

Cradle of Liberty Development Expansion Board Tracking Tool

Outlook/Conclusion:

The Major Gifts Officer is in the process of completing year-end solicitations for 5 new donors. We anticipate that this could bring in up to \$10,000 of additional revenue in 2018 however we do not anticipate any significant multi-year commitments from this group at this time given their capacity and philanthropic intent. The foundations team continues to yield strong results as we have already been notified or received \$7,500 in year end EITC commitments. One concern moving forward is the council's ability to manage program performance metrics to the satisfaction of funders. We recently returned \$2,400 to the Pottstown Area Wellness Foundation after unsuccessfully attempting to start 4 afterschool programs in the borough. The funder community is a very small and connected circle and the Council must ensure it is able to meet its commitments and present compelling impact reports in the form of attendance and advancement data to remain in consideration for future grants.

Added/Modified Positions:

Position	Name	Results
Research Analyst	William Waters	One new qualified foundation lead presented weekly, two honoree leads are being vetted weekly and database-wide screening finalized.
Director of Foundation Relations	Anna Lewicky	New \$5,000 Grant in October from previously closed Subaru Foundation.
Alumni/Major Gifts Director	Cindy Olsavsky	1 Secured \$15,000 multi-year proposal, 4 additional proposals pending.

Year 2 -2018				
Operating Fund	CY -Budgeted	Plan Target	Actual (YTD)	
Appeal				Narrative:
Annual Giving	19,500	32,000	6,350	2-year \$15,000 SR/FOS Gift, 3 Annual/Alumni Gifts
Special Events	14,097	38,000	3,400	Gala Ticket, Renewal of Lapsed Gala \$3,000 Sponsor
Major Gifts	68,500	40,000	2,500	4 Proposals in development; 1 funded
Grants and Foundations	111,000	90,000	174,655	Includes United Way/Reclass
EITC	-	10,000	32,500	Wells Fargo Confirmed, Fall Cycle OPEN
Misc. Program Income	2,500	2,500	3,500	\$2,000 NESA Grant, \$1,500 Lulu Shriners Camp Project
Total Realized Income	\$ 215,597	\$ 212,500	\$ 222,905	
Annual Comp/Benefits Expenses	\$ 229,830	\$ 251,163	\$ 232,160	2018 YE Projection \$246,878 as of 10/3/18
Net Operating Fund ROI	\$ (14,233)	\$ (38,663)	\$ (9,255)	
Capital & Endowment Funds		Plan Target	Actual (YTD)	*2018 Budget does not include plan targets
Other Campaign Impacts				Narrative:
Endowment		36,000	\$ 19,569	13 Secured James E. West Commitments, 1 Giving Circle
Planned Gifts		100,000	\$ 61,500	7 revokable commitments, not including an est. \$200,000 %
Capital		20,000	\$ -	
Total Restricted/Planned Income		\$ 156,000	\$ 81,069	
Total Financial Impact		\$ 368,500	\$ 303,974	
Total Financial Impact ROI		147%	131%	