



## COMMUNITY ADVISORY BOARD Fundraising Report October 19, 2017

### Fundraising Staff Transitions

Director of Development Jennifer von Kaenel recently accepted a position with the Moline Foundation. On September 25, Jared Johnson, formerly WVIK's Director of Corporate Support, Marketing, and Partnerships began work as the new Director of Development and Community Engagement, incorporating the Marketing and Partnerships aspects of his prior position.

Amber Nowak, the current Corporate Support Associate, has been tapped to take on the fulltime position of Director of Corporate Support. She will begin work in this new capacity on November 1. Hiring for a new Corporate Support Associate will soon be posted.

In addition to these changes, WVIK grant consultant Lisa Stachula accepted a new position with the Community Foundation of the Great River Bend. Jared is currently working with the Augustana College Advancement Department to hire a joint employee who will take over grant writing and foundation relations for both WVIK and Augustana College.

### Fall Pledge Drive

WVIK's fall on-air fund drive was held from September 14-21<sup>st</sup> and run by Colleen Siphthorp, Director of Finance and Membership. The campaign was very successful, meeting and exceeding all goals set. **The dollar goal was \$45,000 and it brought in \$46,337; we were seeking 60 new donors and got 60 new donors; 73 people became sustainers for the first time, exceeding our goal of 50.** Great work, Colleen!!!

### Endowment Campaign

Robie Wayne (WVIK's feasibility study consultant from Jerry Panas, Linzy & Partners) presented the results of his feasibility study on September 18<sup>th</sup>. The study (available to view at the meeting) largely revealed that while there is money available in the community, there is less available for endowment that we had hoped and more for capital that we had anticipated. We also found out that while there are no sizable campaigns going at this moment, there are quite a few in the works. The study suggested that we quickly revise the goals of the campaign and launch the campaign before the field fills up.

WVIK has already raised about \$20,000 toward a \$50,000 goal set by the Moline Foundation. We are still working to raise the rest by December 31, 2017 (the fundraising campaign deadline). If we raise the \$50,000, we will receive \$25,000 in matching funds from the Moline Foundation in the WVIK endowment fund there. The Moline Foundation will also give WVIK \$4,200 as an incentive the first year before they begin making annual interest payments to WVIK from the endowment.

WVIK also has a current endowment fund at Augustana College restricted to WVIK of about \$390,000.

### **WVIK Trips**

WVIK is working with KCKK to do a trip to Panama in January. Flyers are available at the station. Flyers have also been mailed to donors who have been on WVIK trips in the past and others who have shown interest.

### **FY18 Fundraising Status**

In my interviews for the position of Director of Development, one of the tasks given me by the President's office was to develop a dash board for our regular status. This is something I regularly generated for Jay, Jenny, and the college while working in the area of Corporate Support. As I develop this dashboard for the college administration, I intend to also share these metrics with the CAB. In the meantime, below are some of the metrics I have observed.

In spite of the many transitions at WVIK, positive trends seem to be holding. **Overall income to the station from all sources for FY18 is at \$197,359 as of the end of September, above last year which was \$124,081 and the best year since FY15.** This overall number is not always a good indicator of progress as it includes many small pools of money, as well as large bequests and estate gifts. This is exactly what is driving the FY18 numbers and the FY15 numbers up, both of which included substantial estate gifts.

However, the major sources of income also seem to be on track as of the end of September. **The individual gifts or membership area is ahead of schedule, sitting at \$74,300 compared with last year's \$64,793. Corporate support is also pacing ahead, currently at \$59,762 compared with last year's \$38,711.**

Overall, the development area at WVIK seems very healthy and on track for a good year.