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# Development and Community Engagement Check-in: COVID-19 Plans

March 27, 2020

## Total Revenue – Annual Fund

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### Revenue – Jan/Feb

**\$396,038** – 2020 (**\$125K** Mother Cabrini)

**\$251,805** – 2019

**57%** – YOY increase

### Received Revenue – Mar (2020 NOT reconciled)

**\$314,926** – Mar 2020 (**\$72,092** COVID-19/Spring for Meals)

**\$155,637** – Mar 2019

**102%** – YOY increase so far

### Budget

**\$3,059,950** – 2020

# COVID-19/Spring for Meals Inspired Donations

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## Received YTD 3/25/2020

**\$72,092**

## Pledged

**\$2K** TCC Gives

**\$5K** Price Chopper/Market 32

**\$2.5K** Triangle Fund

**\$5K** Board member

**\$247K** Wegmans

## Contracts signed

**\$15K** CFSCNY (Broome)

**\$30K** Park (Tompkins)

**\$5K** Kresge (Broome)

## Submitted

**\$10K** TC Energy

**\$10K** Dunkin' Joy in Childhood Foundation

**\$50K** No Kid Hungry

## Asking/offered

**\$50K** Mother Cabrini

**\$200K+** through Feeding NYS

**\$50K** CFECFL (Chemung, Steuben, Schuyler)

**\$1K** CFECFL

??? CFTC (Tompkins)

??? Walmart stores

??? Borg Warner

??? UWTC

**Pledged/contracts = \$311,629**

## Total 2020

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**Revenue – Jan/Feb**

**\$396,038**

**Received Revenue – Mar (NOT reconciled)**

**\$314,926 (\$72,092 COVID-19/Spring for Meals)**

**Pledged/contracts COVID-19**

**\$311,629**

**Total**

**\$1,022,593**

**\$407,443 – 2019 (through 3/31/19)**

**Budget**

**\$3,059,950**

# New/increased expenses & loss of revenue

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Canceled/pivoted/postponed events

Wholesale food

Personal care items

Boxes/supplies

Agency grants

Staffing costs

## Next steps...

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- Continue “Flatten the curve, spring for meals” - <https://www.foodbankst.org/spring-for-meals/>
- Small group donor Zoom meetings with Natasha
- 3xs/week all donor email updates
- CTFH donors email update
- CTFH spring appeal
- Continued major donor qualification/cultivation/stewardship
- Continued direct mail program
- Pivot Tour de Keuka/Empty Bowls Corning IT to virtual events

## How You Can Engage

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As a Food Bank board member, you can play a vital role in ensuring we raise the funds needed to deliver our mission by leveraging relationships within your sphere of influence. We ask that you consider engaging in at least one way to help raise funds and/or awareness of our work.

Here is how you can help:

- Leverage your social media channels to raise awareness for how we have mobilized to meet the evolving community needs - [www.facebook.com/foodbanksoutherntier](http://www.facebook.com/foodbanksoutherntier).
- Make an additional gift or secure a challenge grant from an individual, corporation or foundation to inspire others to give - <https://www.foodbankst.org/SPRING-FOR-MEALS/>.
- Motivate your company to make a cash gift or talk to them about activating employee giving and customer donation programs.
- Direct those in your sphere of influence to make a gift.
- Reach out to trade organizations you belong to. They provide the opportunity to connect with many companies at one time. Convey your role as a board/committee member and the need for support.
- Help us thank our donors to encourage and increase future support.
- Recognize board and staff contributions.