

## 2015 ANNUAL REPORT

The Development Committee recognizes that its task is much more than merely raising money to help support the array of programs and services that the Yearly Meeting provides to Friends and their Monthly Meetings. It sees its charge as development in the broader sense of helping to create a more cohesive, vibrant structure that, as the BYM Vision Statement says in part, "*knit[s] Friends from the Chesapeake to the Appalachians into the larger Society of Friends [and]... expand[s] opportunities for Friends to meet together and know each other in that which is eternal.*"

The Committee knows this effort extends well beyond its own members and staff and involves working closely with other Yearly Meeting committees and officers. Part of these efforts in the last year has included visits by Development Director Ann Venable and General Secretary Riley Robinson to Monthly Meetings on First Day and to events in the Friends' homes. These visits have resulted in valuable feedback that has helped shape the Development Program going forward. Committee staff and the clerk also have participated in monthly financial conference phone calls with other committee clerks and staff, including Trustees, Camp Program and Property Management and Stewardship and Finance. We see this regular exchange as invaluable in helping the many parts of the Yearly Meeting pull as a team.

In its annual report last year the Development Committee stated that it sees its work as community building work. Over the past year, the committee has focused on laying a more solid foundation for community building. Some of the major planks in this ongoing construction have included:

**Shoemaker Grant:** Early this year the Yearly Meeting learned it had been awarded a \$225,000 grant from the Philadelphia-based Shoemaker Fund, the largest single grant BYM has received to date. The three-year grant will support the "Growing Diverse Leadership in BYM" initiative, enabling the Yearly Meeting to employ an Outreach Inclusion Coordinator (OIC). The OIC will work closely with the Camp Diversity Working Group as well as several other BYM committees, the Camps, and Monthly Meetings to enhancing the already considerable strides the Camping Program has made in attracting and retaining campers of varied racial and economic backgrounds. This grant will also focus on growing new leadership in Yearly Meeting and Monthly Meetings among young adults who have participated in the Camping Program.

**Grants Policy Approved:** In October, Interim Meeting approved a new Grants Application and Management Policy which gives oversight and responsibility to the Development Program for any grant application to an outside funding source. The policy outlines the process for research, application, acceptance and management of such grants. Interim Meeting session Friends also authorized the use of grant funds to employ staff.

**Warren Gift Received:** In the fall, the Yearly Meeting received a \$96,000 gift from the estate of Roberta Warren, a DC-area non-Friend, who during her life had provided money to send several youth to Catoclin Quaker Camp. Half of her gift will be used for Catoclin scholarships, as her will directed. The remaining portion will go toward construction of new Catoclin bath houses.

**Greening Campaign Gains Transaction:** Working closely with Camp Program and Property Management and others, Development has set a goal to raise the necessary funds to replace or substantially upgrade all of the 30 cabins at the three camp sites and make other infrastructure improvements to ensure our camps are safe, attractive and environmentally sustainable. Currently, 16 of cabins are new with 14 still to be replaced over the next several years.

- **"Little Cabin" Project**, which generated excitement at last year's Annual Session, ultimately reached its contributions goal of \$25,000 for the construction of a "real" cabin at one of the camps and finally was sold on E-bay to a local Friend
- **New Catoclin Bath Houses** will become a reality over the next year, thanks in part to Roberta Warren's bequest. Architectural plans have been approved and this spring Development has sought the additional gifts needed to replace the 50- plus year old structures with new facilities that will include composting toilets and other environmentally friendly features.
- **BYM Office Heating/AC Upgrade:** Thanks to a Friend's anonymous gift last fall, the Yearly Meeting was able to accelerate plans to replace the 17-year-old heating and air conditioning system at our office. The new system already is generating savings through lower electric bills. Further electric savings are expected from a ground solar array system being installed adjacent to the office.

**2014 Budget:** Development had set a revenue goal for FY2014 of \$226,102 and thanks to the generosity of Friends and others exceeded that goal. Year-end income was \$308,569, including the Warren bequest. This compares to revenue of \$188,605 in 2013. In the fall, a committee prepared the annual year-end appeal

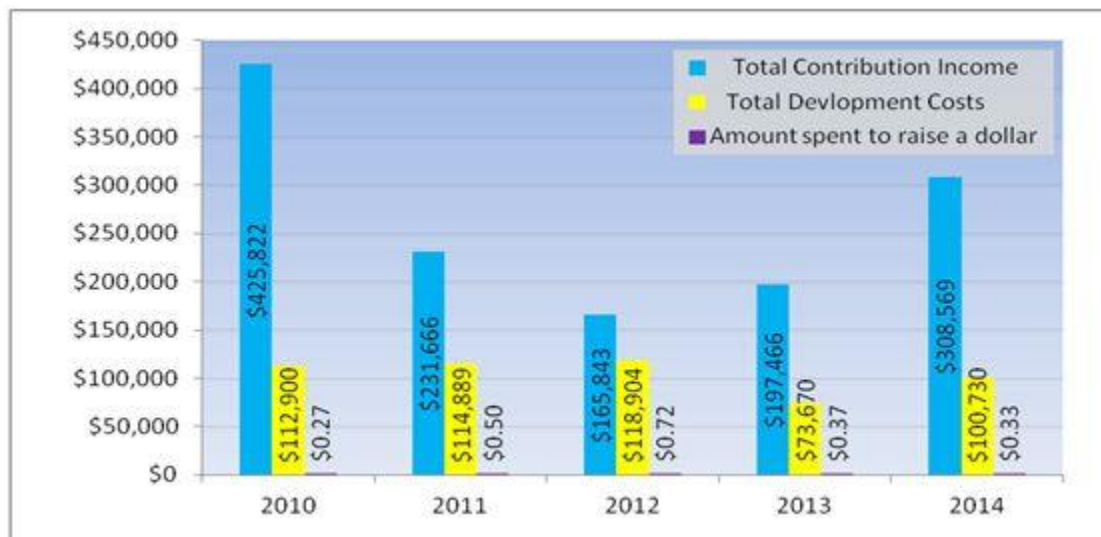
which was mailed to 5,600 households in early December as well as an electronic appeal. Use of new software allowed for the "segmentation" of the electronic mail list, permitting some variation of the message based on the recipients' involvement with the Camping Program. The committee followed up with a phon-a-thon to thank donors for their support of the Yearly Meeting. The calls also offered the committee an opportunity to chat with donors about BYM programs and receive valuable feedback.

Beginning in January, Committee members have been making thank you calls each month to recent donors as their gifts arrive.

### 2014 Development Budget

<u>Revenues</u>	<u>2014 Actual</u>	<u>2014 Budget</u>	<u>% Raised / Expended</u>
General Fund	100,111	106,000	94.4%
BYM Camps			
Camp Program/Property Operating	115,353	60,000	192.3%
Cabin Fund; Camp Capital Projects	75,919	53,602	141.6%
Barry Morley Endowment	11,835		
All Other Gifts	5,351	6,500	82.3%
<b>Total</b>	<b>308,569</b>	<b>226,102</b>	<b>136.5%</b>
Expenditures	100,700	132,641	Cost to raise \$1=\$0.33

This spring, an email appeal went out focusing on the Camping Program with the segmented mail list again allowing messages to be directed to differing audiences, including camp alumni and the families of current campers. As of early June 2015, the Development Program had raised \$155,202. This compares to \$64,000 in the same six-month period in 2014.



## January-June 2014-2015 Fundraising Comparison Summary

**Director Visits** Now well into her second year as Development Director Ann Venable has become a familiar face at many BYM meetings and events. Following an initial round of Meet the Director "teas" at a number of Monthly Meetings and Friends' homes in early 2014, Ann has continued to make herself available to those who want to learn more about the Yearly Meeting, its programs and hopes for the future. If your Monthly Meeting has yet to meet Ann, please call her at the office to arrange a visit. Interim General Secretary, Bob Rhudy is also glad to visit Friends or take part in events you may be planning, as are members of the Development Committee.