Development Committee Report
Prepared for November 15th, 2019 board meeting

Past Events:
Taste of the Chesapeake report from Suzanne Martin (see below)
Fall Native Plant Social (MD) report from Lucy Heller (see below)

Upcoming Events / Campaigns:
Wild & Scenic Film Festival (MD, VA, PA, DC) planning update from Jenna Mackley (see below)
Crab Cake Week planning meetings scheduled (VA, MD)
November 22 Extraordinary Give (PA)
December 3 Giving Tuesday (MD)
End of Year Appeal
More Alliance event announcements: https://www.allianceforthebay.org/news-and-events/

Major Donor Appreciation events:
Future Major Donor Appreciation events will be hosted by Jim Elliott in Pennsylvania and Ginny Snead in Virginia

Foundation Grants:
The Keith Campbell Foundation will provide up to $10,000 matching dollars for every gift of $100 or greater made by a new donor until 1/2/2020. Suzanne and Kate are working on specific details on outreach, including a letter to lapsed donors, and how the match will be framed for Giving Tuesday and end of year giving.

Development Dashboard:
Criteria and standards are being created as a template for all Alliance 'signature events." This set of standards and criteria will help regional offices determine the value of an event from a fundraising as well as engagement perspective. These standards ensure that the event is worth implementing, and that all contact data collected is entered in the Alliance’s Salesforce database.

Development Director Suzanne Martin continues to work with staff at each office to ensure that we have data from each event to meaningfully evaluate results and streamline any future engagements. (attendance, cost, donations, etc).

Board Giving:
Board support is critical not only for our programs but also to secure foundation grants. 100% board participation is often necessary to be considered for foundation awards.

We sincerely hope to announce at the November board meeting that we have 100% individual board member support already in for 2019. If you have not yet made a personal board donation (a Taste sponsorship counts if made personally by you) please do so asap. You are welcome to make any size donation now and then another later if you wish. Online donations can be made here: https://www.allianceforthebay.org/donate/
If you have any questions about your 2019 giving status, please contact Suzanne Martin.
Taste of the Chesapeake Board Report Information
November 2019

TASTE 2019 **UNAUDITED NUMBERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Guests</td>
<td>Approx. 350</td>
</tr>
<tr>
<td># of Sponsors</td>
<td>73</td>
</tr>
<tr>
<td># of New Sponsors</td>
<td>22</td>
</tr>
<tr>
<td>Sponsor Income</td>
<td>$110,000</td>
</tr>
<tr>
<td>Silent Auction Income</td>
<td>$11,925</td>
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<tr>
<td>Ticket Income</td>
<td>$9,625</td>
</tr>
<tr>
<td>Amfund (Trip) Income</td>
<td>$2,138</td>
</tr>
<tr>
<td>Misc. Income</td>
<td>$2,395</td>
</tr>
<tr>
<td>Total Income</td>
<td>$136,083</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$26,747</td>
</tr>
<tr>
<td><strong>NET</strong></td>
<td><strong>$109,336</strong></td>
</tr>
</tbody>
</table>

2019 was a year of innovation, and we are pleased that those ideas were welcomed by guests and staff alike.

- **STATE TABLES**: We implemented the State Table idea in order to meet the goal of engaging and educating our guests about the work we do in each region. It was easy to implement and was very well received.
- **ONE CAUSE**: a fundraising platform utilized for event registration, tracking sponsor and guest information as well as a mobile bidding platform.
  - We will use One Cause for all upcoming event at the Alliance. It is user friendly and integrates well with Salesforce.
  - Registration was relatively easy, and the registration team learned a lot that will make subsequent events easier to manage.
- **SILENT AUCTION/Mobile bidding**: Guests found mobile bidding to be easy to use, and staff helpers were actually very useful in fielding questions. Silent Auction was up $XXX by X% from 2018.

**AMFUND**: although we only sold 4 trips, the Alliance made $2,000 from those trips with no effort on our part. AMFUND managed the whole thing, so the intent is to use them again next year and do a better job of marketing the trips.
Fall Festival 2019
Sunday, October 20th we hosted a very rainy, but cozy Fall Fest: Native Plant Social at headquarters. We invited the public to come check out our historic office, meet our staff, and have a chance to learn about who we are and about the work that we do to help create healthy waterways and lands.

Along with Alliance staff, we had other local business set up tables and talk about their environmental work such as; Chesapeake Natives who brought native plants, Annapolis Maritime Museum, the Inn at Horn Point who did a composting demonstration, and Audrey Fanjoy who brought beeswax covers. To celebrate fall we also had pumpkin painting and crafting!

The goal of the event was to engage with the public and get the local community to learn more about the work we do.

Wild and Scenic Film Festival 2020
All four regional Alliance offices are hosting the Wild & Scenic Film Festival for the second year in a row on January 23, 2020. The Wild & Scenic Film Festival is an extremely unique event for the Alliance; we have the opportunity to reach a completely new group of community members in each region that may not have heard of the Alliance from one of our previous events. Since conservation celebrations are normally all concentrated in the spring and summer, the Film Festival also allows Alliance staff to keep the momentum of warmer months going through the winter.

We've set a fundraising goal of at least $5,000 per regional office, and we've already sold over 60 early bird tickets and solicited numerous in-kind and monetary sponsors. The Pennsylvania team is hosting the Film Fest at Penn Cinema IMAX, Virginia is hosting again at the Science Museum of Virginia, the DC team is hosting at The Miracle Theater, and Maryland’s Film Festival location will be Maryland Hall for the Creative Arts. We’re extremely excited for the Wild & Scenic Film Festival to motivate our communities to spend more time outside and inspire them to join us in our efforts towards a cleaner Chesapeake Bay Watershed.