



Development Report

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by Anna Perreira

Individual Donations have been a focus of ours this year. We've stewarded a couple of key donors. Currently, their donations are between \$3500-\$5000. I am confident that as we continue to steward donors like these - wealthy individuals that have a true passion for the trail and find meaning in giving - these amounts will continue to grow.

Other small changes that are starting to make an impact is evident from peer to peer fundraising. Already this year, we've raised \$4300 from Facebook donations. PayPal Giving Fund adds up to almost \$1000 YTD.

Future strategy is to focus on Planned Giving, enhancing our webpage to speak more emotionally, with less legalese, while offering tools like a Pledge Announcement Form.

Membership saw a spike recently when we are able to segment communications using the CRM tools to email members who had lapsed within two years.

Business Partnership continues to remained steady through May, but we are beginning to see the anticipated decline due to the current state of the economy. Good news is, with the legwork we did last year, we now have a more emails that receive our scheduled solicitations for renewal (similar to membership communications). The option to contribute at a monthly level has also proven to be helpful in retaining businesses in what we're now seeing is a time when partners may not otherwise be willing or able to make a \$250+ lump sum donation.

It appears **Corporate Donations** have been largely stalled, which is no surprise at this time. Our proposed 2020 Recession Budget (which is now officially appropriately named) should reflect this.

We've seen an interesting trend in **Non-Government Grants**. While many sources have dried up due redirection of funding to combat COVID, others have become available for various reasons. The list of grantors has grown significantly, and we've been able to apply to many new opportunities that remain pending.

Government Grants have awarded an additional \$15,000 assist with the Highline Project, plus nearly \$135,000 from AZ State Parks and Trails to be directed to Alder Ridge, TSI Videos and Trail Summit. The revenue is not reflected on the PL and will be accounted for once contracts

are signed. The full amount of the PPP loan is also expected to hit this category upon forgiveness approval (the PPP loan will remain on the balance sheet - not in P/L Income - until that time).

Due to COVID, most **Program Income** has halted. Unfortunately, Race Registration may suffer for some time. We are currently exploring virtual events to replace this promotional event. However, revenue is not expected to be significant enough to support the original budget. We partnered with Darwin early this year, which attributed to **Other Program Income**. ATA is fortunate to have benefited from his film screening event, and continues to receive 50% of the film's proceeds from downloads.

Products Sales are just shy of budget, which is better than expected. We had a plan to expand our wholesale support network by creating a "sell sheet" and launching a new line. COVID hit just after we completed the design phase, and just before we launched. This means we have a line ready to go, and a list of stores to target. We anticipate revisiting this effort in August.