Development Committee Report
Prepared for May 17, 2019 board meeting

The Development Committee is pleased to share updates on fundraising and events since our last board meeting. All events this spring have been excellent opportunities to engage and inform prospective and current supporters on the work of the Alliance. Alliance staff is now collecting data on each event (attendance, cost, donations, etc) to better judge which are most effective. The “Outreach Dashboard” will focus on this event effort. The “Development Dashboard”, a quarterly financial report, continues to evolve and improve as new data is added. Please expect to see more updates on both of these tools. And please watch your inbox and the Alliance webpage for events to attend near you.

April Events:
Project Clean Stream is happening now throughout the Alliance region and is an important part of our Businesses for the Bay program. All board members are encouraged to participate in at least one PCS event. PCS events are ongoing throughout the year. Dates and locations can be found on the PCS website here: https://www.allianceforthebay.org/our-work/key-program-focuses/building-stewardship/project-clean-stream/

See a full list of “Earth Month & National Volunteer Month at The Alliance” events posted here: https://www.allianceforthebay.org/2019/05/earth-month-national-volunteer-month-at-the-alliance/

The first Alliance Native Plant Social was held at the Annapolis office on Saturday, April 6th. Alliance intern Lucy Heller organized the event as her internship Capstone. There was a plant sale, book exchange, kids table, and more. A plan to accept credit card donations at this and all future Alliance events has been made.

A Major Donor Appreciation event, arranged by Suzanne Martin, was held at the Live Arts Maryland season finale concert. Eighteen guests, including major donors and past and current board members, attended to hear the premier of a commissioned choral work written as a tribute to and call to action for the Chesapeake Bay.

A Major Donor Appreciation event was organized by Greg Wims with hosts Barton and Marina Goldberg on April 13th in Montgomery County, Maryland. Approximately 20 guests attended including Steve Wolk, Fran Rothstein, Bethany Sorenson, Gary Bailey, Honorable Sidney Katz, Honorable Andrew Friedson, Michelle Wims, and others. Board members Greg Wims, Andy Fields, Tara Scully, and Jenn Troy were also in attendance. New and existing Alliance supporters enjoyed the event and the presentation made by Kate Fritz.

Future Major Donor Appreciation events will be hosted by Jim Elliott in Pennsylvania, Ginny Snead in Virginia, and Tara Scully in the DC region.

Pennsylvania hosted several events that drew in new and existing Alliance supporters and partners. Tree Planting Volunteer Opportunities were organized for every Saturday in April. On April 13th the “Healthy Lands for Healthy Waters Workshop - Part 2!” workshop was held at Herbal Springs Farmstead, Ephrata, Pennsylvania. The “Native Plant and Wildlife Festival” was held at Manheim Township Overlook 3Park, Lancaster, Pennsylvania. Anyone interested in attending an event in Pennsylvania is very welcome and should contact Jenna Mitchell at mitchell@allianceforthebay.org for information and registration.
The Alliance’s first “Crab Cake Week” launched on April 23rd at Vasen Brewing Company. The event focused on raising awareness about the importance of clean water for the food we love from the Chesapeake Bay. Both Vasen and Charm City Crab Cakes donated 10% of their proceeds from the night to the Alliance. See more about this upcoming Virginia event on our website.

**Upcoming Events / Campaigns:**

**Taste of the Chesapeake**

The Taste will again be held at the Crowne Plaza Annapolis Hotel on Thursday, September 26th. Details on this board led sponsorship support can be found here: https://www.allianceforthebay.org/news-and-events/taste-of-the-chesapeake/sponsor-the-taste/

Board members should have received an email from Taste Chair Susan Johnson on April 30th with Taste details and a sponsorship packet. To date, new and returning sponsors have pledged a total of $15,500 for the 2019 Taste of the Chesapeake.

Board members are asked to bring three new Taste sponsorship leads to the May board meeting to share.

**June 1 - 9 VA Crab Cake Week**

The Alliance’s First “Crab Cake Week” will be held this June. This event coincides with Chesapeake Bay Awareness Week (June 1-10). Participating restaurants have signed up to sell crab cakes with 10% of all crab cake sales donated to the Alliance. So far over 30 restaurants in Richmond and nearly 20 restaurants in Williamsburg have joined this effort. All will be serving only sustainably-sourced blue crabs fresh from the Chesapeake Bay.

September 26: Taste of the Chesapeake - Annapolis

November 15-17: Chesapeake Watershed Forum

Extraordinary Give (Nov)

December 3: Giving Tuesday

Alliance events: https://www.allianceforthebay.org/news-and-events/

**Foundation Grants:**

A private foundation has provided $30k of unrestricted funding for the Alliance. This is the foundation’s third gift to the Alliance for a total of $60,000 in three years.

The Alliance has applied this April for $50k foundation funding through the Chaney Impact Grant.

**Board Giving:**

Thank you to all board members who have completed board pledge cards to ensure we have 100% participation. If you have not yet, please contact Suzanne Martin with details.