

Community Engagement and Development Committee

Thursday, January 12, 2022 ▪ 9:00 – 11:00 am. ▪ In-Person Meeting at the Partnership for Children

The Community Engagement and Development Committee (CED) leads the Board's participation in community engagement and fund development. The CED Committee recommends policies for community engagement and fund development and provides opportunities for Board involvement in these activities. The committee will recommend plans and procedures, advise and support staff in their efforts to strengthen the early childhood system through stewardship of local resources, community engagement, strategic communication, volunteer recruitment and opportunities, outreach and education, plans, procedures, and community relations.

- 1. Determination of Quorum (3 Members) & Call to Order* 9:00 am – 9:05 am**
 - a. Welcome/Chair Comments
- 2. Review and Approval of Minutes* 9:05 am – 9:10 am**
 - a. October 6, 2022
- 3. President's Report^Δ 9:10 am – 9:25 am**
- 4. Community Engagement Team Updates^Δ 9:25 am – 10:00 am**
 - a. Current Projects
 - b. Upcoming Projects
 - c. Family Connects Program
- 5. Grant Report^Δ 10:00 am – 10:15 am**
- 6. Committee goal for FY 22/23 and Strategic Plan for Sustainability – 10:15 am – 10:45 am**
 - a. **Review of Sustainability Planning – Sharon**
 - i. Overview of areas that pertain to Community Engagement
 1. Communications
 2. Fundraising
 3. Grants
 4. Volunteers
 - ii. Review of Data – Daniele and Sharon
 - iii. Discussion on how to move forward
- 7. Other business 10:45 am – 11:00 am**
- 8. Adjournment***

FY 22/23 Meeting dates: March 2, 2023; May 4, 2023

* Needs Action ^Δ Information Only / Possible Conflict of Interest (Recusals)

Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
October 6, 2022 (9:04 to 10:11 am)

MEMBERS PRESENT: Ayesha Neal (Chair), Paige Ross, Erica Little, Dorothy Strahley

MEMBERS ABSENT: Haja Jallow, Casey Ferris

NON-VOTING ATTENDEES: Mary Sonnenberg, Sharon Moyer, Daniele Malvesti, Liz Simpler, Amanda Hamilton

AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP
1) Determination of Quorum & Call to Order	Determining that a quorum was present, Ayesha Neal called the meeting to order at 9:04 AM.	Called to Order	None
a) Welcome/Chair Comments/Introduction of new member	The chair welcomed everyone and asked our new member, Dorothy Strahley, to introduce herself.	None	None
2) Review and Approval of Minutes	Ayesha Neal called for review and approval of the August 9, 2022, minutes. No changes were indicated. Dorothy Strahley motioned to approve, and Erica Little seconded. The motion passed unanimously.	Minutes Approved	None
a) August 9, 2022			
3) President's Report	Mary reviewed the September 2022 President's Report	None	None
	Some Updates/Additions <ul style="list-style-type: none"> - Contract Extensions for Child Care Health Consultants and Federal PDG Grant for Regional Pilots for Family Connects. - NC Pre-K is in full force, and while most classrooms are full, we are still taking applications. - Site visit for the City of Fayetteville's CDBG funding is complete. - City of Fayetteville APRA fund is in contract, but there is a conflict with the state Stabilization Grant. We are working on another option to get the funding to the teachers. - Staff Mental Health day was scheduled for 9/30, but Hurricane Ian had other plans. Staff still had the day off. - Cisco Group is volunteering for the Diaper Distribution this weekend. - Another donation from CarMax. Please thank them if you happen to go by. The 		

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	<ul style="list-style-type: none"> - We won Readers' Choice for Nonprofits. Casey Ferris, CED Committee member, won the Realtor's Cup and Action Pathway (HeadStart) also won an award. - Annual United Way Campaign is ongoing. We are taking food donations for Fayetteville Urban Ministry. - Mary going to DC in a few weeks for a city/county/state government in support for prenatal – 3 years old. We are one of 5 states attending. 		
<p>4) Community Engagement Team Updates</p> <p>a) Current Projects</p>	<p>Sharon Reported:</p> <ul style="list-style-type: none"> - Soiree March 24th – still in need of help with sponsors, auction items, etc. All info is on ccpfc.org/soiree - Work continues for program support - With the absence of a Contracts Coordinator, the cash and in-kind reporting has shifted to Sharon. This is helping her gain a better understanding of how the reporting works so she can better guide the development of our back-end systems. - Work continues on our back-end systems to try and tie everything together. <p>Daniele Reported:</p> <ul style="list-style-type: none"> - Deepening the reach at Ft. Bragg is going well. Up to 20 asks per month for information and event support. The Family Support team is assisting with staffing for events on Ft. Bragg. - Working with Barnes and Noble on our Fall Book drive. They have been doing this for us for many, many years. We use the books in outreach events, supply child care centers, etc. <p>Sharon reminded the committee of the Community Engagement Department's vision: To make our organization is the leading and most trusted source for early childhood information in our community. When we look at what our department is doing, we look at that through that lens. We also have department goals, strategies, roles and responsibilities and she will attach the document to the minutes.</p>	None	None
<p>b) Upcoming Projects</p>	<p>Sharon reported we work with a digital marketing company called MediaShield. We are working with them on a texting service and will start with Family Connects. This fits nicely within our department's vision. This is a huge project which will take a good amount of work and time.</p>	None	None

<p>c) Family Connects Program</p>	<p>Liz reported:</p> <ul style="list-style-type: none"> - Working on how to deepen our reach in the community, we brought on a new staff member. This staff member will be working on Post Visit Connection calls. We are finding that families have additional needs after the nurse visit, and our new staff member can make additional referrals during the PVC call. - Vitamin D continues to be an issue. - Safe Sleep is also an issue – we have a connection with Pack-N-Plays for families who do not have a safe sleep environment for their infants. The Child Fatality Prevention Task Force funds these, specifically for our program. - We are adding new agencies to the Agency Finder. - Another big need we have found is mental health providers. Currently, we do not have enough, nor do we have enough who provide care to folks who speak different languages. There are also big wait lists for many of those and those who do not take Medicaid. <p>Sharon detailed her vision of being able to use the Family Connects program as a launch pad to establish and build a relationship with families, beginning at the birth of a child. Right now, our systems don't interconnect, so it takes a lot of work to de-dupe numbers. But also having a centralized system will allow us to connect families to other programs, past infancy, like NC Pre-K, Kaleidoscope Play and Learn, etc.</p> <p>Ayesha asked if we sign children up for Dolly Parton's Imagination Library at their Family Connects visit. Sharon confirmed that DPIL is our largest referral.</p>		
<p>5) Grant Report</p>	<p>Sharon delivered the grant report, which is attached to these minutes. Sharon stated that the ARP money for the last fiscal year had been moved to the fiscal year 2022-2023.</p> <p>We should hear about the Cannon Foundation Grant in December.</p>	<p>None</p>	<p>None</p>
<p>6) Committee goal for FY 22/23 and Strategic Plan for Sustainability</p> <p>a) Review of Sustainability Planning</p> <p>i. Overview of areas that pertain to Community Engagement</p> <ol style="list-style-type: none"> 1. Communications 2. Fundraising 	<p>Sharon reported a movement in fundraising to stop using "Fundraising" and "Fund Development" and use the term Philanthropy. Sharon also reviewed statistics from Giving USA. The largest area of almost \$485 billion dollars gives to charity. The largest sector continues to be individuals. Keeping that statistic in mind and knowing we want to survey the board, the committee had an assignment from our last meeting:</p>		

<p>3. Grants 4. Volunteers</p> <p>b) Board, Committees, and Staff Survey (assignment from last meeting)</p>	<p>Below is the statement of purpose for our sustainability planning.</p> <p><i>We want to optimize all areas of our organization so that the Partnership for Children of Cumberland County will be healthy, viable, and effective in meeting the community's needs for decades to come.</i></p> <p>From the Sustainability Planning, there were 8 core areas of our sustainability identified.</p> <ol style="list-style-type: none"> 1. Grant Procurement 2. Fundraising 3. Communications 4. Volunteer Recruitment and Retention 5. Staff Recruitment and Retention 6. Facility/Tenant Recruitment and Retention 7. Program Development 8. Board Recruitment, Retention, and Engagement <p>Our Community Engagement department is involved with all these, but our focus is on the top 4.</p> <p>The assignment from today's meeting is just the beginning of the CED committee's task of making a road map/plan to create a fund development plan.</p> <p><u>The assignment:</u></p> <ol style="list-style-type: none"> 1. Review the attached presentation – Building a Culture of Philanthropy 2. Review the survey questions (from a 2015 survey of the board). 3. Think about these questions: <ol style="list-style-type: none"> a. What is Community Engagement? b. What is Fund Development? c. What is Philanthropy? d. What is Fund Raising? 4. Send your recommendations of Priorities for Fund Development Strategies for a survey of the board, this committee, and our staff. <p>Sharon reviewed the results. The committee felt we were not ready to move to the board and asked for Sharon and Daniele to do a little more research and focus on individual giving methods so we could create a more strategy-focused survey. The goal is to understand the board's priorities when developing a plan. Under the plan would be programs/strategies to solicit donations/funds.</p>	
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7) Let's Get Enrolled tasks	<p>Sharon reported:</p> <p>As you all know, it is back-to-school season, and while our NC Pre-K team is working to place the final children in NC Pre-K classrooms, our Community Engagement team wants to get a jump on improving the process once a parent arrives at the Let's Get Enrolled page.</p> <p>Here is the scenario:</p> <p>You are a parent of a child who turned four over the summer. You want to get your child into a pre-k/pre-school program. You see an ad for Let's Get Enrolled and you go to the website.</p> <p>From your perspective in this scenario, what works, what doesn't work? What have we missed? What questions do you have that were not answered on this page? And any other feedback you can provide. Please do not complete an application – we are just looking for feedback from first-time visitors.</p>		
8) Other Business	Ayesha reported the committee's goal for the upcoming year. The goal is for the committee members to be more active and give more input during the meetings.	None	None
9) Adjournment	As there was no further business, Haja Jallow motioned to adjourn, Paige Ross second. Motion passed unanimously. The meeting was adjourned at 9:50 am.	Adjourned	N/A

Submittal: The minutes of the above stated meeting are submitted for approval. _____
Secretary of Meeting Date

Approval: Based on Committee consensus, the minutes of the above stated meeting are hereby approved as presented and/or corrected. _____
Committee Chair Date

Grant Submission Tracking 2022-23

Includes grants other than allocations made by NCPC and DCDEE.
Letters of Inquiry to Foundations will be tracked for conversion to grant submission.

						Lead Agency Partner	F = Federal S = State L = Local P = Private C = Corporate O = Other	None In-Kind (%) Cash (\$)							
Funder / Name of Grant	Due Date	Date Submitted	Department	Program Lead / Manager	Submitted By	Status as Grantee	Type of Grant	Match Required	Grant Amount Submitted	Grant Amount Awarded	NCPC Match Amount 2019-20	Date of Grant Award	Expected Implementation Date	Notes / Purpose	
July 2022															
**Google Grant	NA	FY 2021-22	CED	S. Moyer	S. Moyer	Lead	O	NA	\$10,000	\$9,350	\$9,350	4/28/2021	Monthly	Google Grant July Performance = 88%* *As of July 28, 2022 **PFC was approved for an in-kind opportunity to use up to \$10,000 per month of Google advertising. Proceeds will be reported monthly	
City of Fayetteville ARPA Project	3 to 7/2022	Jul-22	President	Grant Team	Grant Team	Lead	F to L	NA	\$1,000,000	\$1,000,000	\$1,000,000	8/1/2022	8/1/2022	Recommended for funding; City Council approved \$1 million over three years.	
Subtotal									\$1,010,000	\$9,350	\$9,350				
August 2022															
**Google Grant	NA								\$10,000	\$9,652.71	\$9,653			Google Grant August Performance = %	
Subtotal									\$10,000	\$9,653	\$9,653				
September 2022															
**Google Grant	NA								\$10,000	\$9,654	\$9,654			Google Grant September Performance = %	
Cannon Foundation	9/23/2022	9/22/2022	President	M. Sonnenberg/ M. Yeager	P. Federline	Lead	P	NA	\$300,000	Pending					
Subtotal									\$310,000	\$9,654	\$9,654				
October 2022															
**Google Grant	NA								\$10,000					Google Grant October Performance = %	
Subtotal									\$10,000	\$0	\$0				
November 2022															
**Google Grant	NA								\$10,000					Google Grant November Performance = %	
Subtotal									\$10,000	\$0	\$0				
December 2022															
**Google Grant	NA								\$10,000					Google Grant December Performance = %	
Subtotal									\$10,000	\$0	\$0				
January 2023															
**Google Grant	NA								\$10,000					Google Grant January Performance =%	
Subtotal									\$10,000	\$0	\$0				
February 2023															
**Google Grant	NA								\$10,000					Google Grant February Performance = %	
Subtotal									\$10,000	\$0	\$0				
March 2023															
**Google Grant	NA								\$10,000					Google Grant March Performance = %	
Subtotal									\$10,000	\$0	\$0				
April 2023															
**Google Grant	NA								\$10,000					Google Grant April Performance = %	
Subtotal									\$10,000	\$0	\$0				
May 2023															
**Google Grant	NA								\$10,000					Google Grant May Performance = %	
Subtotal									\$10,000	\$0	\$0				
June 2023															
**Google Grant	NA								\$10,000						
Subtotal									\$10,000	\$0	\$0				
Total Cash Grants 2022-23									\$1,330,000	\$1,000,000					
Total Non-Cash Grants 2022-23									\$30,000	\$28,656	\$28,656				
Combined Cash and Non-Cash Grants 2022-23									\$1,360,000	\$1,028,656					
Proportion Cash Grants Funded to Requests										75%					
Google Grants Proportion Total Awarded										96%					
Overall Proportion of Cash and Non-Cash Grants Awarded										75.6%					

Community Engagement Department's Vision, Goals, Strategy, Role, and Responsibilities

Our Organization's Vision is to live in an economically prosperous community where families are successful, and children thrive.

Our Department's Vision: To make our organization the leading and most trusted source for early childhood information in our community.

Goals: To help the Partnership achieve this vision, we will:

- Raise public awareness about programs and services available for families with young children.
- Increase our organization's brand awareness.
- Connect families and the community to our programs and services.
- Provide support to strengthen the early care and education system in our community.
- Build awareness of and support for early childhood development, health, and family needs.

Strategy: To reach these goals, we will deploy strategies and tactics to:

- Provide organizational brand management.
- Ensure information about our programs and services is easy to find and navigate.
- Support our internal customers in their efforts to provide services, reach their clients, communicate effectively with their clients, and provide general marketing, communication, and outreach support.
- Foster collaboration with community stakeholders to be the voice for our organization and those we serve.
- Provide our board and committees with the information and resources they need to ensure our organization and programs' sustainability.

Role and Responsibilities of all Community Engagement Team Members:

- Develop and implement communication and public relations strategies that will influence public opinion, and promote early care, early education, and our services.
- Take responsibility for our brand, organization voice, and tone.
- Identify groups and audiences (potential donors/sponsors, volunteers, service providers, community stakeholders, etc.) and determine the best way to communicate information to them as part of our organization's communication strategies.
- Ensure we have the technology to implement our strategies and reach our goals.

EXECUTIVE COMMITTEE (Acting as Board)

Charles Morris Room

Thursday, December 15, 2022

President's Report

A. North Carolina Partnership for Children (NCPC) Updates / DCDEE Updates / Legislative Updates

1. NCPC

- Budget amendment for Carry-forward funds was executed and effective 12/15/2022. DSP amendments have been executed as well.
- MAC sites – the Albemarle MAC site has dissolved. NCPC is working with the remaining MAC sites to cover the partnerships that Albemarle provided services to. We are assessing our capacity to pick up one additional site.
- NCPC continues to research shared services options for the network. A key area of focus is health insurance.
- **State Expansion of Child Care Health Consultants** – The amendment on the Expansion grant for the No Cost extension through November 30, 2022 was executed. Adjustments continue to occur for no cost extensions. We anticipate funding through June 30, 2023 for the project.
- **Federal PDG Grant for Regional Pilots for Family Connects** – Waiting for next steps for contracting for the third year of funding. We continue to get requests on current expenditures and expected budget needs as NCPC works with DCDEE on the contracting for Year 3. We have 2 more years of Community Foundation funding for the Community Alignment Specialist position. State level meetings are occurring around sustainability beyond the PDG funding for the Family Connects Pilot sites. Data summary attached.

2. DCDEE

- Guidance from DCDEE on the \$20M for NC Pre-K start-up, quality and capital expenses is still pending. We will share information as soon as it is available.
- DCDEE continues to look at staffing and training options for child care providers during the current crisis with recruitment and retention of qualified staff.
- Subsidy is being paid at the 2018 market rates with ARPA funds. This is a temporary increase. DCDEE is preparing the fiscal note for using the 2021 market rates in preparation for the General Assembly going into long session.
- **NC Pre-K**
 - a. Contract amendment guidance was received on **December 7, 2022**. Budget templates for the amendment are due to DCDEE January 4, 2023. This amendment will be for an additional 5% rate increase for private sites, CCS and Head Start as well as additional funds for administration of the program. The projected date for executed amendments is the end of January. We will then execute subcontract amendments with the providers. The amendment is effective July 1, 2022 and payments to the providers will be retroactive to the beginning of the school year.
 - b. State required **LETRs training** on literacy has started. Cumberland County is in Cohort 3 for this training. The Department of Public Instruction (DPI) is the lead for this training. There will be funding for stipends or substitutes for teachers in private sites and Head Start. The funding for these stipends is still pending transfer from DPI to DCDEE.

- c. Utilizing monthly NC Pre-K Directors meetings for work on NC Pre-K processes for school year 23-24.

3. Local Level

- **Child Care Stakeholder Community Meeting** with local and state lawmakers, child care providers and other leaders and stakeholders: The second meeting was held December 7 at FTCC. An evening meeting is being planned for January 31 at FTCC to engage families and teachers in the group. More information to come.
 - Workplace absences for child-care reasons continue to be at an all-time high due RSV, COVID, Flu and the common cold are colliding with staffing shortages at schools and child cares.
4. **State Level** – The State Supreme Court ruled on Leandro. Still awaiting information from the trial court to the General Assembly for amounts of funding for Year 2 & 3.
 5. **Federal Level** – The federal government is operating under a continuing resolution for operation until December 16. It is anticipated there will be another CR till December 23 while they finalize the budget.

B. Grant Opportunities/Updates/RFPs

1. City of Fayetteville ARPA funding – Submitted Scope and timeline modifications to city staff. Anticipate being able to launch application cycle in January.
2. Cumberland County Nonprofit Fiscal Recovery Assistance Program – assessing eligibility to apply for the Occupancy category for utilities.

C. PFC Updates & Highlights

1. **Happy 29th Birthday Partnership for Children of Cumberland County!!** PFC was one of the twelve pilot counties when Smart Start was started in 1993. Keep your eyes out for how we'll celebrate our 30th Anniversary in 2023.
2. **Position openings posted: website link** (<https://www.indeed.com/cmp/Partnership-For-Children-of-Cumberland-County>). Please go to our website for new postings and share opportunities. There are programmatic postings.
3. **Welcome** – Steven Gipson, Quality Assurance Specialist 1 with Planning & Evaluation. Steven started December 5th.
4. We continue to monitor federal, state and local health and safety guidelines for any recommendations and compliance guidelines related to COVID-19. Enhanced cleaning and hand sanitizer stations continue to be available as are masks upon request.
5. **Infrastructure Project:** We are meeting with Pinam Construction (the contractor) and with Fleming & Associates on December 19 to set the state date and Notice to Proceed for Phase 2 of the project. The extension of interest only payments and draws for the construction loan for twelve months has been signed with First Bank.

D. Events/Community Outreach

1. **Board and Committee Meetings:** Full Board and Executive Committee meetings have moved to in person meetings. Other committee meetings may be offered in a hybrid format and in-person. Please refer to your meeting invites for the format of the particular meeting.
2. **All Staff Meetings:** Monthly meetings are offered in a hybrid format with increased offerings of in-person meetings. We celebrated together before the holidays with a luncheon held at Highland Presbyterian Church. We had surprise entertainment by the children in the church's child care program. Oh, what fun was had!
3. **Tenant Meetings:** An in-person tenant meeting will be held February 21 at 5:30 pm in the Charles Morris Room.
4. **Drive-Through Truckload of Hope Diaper Bank: January 21, February 11, March 11** from 8:30-10:30 am. Volunteers needed. Contact Daniele Malvesti (dmalvesti@ccpfc.org) if you can assist. We continue to be in conversations with the Diaper Bank of NC about additional options for the Diaper Bank in Cumberland County since transportation is a challenge for some families rather than a once a month distribution.
5. **The Soiree – March 24, 2023 at the Crown Expo Center.** A Soiree Planning Meeting is being held by ZOOM December 16, 9:00 – 10:00 am. We will be discussing decision points for planning.

Philanthropic Giving

...

Jan. 2023

Two areas of Focus:

- 1) Individual Donors
- 2) Volunteerism

How much money was given in 2021?



Where does the money come from?

67% \$326.87 billion

Giving by Individuals

↑ increased 4.9% over 2020

19% \$90.88 billion

Giving by Foundations

↑ increased 3.4% over 2020

9% \$46.01 billion

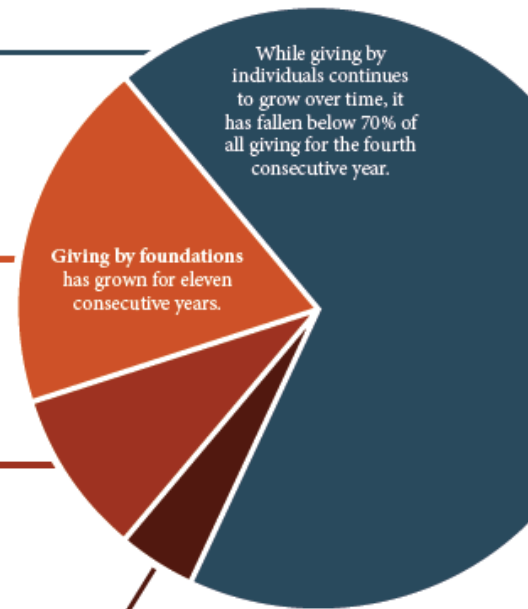
Giving by Bequest

↓ decreased 7.3% over 2020

4% \$21.08 billion

Giving by Corporations

↑ increased 23.8% over 2020



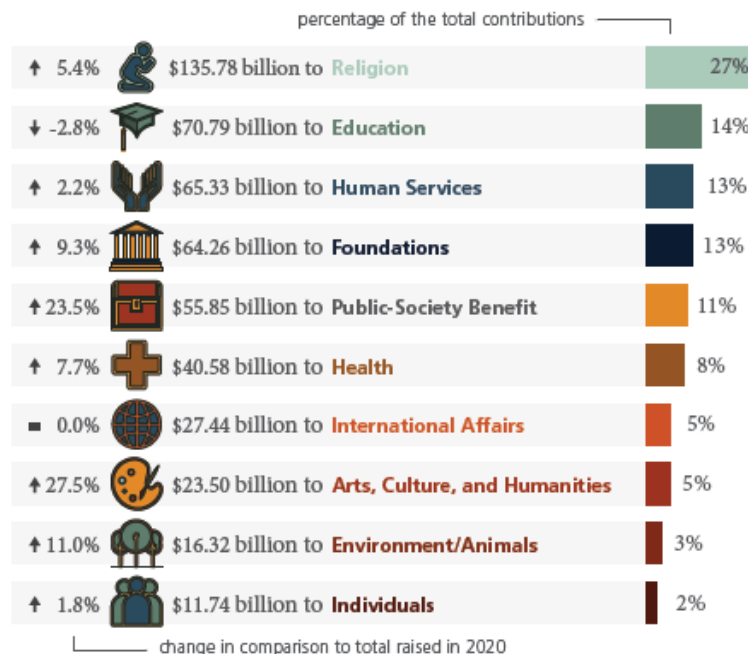
While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

Giving by foundations has grown for eleven consecutive years.

*All figures on this infographic are reported in current dollars unless otherwise noted.

Where did the charitable dollars go?

Contributions by destination



Donor-advised funds are among the fastest growing forms of giving. Learn more in the new chapter on Donor-Advised Funds.



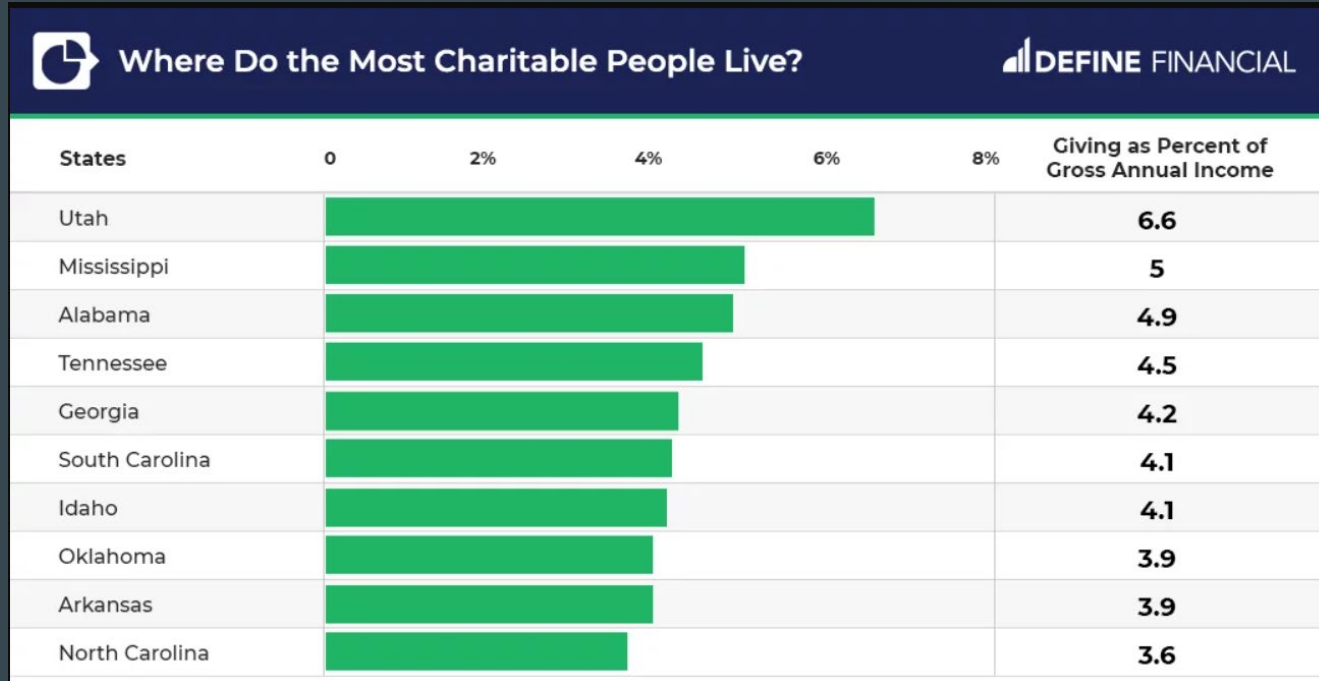
Giving to public-society benefit organizations increased 23.5% in 2021, and is steadily growing larger as a share of total giving over time.



Several subsectors that struggled in 2020, such as giving to health and arts, culture, and humanities, experienced recoveries in 2021.

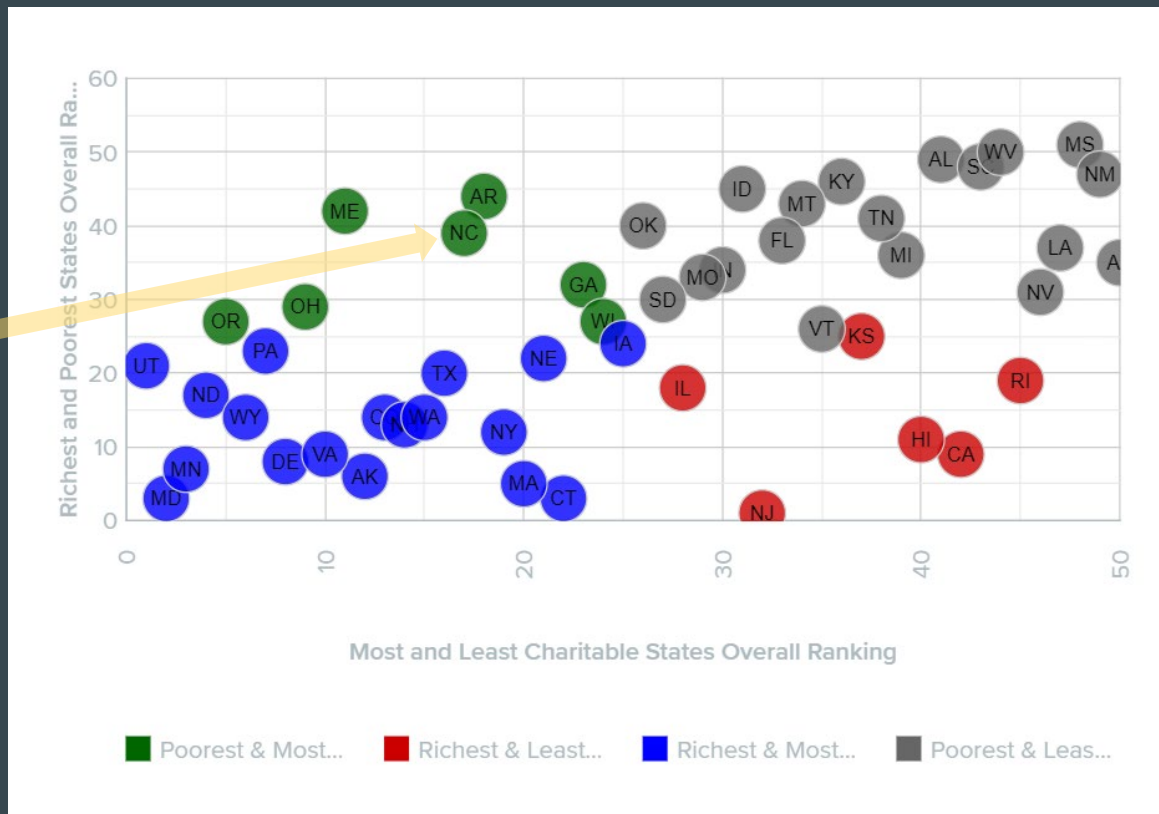


How does NC Rank in Giving? In the top 10!



But we are a “poor” state

North Carolina:
Category: Poorest and Most Charitable



CHARITABLE GIVING BY INCOME GROUP

The chart below, from the Tax Policy Center, shows us two surprising things:

1. Those making **less than \$50,000 annually** are the second-highest givers in terms of percentage of income
2. Those making **between \$100,000 and \$500,000** are least in total charitable giving in relation to gross income.



Charitable Giving by Income Group

DEFINE FINANCIAL

AGI category	Percent Claiming Charitable Deduction	Total Charitable Deductions	Average Charitable Deduction For Those Claiming Deduction	Charitable Deduction as a Percentage of AGI
Under \$50,000	7.5	17,836,225	2,588	8.4
\$50,000 under \$100,000	35.0	38,417,634	3,305	4.5
\$100,000 under \$500,000	70.6	88,440,900	5,124	2.9
\$500,000 under \$2,000,000	88.0	26,142,094	25,510	3.1
\$2,000,000 under \$10,000,000	89.1	20,219,824	164,814	4.4
\$10,000,000 or more	94.6	42,810,648	2,813,343	9.3
All Returns	24.6	233,867,324	6,332	4.3








WHAT IS THE AVERAGE DONATION FOR EACH INCOME RANGE?

Average giving varies greatly among income brackets, so it's best to express the data visually in a chart, with charity statistics gathered by the IRS.



Average Donation for Each Income Range

 **DEFINE FINANCIAL**

Income Range (Adjusted Gross Income)	0	\$10K	\$20K	\$30K	Average Charitable Donation
Under \$15,000					\$1,471
\$15,000 to \$29,999					\$2,525
\$30,000 to \$49,999					\$2,871
\$50,000 to \$99,999					\$3,296
\$100,000 to \$199,999					\$4,245
\$200,000 to \$249,999					\$5,472
\$250,000 or more					\$21,264

CHARITABLE GIVING BY AGE GROUP – MILLENNIALS

1981 - 1996

What they give:

- Millennials give \$481 to charity annually.
- 84% of millennials give to charity and nonprofits.
- The average charity or nonprofit will have Millennials making up 5 to 10% of its donors.

Where they give:

- Children's charities
- Health and medical nonprofits
- Local places of worship
- Human rights and international affairs groups

How they give:

- Millennials prefer to donate money through online platforms. They like setting up recurring donations. Over 40% who give do so with a monthly deduction to their credit or debit card.
- Millennials are also the most likely to use their mobile devices — their phones, tablets, and laptops — to research charities, donate money, and advocate for their latest cause.

CHARITABLE GIVING BY AGE GROUP – GEN X

1965 - 1980

What they give:

- Gen Xers give \$732 to charity annually.
- 59% are regular donors.

Where they give:

- Local social and human services organizations
- Animal organizations
- Children's charities
- Local places of worship

How they give:

- Gen Xers are more likely to start a fundraising campaign.
- They are more likely to **volunteer** their time.
- Gen Xers report that email is the most influential method of reaching them.

CHARITABLE GIVING BY AGE GROUP – BOOMERS

1955 - 1964

What they give:

- Boomers give \$1,212 to charity annually.
- 72% – of the entire Baby Boomer Generation, accounting for 43% of all donations made each year.

Where they give:

- Local social services organizations
- Animal organizations
- Children's charities
- Human Rights and international affairs
- Local places of worship

How they give:

- Boomers want a mix of digital and analog communications.
- 43% of Boomers who donate send a paper check.

*Note – research shows that while this is a huge market for donations, they are also transferring their wealth to Millennials. In other words, don't put all your eggs in the Boomer basket.

CHARITABLE GIVING BY AGE GROUP – SILENT GENERATION

1927 - 1946

What they give:

- The Silent Generation gives \$1,367 to charity annually.
- 88% of them are donors.
- They make up only 11% of the population but account for 26% of the giving.

How they give:

- Direct mail
- Paper checks

Where they give:

- Veterans' causes
- Local social services
- Emergency and disaster relief fundraising events and efforts
- Local places of worship

History of giving to PFC

Fundraising Event – The Soiree

PFC Soiree					
	2015	2016	2017	2018	2019
Sponsorship	\$75,750	\$60,800	\$65,000	\$63,250.00	\$48,000.00

Other private contributions (taken from audits):

FY ending

2015- \$18,458

2016- \$59,482

2017- \$16,220

2018- \$42,817

2019- \$160,163

2020- \$89,628

Volunteerism

- An estimated 30% of US adults, 77.9 million Americans, volunteered in 2019, contributing an estimated 5.8 billion hours, valued at approximately \$147 billion
(Source: AmeriCorps, Office of Research and Evaluation)
- The top four national volunteer activities are fundraising or selling items to raise money (36%); food collection or distribution (34.2%); collecting, making or distributing clothing, crafts or other goods (26.5%); and mentoring youth (26.2%). ⁶
- The top four types of organizations by volunteering are: religious (32%); sport, hobby, cultural or arts (25.7%); educational or youth service (19.2%); and civic, political, professional or international (6.2%). ⁶

⁶ The Corporation for National and Community Service

What is our next step?

- Survey the board
 - What information do we present, and what do we ask of them?
- Define unique challenges and opportunities in our community
 - How do we gather this information?
- Develop plan
- Develop strategies