



Development Committee Monthly Report

April 2025

Prepared by: Sarah Dayhood, Development Manager

1. Key Actions This Month

- **Development Campaigns:**
 - Launched Spring appeals (437 solicitations to past donors)
- **Donor Engagement:**
 - Held 3 donor visits; confirmed 1 support renewal at \$20,000 (Goodrich Foundation)
- **Events:**
 - April Board Meeting & Reception at Bank Independent, Huntsville
- **Infrastructure:**
 - Continuous use of QGive fundraising/event tracking system and streamlining of Bloomerang CRM
 - Refining use of Instrumental (grant tracking software)

2. Results & Metrics

<u>Metric</u>	<u>This Month</u>	<u>Year-to-Date</u>	<u>Goal</u>	<u>Notes</u>
Total Funds Raised	\$56,550	\$179,803	\$730,000	
# of Contributions Received	19	51		
# of Supporters	15	38		
Grant Proposals Submitted	2	6		
Board Member Participation	NA	46.3%	100%	

See the attached dashboard for more.



Development Committee Report
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3. Next Steps

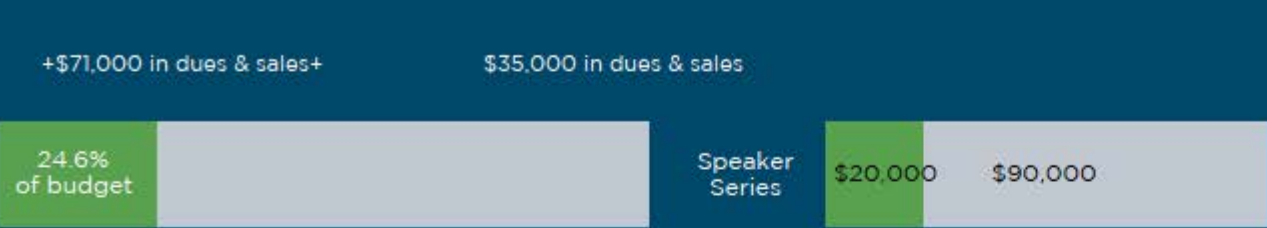
Key priorities and planned activities for the upcoming month.

- 2025-2026 Solicitations to Public Agency Members to go out
 - Roundtable meeting May 13 (The Nature Conservancy)
 - 2 grants to go out in May
 - Begin Board member peer-to-peer outreach prep
 - Speaker Series sponsorship asks continue (Save the Dates sent out)
 - Clean lapsed donor list for Q3 reactivation
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PARCA Development Dashboard

April 30, 2025

Goal **\$730,000** Total Raised **\$179,803** Previous Year **\$193,406**



Current MTD vs End of Month, Previous Year

	2025	2024
Contributors	44	70
Average Contribution	\$3,330	\$2,448

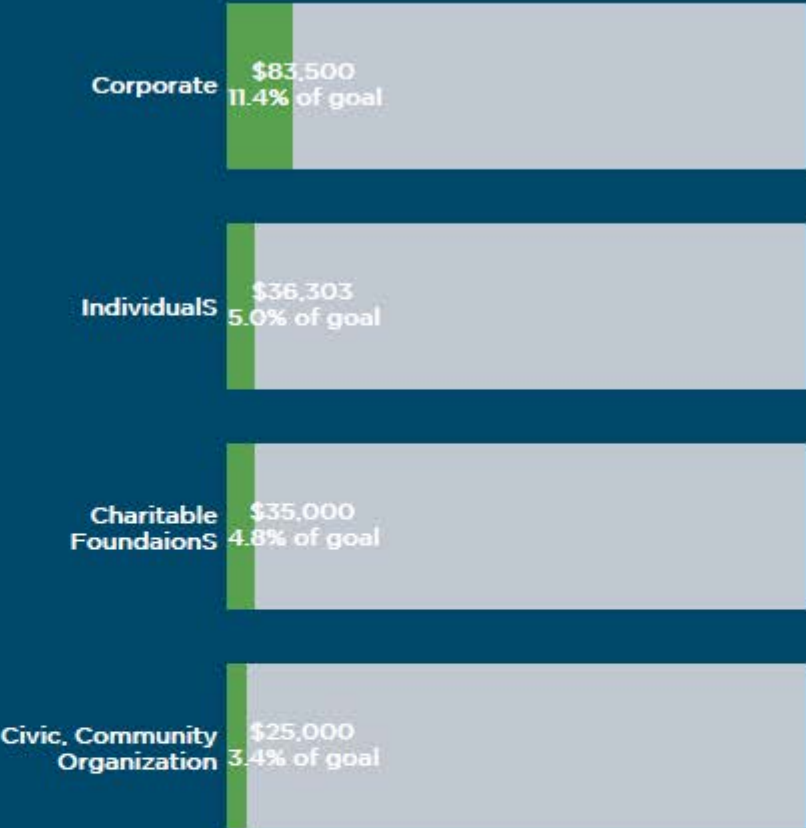
Share by Metro

Birmingham	75.18%
Huntsville	18.08%
Montgomery & Prattville	3.34%
Florence	2.22%
Auburn	0.57%
Mobile	0.56%
Other	0.06%

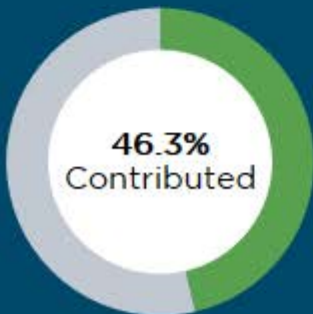
Cumulative Raised



Revenue by Source



Board Investment



19 Board members have contributed **\$30,000**

Board Members Contributing

Rose Allen
Fred Blackwell
Austin Bone
Andrew Boulter
J.W. Carpenter
Benjamin Cobb
Watson Donald
David Donaldson
Tyrone Fenderson
Judd Harwood
Ted Hosp
Kim Lewis
Macke Mauldin
Scott McLain
David Muhlendorf
Jessica Payne
J.T. Price
Beck Taylor
George Talbot

Top Contributors

Regions Financial Corporation	\$26,000
Samford University	\$25,000
Mike and Gillian Goodrich Foundation	\$20,000
The Daniel Foundation of Alabama	\$15,000
EBSCO Industries Inc.	\$15,000
Landscape Workshop	\$10,000
J.T. Price	\$10,000
Bradley Arant Boulton Cummings	\$5,000
Benjamin Cobb	\$5,000
McKinney Capital, LLC	\$5,000
PowerSouth Energy Cooperative	\$5,000
Vulcan Materials Company	\$10,000
Grand Total	\$151,000

the top 11 cash donors=
70% of total contributed revenue.