

**Literacy Volunteers of Oswego County, Inc.  
2008-2009 Fund Development Plan Summary**

The overall goal of the Fund Development Committee for the 2008-2009 fiscal year was to create a balance of fund development strategies that would result in LVOC not relying too heavily on funds from one particular area of grant sources or fundraising (non-grant) initiatives. The committee set a goal to raise at least 25% of funds through both special events and general donation contributions, which would result in unrestricted revenue for general operations to meet the mission of LVOC.

The committee met on a regular basis throughout the fiscal year to review fundraising initiative results, and develop new strategies and initiatives as set-forth in the plan.

The committee would like to present the following report for the 2008-2009 fiscal year:

Fundraising Events

The annual LVOC Breakfast, Scrabble Fest and the Feed the Need to Read events were all successful, each event coming in over the budget projections. The Feed the Need to Read event was an awareness event to increase the visibility of the organization, but did bring in revenue. The 2008 Golf Tournament came in at the budget projection. Each event has steadily increased in size and revenue generation year over year. In addition to the revenue these events generate to LVOC, they also increased countywide awareness of the organization.

The attendance at the annual Breakfast has steadily increased, and in addition to revenue, it has produced Board members and tutors. The teams for Scrabble Fest have increased over the past three years, starting with 14 teams, year two had 24 teams and the past year had 30 teams. The golf teams have stayed consistent, but the Golf Tournament Committee anticipates an increased number of teams for the 2009 event.

Additional fund raising initiatives were incorporated into the annual Breakfast and Scrabble Fest and will become a continuing revenue initiative of the events:

- Corporate Tables sponsorship opportunities at the annual Breakfast
- Increased size of the Silent Auction, and the addition of a Live Auction segment at Scrabble Fest

Scrabble Fest net profits have increased from \$3,453 in 2007, \$7,602 in 2008 to \$12,310 in 2009. The Annual Breakfast brought in net profits of \$2,605 in 2008 and \$2,884 in 2009. The Golf Tournament has seen yearly ups and down over the past five years, from \$6,621 in 2004 to \$5,015 in 2008.

Corporate Sponsors and Donations

The Corporate Sponsorship program was developed and implemented. Corporate sponsorship levels were developed and a list of potential corporate sponsors was taken

from the current database and the Chamber business listing. A Corporate Sponsorship package was sent to area businesses at the beginning of 2009 and resulted in LVOC receiving, as of June, 2009, \$16,000 in corporate sponsorships. The committee planned to get the package out at the end of December 2008 but it was not completed in time. For future years, the packages will be sent at the end of December with follow-up done January – April.

A grant was received from Rent-A-Center that provided 14 computers and literacy software for youth and adult outreach in Fulton and Oswego. This is a direct result of the Executive Director meeting with Senator D. Aubertine.

### Membership and Individual Donations

A Membership Drive program was developed that targets individuals and provides an opportunity for those not pledging at the annual breakfast or corporations sponsoring events under the Corporate Sponsorship program. The Membership Drive levels were developed and the envelopes created. The envelopes will be sent with the LVOC newsletters. The envelopes were also available at fund raising events and currently have generated a minimal amount of additional donations. The committee anticipates a better result after they have been sent with the newsletter to a larger group of potential donors.

### Donations Levels

Three donation levels have been developed to provide giving opportunities for all levels of donations, across a full spectrum of potential donors:

- Corporate Sponsorships

  - Corporate (Business) Sponsorships providing sponsorship opportunities for events

- Annual Breakfast Pledges

  - Higher annual pledge opportunities for individuals

- Membership Drive

  - Lower membership giving opportunities for individuals

### Grants

The Executive Director has researched and found additional grants that would provide funding for additional programs that LVOC can provide to the community, increase the visibility of LVOC, increase the hours of qualified participants in the program, and additional revenue for the organization.

### Donor Database Management

Through the hiring of the Experience Works person, Gloria, the donor database is a working, viable source of existing and potential donors. Gloria has input all of the donor information and it has become a tool that the Fund Development Committee uses to determine who will receive what type donation request.

### Board Giving

The Board has been reminded that grant applications request the percentage of Board donations as part of their analysis. It is important to show the Board's support and commitment to the organization. Currently the Board is at a 64% level.

### Recognition of Volunteers, Students, Tutors and Donors

The annual meeting and picnic is dedicated to recognizing and thanking all of the individuals who have shown their commitment to LVOC. Without all of these people, LVOC would not be able to continue to serve those in our community in need or sustain the organization to meet the current and future needs of those in need.

The Fund Development Committee will begin work on the 2009-2010 plan for review and approval at the August 2009 Board meeting.

Respectfully submitted by:

Rhonda L. Hutchins, Committee Chair/Board VP  
Art Pearson, Committee Member/Board Treasurer  
Jane Murphy, Executive Director  
Brenda Niver, Committee Member/Volunteer