



Friends of Winnataska Joint Board Report

2022 ANNUAL REPORT

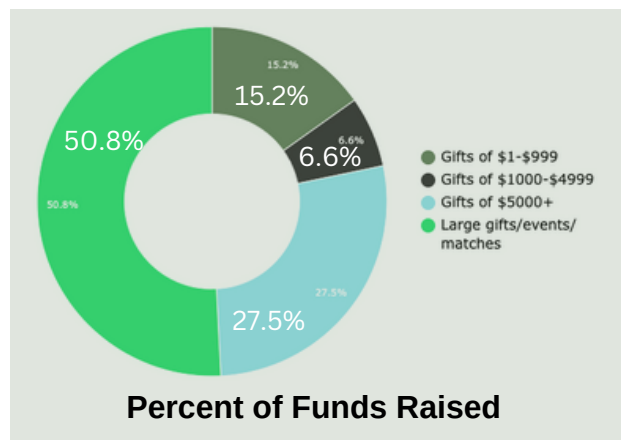
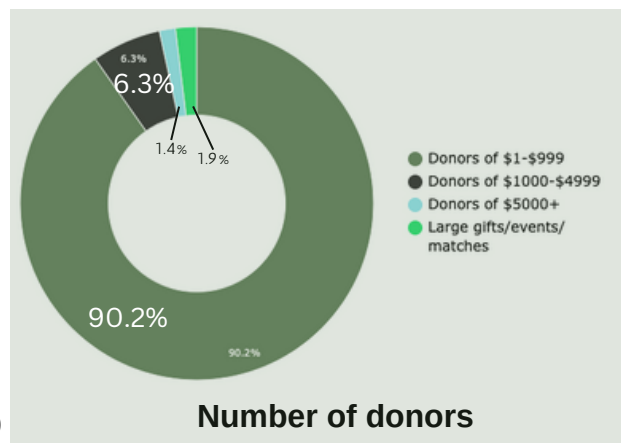
**\$236,593
RAISED IN 2022!**

\$646: AVERAGE GIFT

\$2,698: RECURRING DONATIONS

199: Total Donors

(Some donors gave in multiple donor levels, hence the discrepancy in 199 total donors above versus 205 total donors below.)



Gifts of \$1 - \$999	Gifts of \$1,000 - \$4,999	Gifts over \$5,000
Donors: 185	Donors: 13	Donors: 3
Amount: \$35,868	Amount: \$15,525	Amount: \$65,000

Donors: 201 Total: \$116,393

Large Gifts from Events and Foundations:

(not included above)

Program Match: \$100,000

Pumpkin Patch: \$8,700

Joe Lee Griffin Foundation: \$7,500

Caring Foundation: \$4,000

Donors: 4 Total: \$120,200

Non-Financial Accomplishments:

- Created a new logo and branding
- Assumed responsibility for the Camp Store
- Reinvigorated social media presence on Instagram and Facebook
- Updated the Friends of Winnataska website
- Created a dedicated phone number and email address for Development Coordinator
- Introduced FOW to camper parents by handing out fans on Sundays
- Hosted FOW Day to honor and thank donors and volunteers.

Program Challenge

At-A-Glance:

Donors: 131

Amount: \$58,301

Average gift: \$301



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2023 GOALS

Fundraising:

Show Brewer Chapel Some Love: \$40,000

Q1 (Kick-Off on February 8 for Valentine's Day)

Raise funds to repair the bell tower and refinish benches, will continue until funded (actual cost of work \$60,000, FOW to contribute remaining)

Give 105: \$11,000

Q2-Q3 (Leadership->End of Summer)

How to involve staff and leaders, as well as alumni

Year End Giving \$15,000

Q4 Annual year-end giving drive

Recurring: \$3,000

Focus on encouraging monthly donations from alumni

Campership \$10,000

Solicit donations for funding camperships through individual and other sources (corporations, groups, etc.)

Grants \$10,000

Focus on Barbara handing off some to Julie

Unsolicited/Unplanned donations \$20,000

Donations that come into the general fund from sources throughout the year

Events:

Camp Store Summer Sales: \$4,000

This summer's camp store sales will be hard to estimate. We want to sell remaining inventory as much as possible, but we also will be purchasing some new and requested items. Q2-Q3

Mother Daughter Weekend: \$15,000

This much requested event will take place in late August. Details are being worked out with program staff, and event sponsorships through corporate donations will be sought. Q3

Pumpkin Patch: \$12,000

Publicity, advertising and marketing will be enhanced this year. Event sponsorships through corporate donations will be sought. Q3

Other events such as the Opt-Outside Hike and Candles and Carols will be held to increase alumni engagement. Work days, especially encouraging family attendance, are scheduled. If the Brewer Project goes forward, fall Chapel Workdays can tie into that. More casual alumni events are being investigated as well.

Total FOW Wide

\$140,000 (Addition of all above)

2023 EVENTS

Saturday, July 8: FOW Day

Friday, August 25 to Sunday, August 27:

Mother/Daughter Weekend

Saturday, October 14 and Sunday, October 15:

Pumpkin Patch

Friday, November 24: Opt Outside

Sunday, December 17: Candles and Carols

IMPORTANT LINKS

Website:

friendsofwinnataska.org

On Facebook:

facebook.com/friendsofwinnataska

On Instagram:

@friendsofwinnataska



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