

April 2020 Development Report

Covid-19 Fund Appeal April 6 through June 5

- Continue to communicate weekly under Covid-19 Fund until June 5. Demonstrate transparency, the need and urgency. Keep donors informed and show the impact of their donations.
- There have been six weekly appeals to date via email and social media platforms. All appeals include donor recognition and school updates. Introduced videos to showcase the garden & farm and a personal donor thank you from Belinda.
- Use short videos going forward to showcase how school continues to navigate, and deliver on education, mental health treatment, art therapy and wellness.
- Regular updates to donors and supporters on the changing needs of the school and how their donations are being utilized.
- Continue to ask for weekly donations to the Covid-19 Fund through June 5.

Stoller Wine Promotion

Promotion to high end donors to segment the donor base with different messaging using mail chimp. This charitable donation is valid for one week only. Campaign runs from May 25 through May 31. Stoller Wine Group will donate 20% of all wine proceeds when supporters use the promo code: SERENDIPITY.

Transition to Four Pillar Fund

- Transition to Four Pillar Fund appeal campaign from June 8 through June 30 (end of Fiscal Year).
- Thank all current donors and invite new donations with personal video appeal from Belinda.
- Outreach by phone and email from Caron and Belinda to top 100 individual donors.
- Reminders to Board members for their personal financial commitment to Four Pillar Fund as outlined in personal work plans starting in May.
- Provide update on progress of Fund and what remains to close the gap during three week campaign.

Corporate Donations Update

- KPFF donated to Four Pillar Fund.
- Received commitment from Pacific Office Automation.
- Waiting on update from Morley Capital.
- On Point Community Credit Union \$10,000 donation on hold. Applied for \$2,500 community grant based on their recommendation.
- MODA HEALTHCARE – waiting on update of donation status.

In-Person Events

- We are still hoping to host the back-to-school Garden Party in September and host the invitation only donor party at the Arciform House in early November based on guidelines from the State.