NOT include disaster revenue received as part of a direct mail campaign. Please include that in Direct Mail or Online Giving, as appropriate). This Includes Food & Fund Drive funds.	Food & Fund Drives Workplace Campaign Employer Matching Gifts Dollars for Doers Volunteers and Speaking Engagements Old Recurring Gift - Monthly / Quarterly**