



To: Board of Directors
From: Ralph Scorpio
Date: June 2019
RE: Executive Director's End-of-Year Report

Welcome to our final meeting of the 2018-19 fiscal year. Thank you for all the time, energy, passion, and financial support you have given the Ministries Foundation and the Sisters of St. Joseph this past fiscal year. We have made great progress in many areas this year. Your support, advice, and actions made this happen. Thank you!

Here are highlights of what we've accomplished since July 1, 2018.

- **Staff:** We experienced one staff transition this year: Jenna Bendel went to the Province Communications Office. In April Alyssa Howells replaced her. Alyssa brings her knowledge of the CSJ community from her St. Joseph Worker experience and lots of administrative and communications skills from her previous jobs. Jenna's move to the Communications Office is also a positive move for us as we continue to collaborate on both internal and external messaging.
- **Operations:** With great help from the Board, we've implemented year 3 of the Integrated Fund Development Plan. We've increased our points of contact with current donors and have improved how we track this. We can measure success in our long-term relationships with donors: we're keeping them, they're giving again, and they're increasing their gifts. We still need to improve our prospecting and soliciting of new donors. We will continue with this plan and will focus on aggressive prospecting and soliciting new donors in Year 4.

We have also worked out a Memo of Understanding with St. Mary's Health Clinics and the Province. This has greatly improved our working relationship with SMHC. Sue Gehlsen, who joined the Clinics in December as Interim Executive Director, and I have been working together well on parish speaking engagements and with Fox Advancement. Next week we have a meeting with Healthfinders Collaborative in Northfield, which modeled their free health clinics after the SMHC model years ago and is now highly successful.

- **Bold Moves:** The magazine became a quarterly newsletter focusing on how donors' gifts make bold moves --- how the ministries use the money to change lives. It will include ministry stories that are results focused. We will mail in the late summer, fall, winter and spring. Each issue will include an envelope. This format will be easier to produce and mail and will be a direct continuation of our fundraising efforts. If you have story ideas, please let me know.
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- **Carondelet Gala:** Last summer we decided it was time to re-work the Gala to be the signature fundraising event for the CSJ community and all the CSJ ministries for which the Ministries Foundation fund raises. We were given the green light to move forward. We quickly engaged in a new committee structure, brought 35+ volunteers on board to serve on various committees, asked Stacy Jacobson to lead this effort, invited Joanne and Brian Mullen to serve as Honorary Chairs and Jearlyn Steele to serve as emcee, and went to work.

We began the year with lofty goals, and the result was a tremendously energetic, engaging event that brought the CSJ community together with donors, told a cohesive story, and raised funds for the ministries. It was a strong transition year into a new model that will continue be improved. Attendance increased by 130 over the past few years, a 33% increase. The financial gain was less than we have hoped but still stronger than the past several years. We have much room to grow, but we're on the right path.

<u>GOAL</u>	<u>ACTUAL</u>
550-600 attendance	531
\$360,000 in revenue (stretch goal: \$500,000)	\$304,000
10 new sponsors	7
40-50 Consociates in attendance	50

Develop an integrated story for the program.

- **Included all the ministries in all conversations about purpose of event**
- **Told more inclusive story in video**
- **Included participation from all the ministries**
- **Moved focus to the “what’s next” – ever-widening community**

We raised enough money at the Gala (net) to fund SMHC as we had committed early last year, \$200,000. We did not raise enough to pay the Ministries Foundation for the hours billed to the Gala. Therefore, unless another source of revenue comes in that can cover this (such as an unrestricted estate gift), contract income will be less.

- **Exploratory Case Development with the Ministries:** We are working with the Province and Fox Advancement on the exploratory work needed to assess a potential capital campaign for the CSJ ministries. The Province is funding this work; but the Ministries Foundation is deeply involved, and I am coordinating this effort. It’s much-needed work that will take up most of the summer.

Next steps:

1. The Fox Advancement staff – Kevin Fox and Paul Rasmussen – and I are setting up meetings with the ministry directors. Kevin and Paul are leading these, but I’m assisting in arranging them and setting the stage with the ministry directors. These will mostly happen in July.

2. Kevin and Paul are spending time reviewing the landscape work that the Province's Ministry Commission prepared.

3. At the end of the exploratory work, Fox Advancement will have a case for support to try out with key donors and partners.

4. If the case is strong, we will move forward with a limited feasibility study. Only after that will we assess the potential for a campaign.

I will report on this work at the August board meeting.

- **Fundraising:** We've had an average year and are closing in on our total Annual Giving Goal. Our combination of individual solicitations, grant writing, events, and our own Partners In Ministry grants accounts for approximately \$1.5 million in cash support for CSJ ministries, including the Ministries Foundation. We're doing about as well as we've done the past few years.

In July I will have more complete data on how we did toward our goals for donors, new donors, and repeat donors. We will do a final analysis on donors by donor level to see if and how the new tax laws affected our donations. We will also take a deep dive into our repeat donors and those who chose not to repeat in 2019.

Unrestricted revenue is about the same as in previous years, and meeting our budgeted goals is still a struggle. We're basically flat (now new growth) with events, grant writing, and designated giving, about as well as last year, but we're evaluating these. We don't want to be stable or flat. We are also trying to figure out why our numbers of donors and new donors are down this year. We've been working on ways to improve our events and attract more, including new donors; and while we've increased attendance, we have not proportionally increased revenue. Sponsorships continue to be tough, and they are what makes an event financially successful. Grant writing, especially for SMHC, is also getting more difficult.

Our contract fee income only reflects the first two quarters. We have billed for the third quarter, but it is not posted yet. We still have to bill for the fourth quarter.

- **Board giving:** Thank you for your incredible generosity and show of support this year. As a board, we reached a **95%** fundraising participation rate totaling **\$39,492.36!** We appreciate all you do for the CSJ ministries and the Ministries Foundation, including – but not limited to – financially supporting this work. Thank you!

p.s.: There's still time to get this to 100%!

- **Special thank you** to our outgoing board members: Paul Donovan, Sue Owen, Susan Jasko, CSJ and Paul Pribyl. We will honor them at the board meeting, so don't miss it.

Thank you for helping all of us be successful this past year.