



Development Committee Meeting

May 6, 2022

Meghan Parsons, CDO





Development Committee Meeting AGENDA

May 6, 2022

8:30 am – 10:00 am

TOPIC	FACILITATOR	ACTION	TIME
1. Welcome and Call to Order	John Bayne		3
2. Prayer/Poem/Positivity	Krista Niles-Updyke		2
3. Welcome new committee member	John Bayne		2
4. Approval of Feb. 4, 2022 minutes	John Bayne	Approve	3
5. Fundraising update	Meghan Parsons	Presentation	15
6. Endowment & Planned Giving sub-committee update	Krista Niles-Updyke	Report Out	5
7. TY call program learnings	Tina Culligan	Discussion	20
8. Corporate Partnerships update	Katherine Strawser	Presentation	20
9. Action items review & member report out <ul style="list-style-type: none">• TY call report – Lynn	John Bayne	Discussion	15
10. Next meeting dates <ul style="list-style-type: none">• August 26• October 28	John Bayne		
11. Adjourn	John Bayne		

Next Meeting:

Friday, August 26, 2022

8:30 – 10 am

Opening Prayer/Poem/Positivity: Julie Monahan

RSVP to Lynn Dates lynn.dates@foodbankst.org

2022 budgeted revenue = \$4,213,247



Fill & strengthen department roles



Transition & grow corporate partnerships



Continue SIF major gift proposals



Build digital fundraising/comms program



Focus on Loyal 4+ donor retention



Use equity lens on all communications



2022 Jan-Apr success highlights

Staffing

- New Annual Fund Manager, Debbie Wheeler, started 4/18

Digital

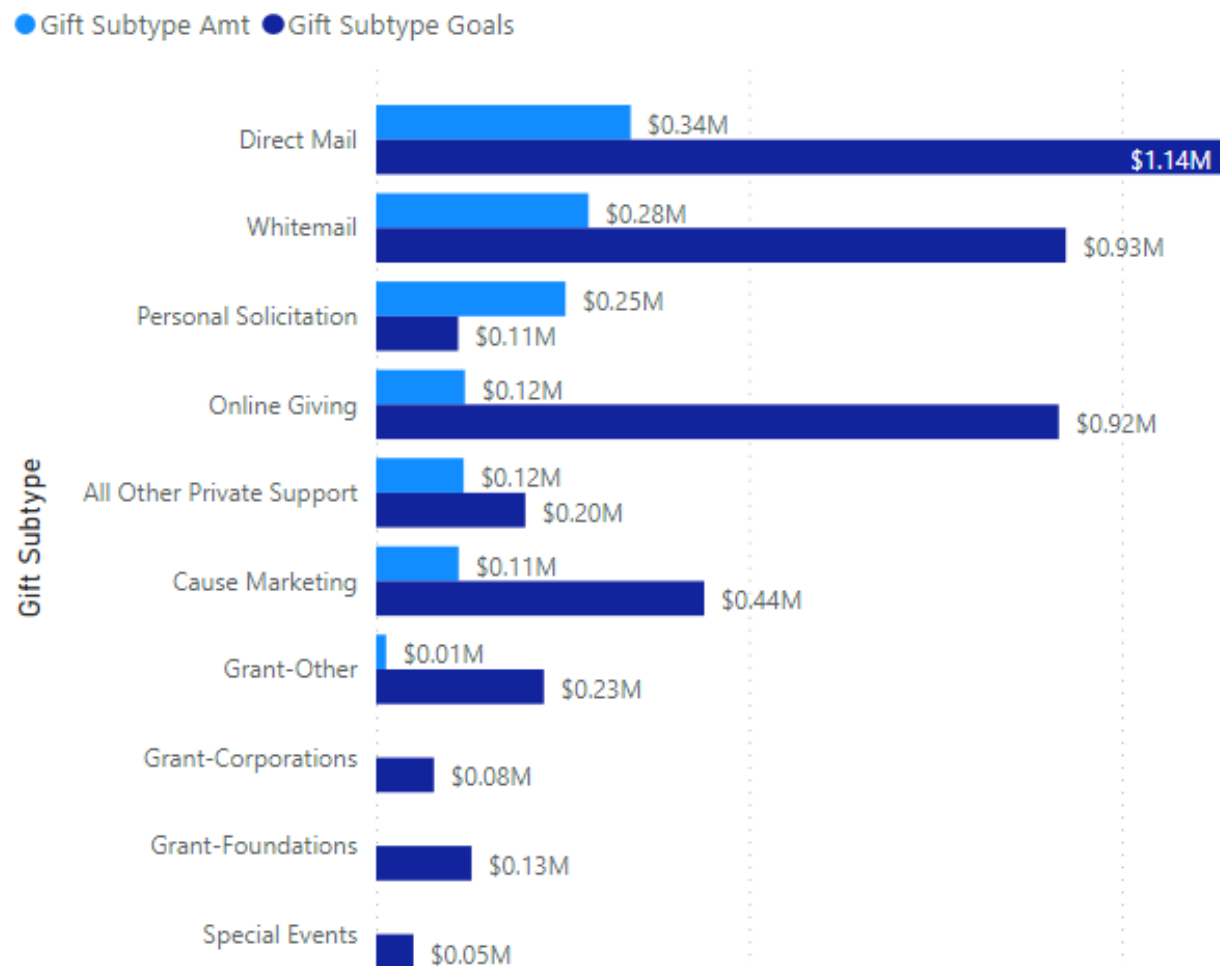
- Regular strategic emails started going out

SIF Proposals

- Secured 5 major gift pledges

Jan-Apr: 29% progress to budget of \$4,213,247

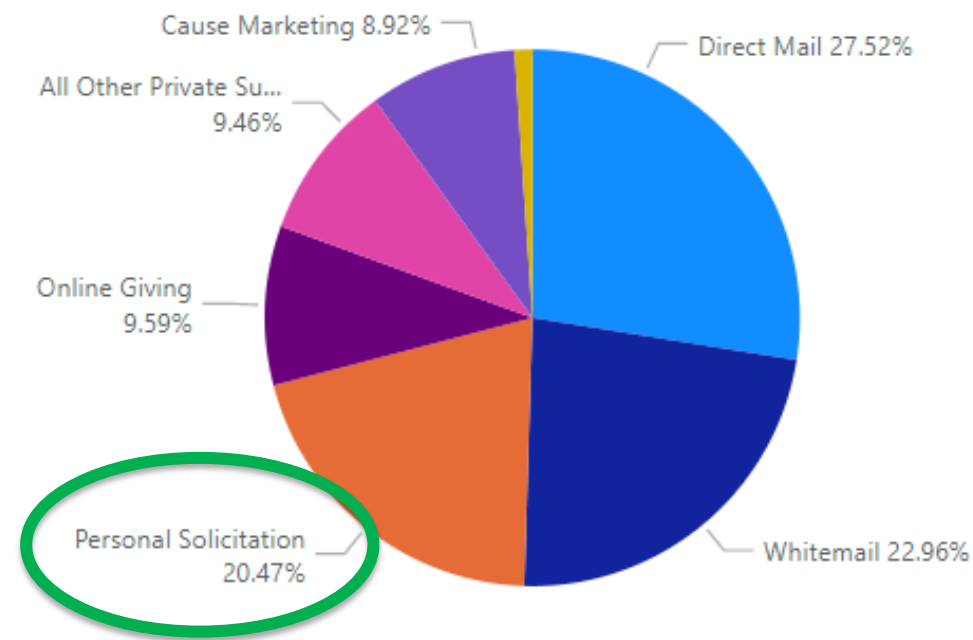
2022 Giving by Method Actual vs. Budget Goal



2022 Cumulative Giving

\$1,231,345

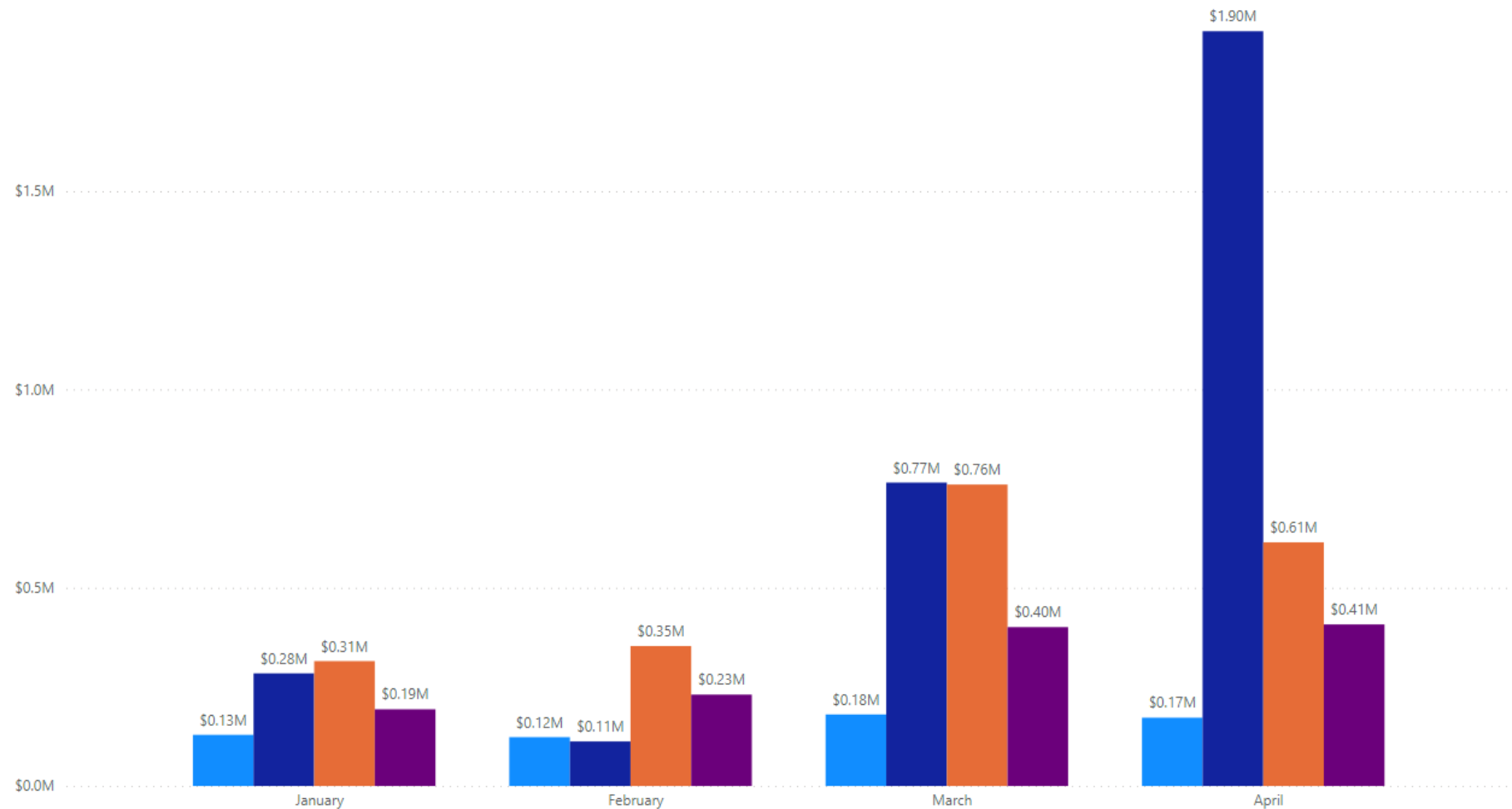
2022 Giving by Method Actual



Jan-Apr: -40% YOY; +104% over 2019

Giving YOY by month

Year ● 2019 ● 2020 ● 2021 ● 2022



es 2021 & 2022 YTD

it Update on May 06, 2022 2:06

Food Bank of the Southern Tier Gift Table

Last Update on
May 06, 2022 2:06 AM

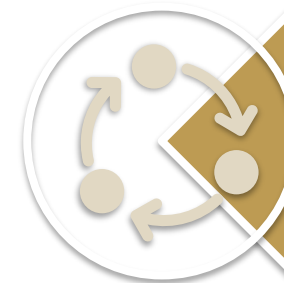
Year	2021			2022		
Gift Amount Range	Total Giving	Average Gift	Donor Count	Total Giving	Average Gift	Donor Count
\$100,000+	\$1,335,135	\$31,789	7	\$130,000	\$65,000	1
\$75,000 - \$99,999	\$90,570	\$1,313	1	\$0	\$0	0
\$50,000 - \$74,999	\$399,779	\$8,329	7	\$100,000	\$50,000	2
\$25,000 - \$49,999	\$481,993	\$7,303	15	\$128,836	\$4,601	4
\$12,000 - \$24,999	\$351,924	\$1,852	22	\$97,485	\$8,862	6
\$5,000 - \$11,999	\$566,335	\$2,790	79	\$167,286	\$1,673	23
\$2,500 - \$4,999	\$338,685	\$715	106	\$47,554	\$1,902	15
\$1,000 - \$2,499	\$814,270	\$287	597	\$133,441	\$642	103
\$.01 - \$999	\$1,657,960	\$60	10,738	\$435,720	\$58	4,066
Total	\$6,036,651	\$191	11,572	\$1,240,322	\$158	4,220

Loyal 4+ GREAT! LYBUNT very weak...

Retention Behavior	Goal	% Goal
Loyal 4+	3,413	52.2%
Loyal 3	728	44.0%
Loyal 2	2,491	39.8%
LYBUNT	576	24.7%
New Last Year	642	33.8%
SYBUNT 3+	422	28.7%
SYBUNT 1-2	713	35.1%
Long Lapsed	427	17.1%
New this year	316	100.0%
Non-Donor	1,475	0.5%
Total	10,887	38.8%



4,221 donors



38% given 2+ times



7,841 donations

Major gifts work continues

PROGRAM	Total Pledged	2021 Paid	2022 Paid YTD	Balance
Major Gift 2021	\$672,000	\$350,000	\$72,249	\$249,751
Major Gift 2022 YTD	\$115,000	\$00	\$25,000	\$90,000
TOTAL	\$787,000	\$350,000	\$97,249	\$339,751



2 Major Gifts COMMITTED

12 Major Gifts UNDERWAY

8 PAID in FULL

5 Major Gifts on deck

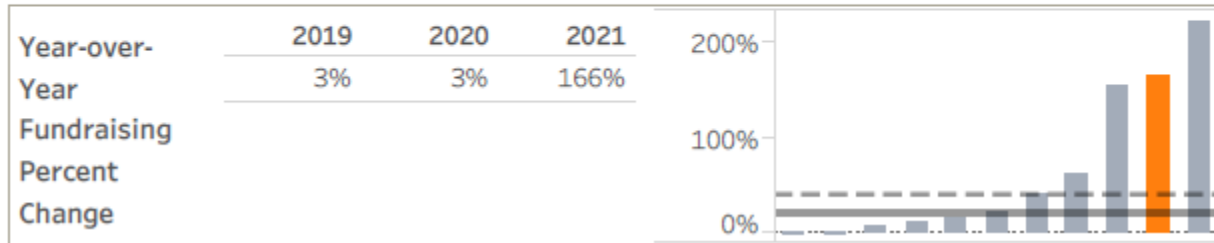
3 Submitted

Performance Benchmarking to Environmental Peer Group (EPG) Apricot/Mango

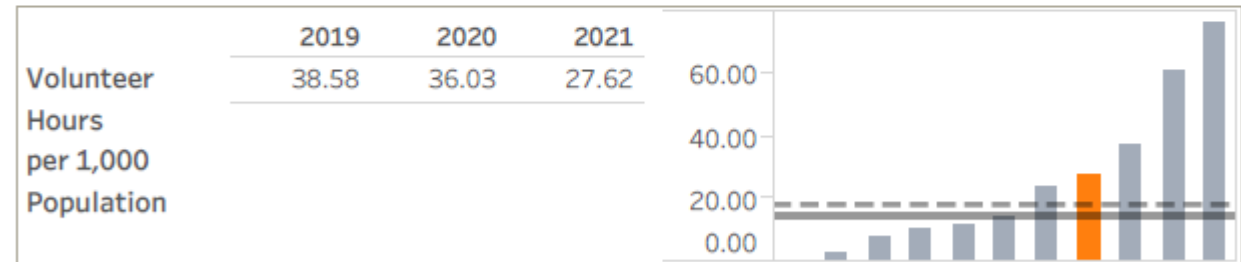
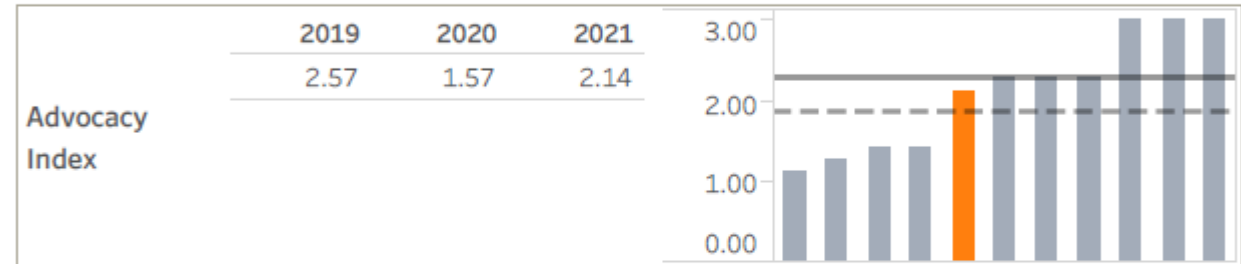
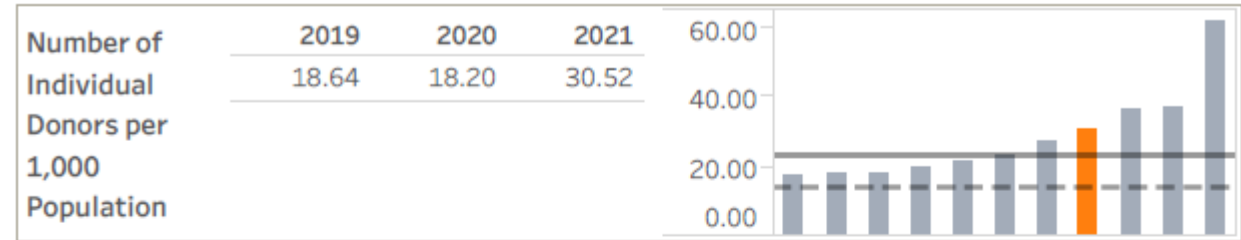


Stewarding Resources

FY2021 version



Engaging the Community



Solid line = peer group median

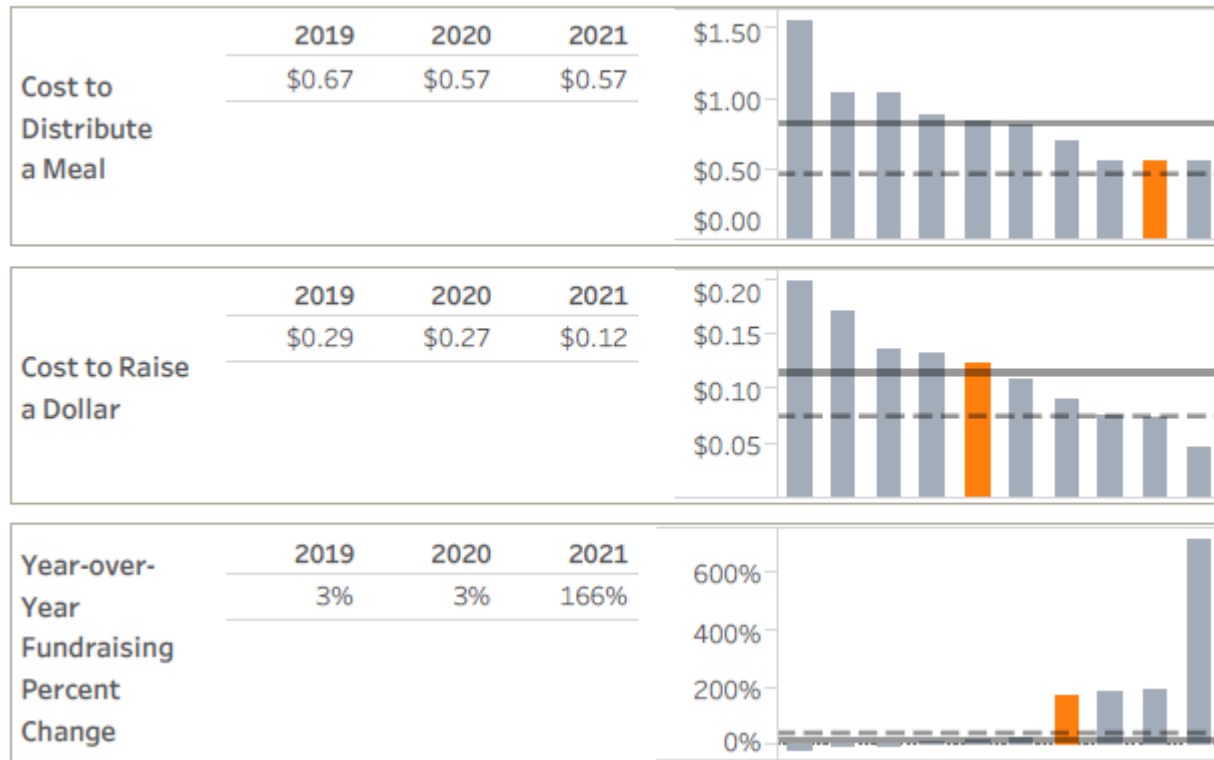
Dotted line = network median

■ Your Food Bank
■ Peer Food Banks

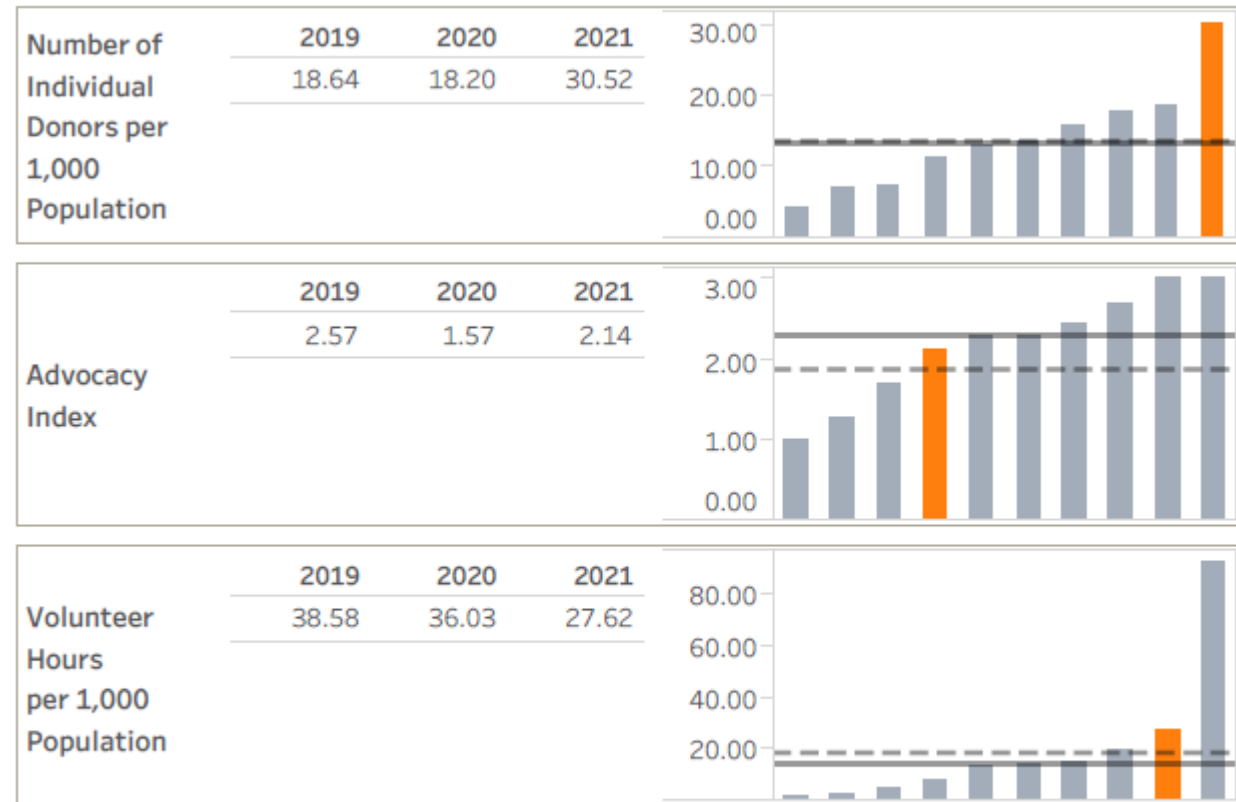
Performance Benchmarking to NYS Food Banks

Stewarding Resources

FY2021 version



Engaging the Community



Solid line = peer group median

Dotted line = network median

■ Your Food Bank
■ Peer Food Banks