

BOARD ADVANCEMENT COMMITTEE

January 18, 2019

Present: Greg Custer, Jeff McBride, Dolores Daly, David Lamb, Crystal Immerman, Sarah Steffen

Call to order: 12:18pm

Sarah 2019 Fundraising Update

- See Presentation for detail
- BOD needs to frame; conversation should be around how we use the fundraising dollars.
- Don – The presentation should be given to the BOD prior to next meeting to create those generative conversations (GC).
 - Promote Philanthropy at the BOD level
 - Don to take the lead on the GC at the BOD meeting around what BAC is thinking/macro conversations.

Dolores:

- Bigger ticket items –
 - What is our overall Financial strategy, what do we want in the reserves, what should we be aiming for?
 - BOD needs to frame this. Then the staff has direction to get there.
 - Youth Obesity is an example. There is a YUSA funder out there but the staff needs to have a very clear strategy and plan in order to get it.
- David: BAC should focus on endowments.
 - Jeff: This has to be the decision of the BOD.
- David: CAPX How do we want to use our resources?
- David: The Association/BOD goal of raising funds needs to be a basic responsibility of the BOD. This needs to be defined at our next BOD meeting.
 - BOD did NOT reach the 2018 Goal

Adjourn: 1:20pm

YMCA of Orange County

Fundraising Update 2019



Fundraised Dollars Support

- Financial Assistance scholarships
- Subsidized community programs (e.g. Villa Plumosa, EAB)
- CARES/PDF programs
- Grant funded programs or initiatives
- Materials/Program supplies
- Program expansion or Capital improvements (periodically)
- Underwriting events

2.32%
of Assoc. revenue is
given away as
scholarships

Fundraising Strategies

- Annual Campaign
- Grants
- Legacy Gifts/Major Gifts
- Sponsorships
- Special Events (e.g. Golf Tournament, Half-Nighter)
- Cause Promotion Campaigns (e.g. Kroger, Macy's)
- CARES/PDF (catalyst for fundraising)
- Year-end Campaigns (#GivingTuesday, etc.)

Annual Campaign

- 21 Sub-Campaigns
- Individual, corporate, foundation, government donors
- 100% of dollars raised support Financial Assistance and Subsidized Programs (Board Campaign also supports CARES/PDF programs)

2019 Association Goal
\$860,500

Grants

- Financial Assistance - \$147,014
- Subsidized Community Programs (e.g. Villa Plumosa) - \$159,100
- Grant Funded Programs (SGV Swim, STEAM) - \$170,423

\$476,537
Secured in 2018

CARES/PDF

- \$250,000 from interest earned on investments earmarked for this program in 2018
- Used for New Programs or Program Expansion
- Must be self-sustaining within three years
- \$221,355 awarded to 20 programs/initiatives in 2018
 - SOY Winter/Summer Camp and Fitness Program
 - Mission Viejo Safety Around Water Program
 - Newport Mesa/HB CARES Programming
 - Childcare Administration Course
 - Rancho Mission Viejo Startup Fund
 - Esports
 - CLASS Childcare Assessments

Goals & Gaps

Branch/Program	2019 Goal	FA \$ awarded in 2018	Subsidy \$ budgeted for 2019	\$ Allocated to CARES/PDF	\$ Allocated to Grant Programs	Difference
Fullerton/Yorba Linda Placentia	\$207,500	\$172,000	\$75,000	\$0	\$0	(\$39,500)
Newport Mesa/Huntington Beach/Santa Ana	\$157,000	\$214,244	\$15,000	\$0	\$0	(\$72,244)
Laguna Niguel/Beach Cities	\$195,000	\$408,230	\$18,000	\$0	\$0	(\$231,230)
Mission Viejo	\$143,000	\$204,968	\$12,000	\$0	\$0	(\$73,968)
New Horizons	\$28,000	\$31,201	\$0	\$0	\$0	(\$3,201)
Y Inclusion	\$13,000	\$45,006	\$0	\$0	\$0	(\$32,006)
Resident Camp	\$9,000	\$78,629	\$0	\$0	\$0	(\$69,629)
San Gabriel Valley	\$12,000	\$28,345	\$0	\$0	\$0	(\$16,345)
Pomona	\$17,000	\$19,117	\$0	\$0	\$0	(\$2,117)
YOC - Board	\$125,000	\$0	\$0	\$35,000	\$0	\$90,000
YOC - Grants	\$476,537	\$0	\$159,100	\$0	\$170,423	\$147,014
TOTALS	\$1,383,037	\$1,201,740	\$279,000	\$35,000	\$170,423	(\$303,226)

YMCA of Orange County
Campaign Revenue, Program Subsidy & Scholarships Needs - 5 Year Trend

