



Development Committee Monthly Report

June 2025

Prepared by: Sarah Dayhood, Development Manager

1. Results and Metrics

<u>Metric</u>	<u>This Month</u>	<u>Year-to-Date</u>	<u>Goal</u>
Total Funds Raised	\$25,855	\$228,220	\$730,000
# of Gifts Received	19	70	
# of Supporters	13	71	
Grant Proposals Submitted	2	14	
Board Member Participation		56%	100%

See the below dashboard for more.

Notes:

As of June 30, PARCA has raised \$228,220, achieving **31.3% of our \$730,000** goal. This reflects a gap in pace. Based on a four-year average, we need to be at 44.4% of our goal by June 30, or \$324,120, or 44.4%. This year's total also trails the same time last year (\$257,206).

We received \$47,000 in corporate contributions in the first half of 2024 that we have not yet received in 2025. We have every reason to believe those contributions will come. Likewise, \$75,000 in corporate & corporate foundation requests we expect to be decided in the next 30 days, taken together,

Corporate giving remains the leading revenue stream at **\$105,800**, making up nearly half of total dollars raised. However, growth in **individual giving (\$46,370)** and **foundation support (\$35,250)** will be essential to meet goals in the second half of the year.

Key Metrics:

- **Contributors:** 71 (↓ from 84 in 2024)
- **Average gift:** \$2,564 (steady vs. \$2,598 last year)
- **Board giving:** 23 members have contributed \$34,800 (**56.1% participation**)

Strategic Takeaways

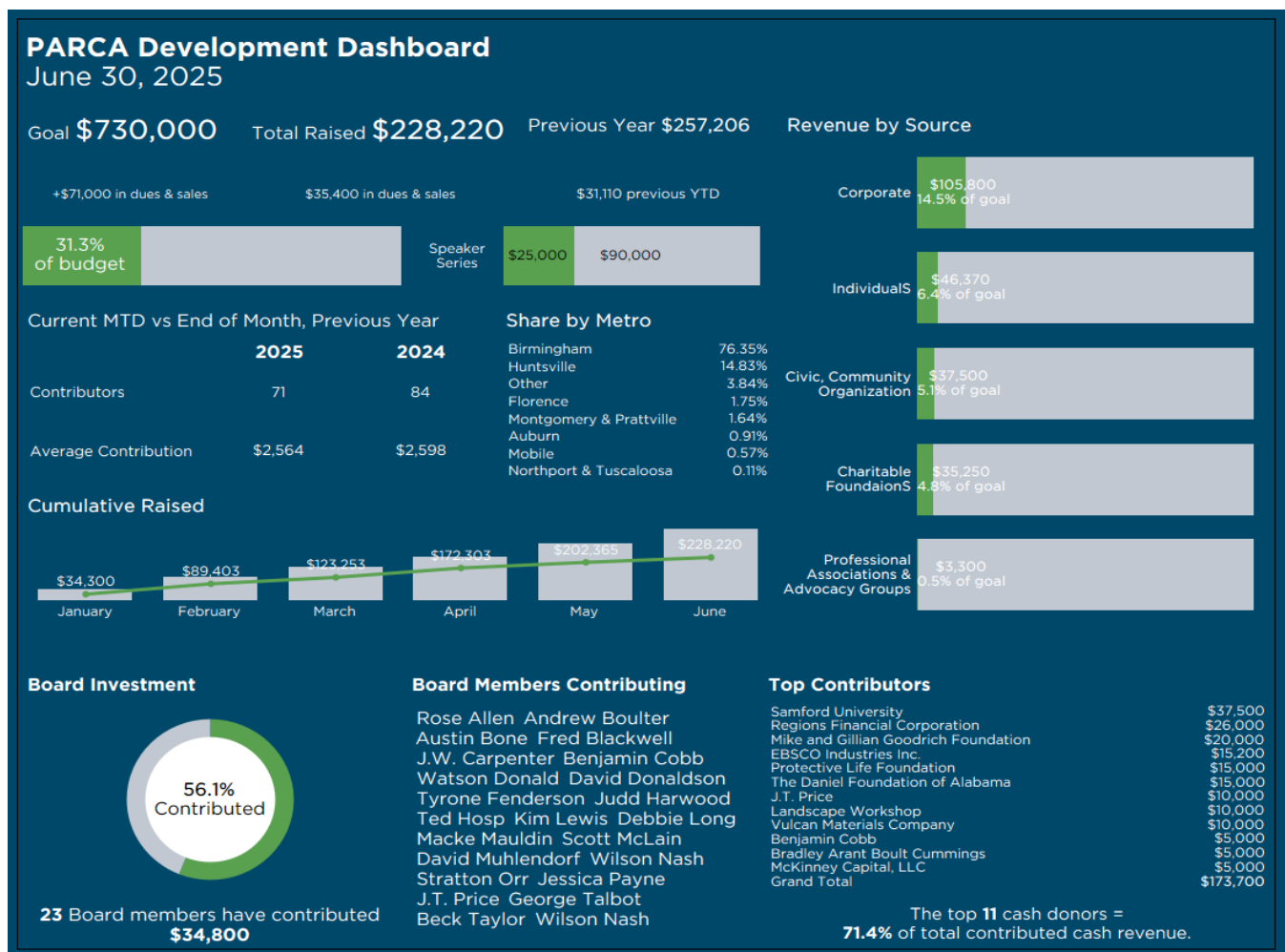
- **Revenue is lagging pace** by ~10% compared to this time last year (13% compared to a 4-year average).
- **Fewer overall contributors** signal a need for renewed engagement, particularly among individuals and lapsed donors.
- **Board giving has improved slightly**, but we must push toward full participation.



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Donor engagement and stewardship plans created and finalized this month aim to address these concerns.

Next month, Ryan will recommend revising our development goal downward to more accurately reflect what is needed and what is possible based on moving Sarah Dayhood into a development coordinator role and delaying the hiring of a chief development officer. Of course, lowering the goal would not lessen the staff's development focus.



2. Key Actions This Month

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- **Development Campaigns:**
 - All Public Agency Membership renewal letters out- over 200 lapsed or new solicited
 - Board assistance with solicitations process continues (preparing to have BM's sign letters/confirm meetings)
 - Speaker Series solicitations continue
- **Donor Engagement:**
 - Ryan had 8 in-person/one-on-ones with major donors and board members throughout the month
 - LYBUNT responses continue to trickle in
 - Firm plans and actions for the remainder of the year to engage donors and ensure stewardship created
- **Events:**
 - Planning calls for PARCA Speaker Series in October have begun (catering finalized, etc.)
- **Infrastructure:**
 - Explored and learned new AI functionality in Bloomerang to assist in development

3. Next Steps

Key priorities and planned activities for the upcoming month.

- Sarah to attend Fundraising Management Course July 13-18 (Indiana University- Lilly Family School of Philanthropy)
 - Ryan & Marci to attend Governmental Research Association yearly meeting
 - Ryan's in-person meetings with donors continue
 - Finalize solicitation plan for the remainder of the year that coincides and promotes PARCA's event schedule
 - Finalize new stewardship plan for all PARCA donors
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