**Development Report July 20, 2020**

**The Numbers (as June 30):**

2020 Early Spring Appeal: $76,800   Budgeted: $ $20,000

2020 Regular Spring Appeal: $55,140 Budgeted: $55,000

Total from Q1 and Q2 appeals: $130,000 Budgeted: $75,000

2020 Corporate Sponsor donations: $0   Budgeted: $100,000

2020 Board of Director donations: $179,940 Budgeted: $275,000

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**Combined Contributions YTD (June 30): $ 454,318; Budgeted YTD: $485,000**

**# Gifts YTD: 1454 (721 in Q1 and 733 in Q2)**

**# Gift 2019 Q1 + Q2: 1390 (Q1 + Q2 2020 had 30 more gifts than last year, and over 350**

**more gifts than Q1 + Q2 five years ago)**

**2020 Development Budget Total (original): $1,266,000**

**Spring appeals**. The combined early spring and regular spring appeals together brought in approximately $130,000 against a budget of $75,000. The May appeal alone was responsible for about $55,000 in income and some gifts are continuing to come in. We were pleasantly surprised to see that the continuing pandemic did not appear to have a negative effect on giving. Two appeals remain on tap for the year - the fall appeal going out shortly after Labor Day and the annual appeal going out shortly after Thanksgiving.

**Homeport**: The Homeport Committee has been meeting weekly to devise and organize an alternative to the May gala. It was originally thought the event could be moved to October 1, but current public health considerations preclude that option. In its place the planning committee has agreed that a mini film festival, featuring the ***Spinnaker*** movie, taking place in mid-November, could be a breakthrough mechanism to expand the Center’s social media universe. The idea is to engage an outside media consulting company with the capabilities to create a successful online event that goes on to generate donations to the Center and build loyalty to our cause. Meanwhile a summer “Homeport Match Challenge” fundraising letter will be sent to all non-corporate participants in the past three years of Homeport galas, to ask their participation in meeting a $125,000 goal leveraged by a generous $50,000 pledge from Dawson Farber and his family. That letter will be mailed to about 200 recipients by July 20. Corporate sponsor solicitations will be reserved for the film festival.

**Dawson Farber pledge.** Rich and Sue have continued to work with Dawson Farber on the evolution of the **Homeport** gala and his commitment to ensuring its financial success. To date Dawson has made a gift of $25,000 and will donate another $25,000 by the end of July. Meanwhile he is reaching out to his broad array of contacts in hopes of generating financial contributions as well as celebrity and social media connections to promote the Center’s visibility. He remains committed to donating the proceeds from the sale of his condominium in Florida to the Center. He would like to see this gift as the corner stone of a $10M endowment campaign.

**Online auction**. In the past two years, the Center has done well with the live **Homeport** auction and later on, an online auction at the end of the year. This year, the plan is to merge these two auctions and create a three-week on-line auction kicking off at the Homeport event and featuring 15 to 20 experiential offerings. The items would range in value from a few hundred dollars to several thousand dollars, with extended use dates up to two years. Stephanie Richardson is organizing outreach to begin securing auction items in August.

**Dockside chats.** Cathrine and Jesse have done a superb job of arranging and editing the Dockside Chat series. Topics to date have included the inaugural chat with Rich Delaney on Earth Day that featured the first ever ‘virtual actual beach clean-up’ spearheaded by Laura Ludwig. From there, chats have focused on storm tide pathways, water quality monitoring, coastal geology, and evolution of a seal haul out in Provincetown. Two of the chats have been LIVE, with over 70 participants in the first one on June 22, and 100+ in the second, which took place on July 20. The chats have been well received with a lot of positive feedback from viewers. in general, Cathrine has continued with her array of greatly expanded social media postings and updates, all of which have improved our visibility and generated new contributions.

**Sunset whale watches, 2020**. Despite the fact that the Dolphin Fleet is up and running, we have made the internal decision to cancel all events this summer with high potential for person-to-person contact. While the Center still has the Dolphin reserved for Saturday August 22, at this point no plans are in the works to utilize this date and the Development Team has been considering alternatives in lieu of a SSWW to engage our high-end donor base. The current thought is to send a copy of the blue whale photo (same one that Homeport match challenge respondents will receive) to the ~ 500 supporters who would have otherwise received a complimentary invitation to the summer sunset whale watches. Of note: in 2019 there was a strong correlation between comp SSWW recipients and increased giving in Q’s 3 and 4.

**Grants Update.** Kathy Shorr and Sue are focusing on several new foundation prospects where Sue has previous connections, and reaching out with inquiries; these include Arthur Vining Davis Foundation, Horizon Foundation, Turtle Rock Foundation and McCausland Foundation. Kathy has been preparing funding reports and new proposals to foundations who have funded CCS regularly or sometime in the past, including Fuller Foundation ($10,000 right whale program), Arthur and Elaine Johnson Foundation ($25,000/year for two years for general operating), Halloran Foundation (15,000 for MAER), Hermann Foundation ($60,000 for MAER). Because of Covid-19 related issues our National Science Foundation grant application was delayed for several months; we’ve been encouraged to apply for funding by fall and anticipate an August submission for approximately $350,000 in capital equipment costs. The Summerlee Foundation has requested an application of $10,000 for early 2021 for general operating costs.

**Bequest planning**. Both Larry Spalding and Dick Larsen have stepped forward to work with Copey, Rich, and Sue N. in developing a plan and approach to offer structured opportunities for supporters of the Center for Coastal Studies to include the Center in their legacy planning. Sue Helfgot has also offered to participate. The effort was initiated after a marketing phone call took place between Copey, Sue N, and a company that offers online wills to non-profits called FreeWill. Sue H has recently taken on the task of surveying several other non-profits utilizing the FreeWIll platform. An update on the bequest planning activities will be provided at the Board meeting in late July.