**BYM Development Committee**

**Report to Interim Meeting – June 2023**

2024 Contributed Income Goal:

$338,000 in contributed income was raised in 2022. We hope to match that in 2023 (exceeding the 2023 approved budget goal of $302,000). For the 2024 budget, we believe $350,000 is an achievable goal for contributed income. This does not include restricted gifts for camp capital projects.

Rolling Ridge

Regarding the Rolling Ridge proposal, we approved the following minute:

“In support of the future of BYM and our future generations, Development Committee believes it is possible to have a special campaign that could raise approximately $500-700,000 for the move of a BYM camp to Rolling Ridge and for related expenses.”

The committee has reviewed the pre-conditions for a successful special campaign. We have growing confidence in BYM’s structural capacity to do this work. In order to conduct a special campaign, there will need to be a vision, a budget, a case for support, and a plan for the move to and the running of a BYM camp at Rolling Ridge. The process of the special campaign needs to support BYM overall, even if the dollars go to the camp.

It is essential to note that dollars raised during this special campaign would be in addition to annual fundraising of $350,000+ for BYM operations.

Year-to-date Development Activities

Barbara Wille, our development consultant, has been serving as interim development director as well as doing an assessment of our development operation. The regular development functions have been going forward as usual, plus new activities introduced which have shown promising returns.

To date, we have received 147 gifts from individuals and families, totaling over $70,000. Included in this are pledges from our wonderful cadre of Sustaining Quakers, autodonors whose monthly gifts sustain us!

Direct Mail

In March, we sent an appeal focused on our Camping Programs to more than 9,000 individuals in our database labeled “Camp Programs/Alums/Families, etc.”. Most were non-donors. We asked past donors to increase the size of their gift to a specific, higher amount, and asked non-donors for a first gift of $100. The average new gift is over $100, which is a good return. Beyond the dollars raised, we are hearing from people that we have not heard from for a long time; a good way of re-connecting. We used “address correction requested” on the envelopes, and have gotten hundreds of letters back with bad addresses, which helps us clean up our database, fixing addresses, and thus making future mailings more effective and less costly.

In May, we mailed over 250 letters to individuals who have given, or are giving to the STRIDE program. The letter was written by Rachael Carter, our new interim STRIDE Coordinator, and signed by them and Sarah. Those who had not made their gift in 2023 were given the opportunity to do so, and all were invited to meet Rachael at Interim Meeting.

Foundations and Grants

We have received foundation gifts from the Kate Sviket Memorial Foundation and word of a gift from Miles Richardson Foundation at Philadelphia Yearly Meeting. Research is underway to identify additional foundations where BYM could submit proposals.

Development Director Position search

The position description was revised to reduce the portion of administrative/clerical tasks (being moved to an administrative position), and emphasizing fundraising leadership. The position was re-posted in late April, and applications are being reviewed. We hope to start interviews soon.

We hope to see you all at Annual Session. Friends will remember that Baltimore Yearly Meeting uses a Pay as Led financing method to cover the costs of Annual Session. No funds for Annual Session are included in the yearly meeting operating budget. Pay as Led allows people to faithfully look at their resources, and pay what they can. This means that some people pay considerably less than the costs associated with their participation, and we rely on other people paying more than the costs of participating. For two years of zoom only meetings (AS 2020 and AS 2021), and one year of hybrid meetings (AS 2022), the Pay as Led method has worked for us, and we have covered our expenses.

Arthur Boyd and Barb Platt, co-clerks of Development Committee