

## Development Report

**Individual Donations** - AZT in a Day is on target to hit its goal! We've created a fundraising toolkit, timelines, communications and challenges, which have helped. As of 10/7, the campaign has attracted 190 donors and 66 fundraisers, bringing in over \$11,000 in individual donations and counting. The ATA will forgo participation in #Giving Tuesday to avoid inundating our network with "asks". We are planning for a year-end campaign, as well as planning to update our Planned Giving page and adding a "Wish List" page to encourage future support.

**Membership** – Membership numbers are growing as we extend complementary memberships to a new audience of Virtual Trail Event participants. Membership dues remain consistent. We will do one final push to invite lapsed donors to renew before year end.

**Business Partnership** - The number of renewed partnerships have decreased to 83. However, we have extended a complementary partnership to businesses with a history of support that are experiencing hardship from COVID. Licensing partners remain consistent (10) and auto-renewed partnerships have decreased by one, to a total of six. Partnerships are being pursued in the form of retail partners, in connection with the release of our new Product Catalog

**Corporate Donations** - Pioneer Title Agency has committed to give \$25,000 annually as long as they can. We are continuing to pursue donations in the form of sponsorship, particularly from the bike industry. We are confident our growing individual following will help us achieve additional corporate following.

**Sponsorships** – Gates continue to be a popular way to attract new individual sponsorship. We are asking \$5,000 to sponsor a gate and can add a metal plaque to recognize donors. Volunteer Trail Work Event Sponsors are also being pursued. Sponsorship material can be made available upon request.

**Non-Government Grants** – We have exceeded our annual goal and are continuing to seek new sources of funding for next year; 18 new sources have been identified. Notable new donors this year include Western Conservation Foundation, Southern Arizona Hiking Club, and New Belgium Brewing Company.

**Government Grants** - Revenue for government grants is 100% reimbursed expenses meaning will incur the revenue as we bill for expenses incurred. Ongoing projects include the Highline, Alder Ridge, TSI Videos, Trail Summit, Redington Pass, and the annual USFS agreements. We will be applying for PPP loan forgiveness this month; the PPP loan will remain on the balance sheet until we are awarded forgiveness.

**Program Income/Special Events** - All special events and any programs have been canceled until further notice due to COVID.

**Products Sales** - Product Sales are steady, margins are increasing with new products, and a wholesale project has been rolled out, for which revenue will be actualized in 2021.