

Development Report

November 2015

STRATEGIC PLAN – PILLAR 3: CONNECT FANS AND FUNDS

2015 Corporate/Foundation/Government Support Strategic Priorities:

Develop strategic investments in new and existing fundraising efforts to continue diversifying the organization's revenue channels, increasing awareness and engaging the public.

- Grow existing and build new strategic corporate partnerships.
- Secure additional funding through corporate and foundation grants.
- Improve the organization-wide prospect management system.
- Utilize board connections to help identify new prospects and donors.

Grants and Proposals

Recent Grants and Proposals

- Atlantic Rotary Club Grant – Secured \$1,000 for South Central bowling
- Make My Nonprofit Run Better – Secured \$15,000 technology makeover after submitting application and promoting voting through multiple outlets.
- Delta Dental Foundation Grant – Requested \$7,170 to support Special Smiles
- Allegra FootPRINT Fund – Requested \$1,000 in services to assist with 2016 marketing materials
- Iowa West Foundation – Letter of Intent submitted and approved to move on to the next phase and submit a full grant application in November; funds would support efforts in Council Bluffs/Pottawatomie County
- UnitedHealthcare – Requested a \$30,000 Premier Statewide Sponsorship to serve as the Presenting Sponsor for Challenge Days and Healthy Athletes

Upcoming Grants and Proposals

- Iowa West Foundation Grant – Will request support for Southwest area events (due in November)
- Prairie Meadows Grant – Will request a \$25,000 grant for a Premier Statewide Sponsorship (due in December)
- Ronald McDonald House Charities Grant Report (due in October)
- STRIVE Core Fitness Grant Report (due in November) and Final Report (due in December)
- Delta Dental Grant Report (due in November)
- DRA Grant Report (due in December)

Corporate Activity

Casey's Cup Campaign

On October 20, Casey's presented SOIA with a check for \$34,875, an increase from last year's Cup Campaign. We will meet with Casey's again in January to discuss support in 2016.

Granite City

Dine to Donate Fundraiser (month #2 of 3)

Locations: Clive, Cedar Rapids and Davenport

Date: October 22

12.5% of all customer tabs will be donated to SOIA

iWireless

iWireless will once again host a seasonal fundraiser to benefit SOIA. The canister campaign will run from November 1 through February 1. iWireless will provide canisters at all locations across Iowa and will encourage customers to drop donations in the canisters, with 100% of donations collected going directly to SOIA. The

company is considering additional ways to collect donations from customers to increase the amount provided to SOIA at the end of the campaign.

Lincoln Savings Bank (LSB)

We continue to cultivate our relationship with LSB, which has taken on SOIA as its charity of choice. On October 20, the bank presented a check to SOIA for \$25,000 to serve as the Presenting Sponsor for the West Des Moines Polar Plunge and the Cedar Falls Polar Plunge, and bank employees are excited to participate in the plunges. The bank also hosted a Banking 101 course for West Des Moines High School athletes at the Clive bank location. On November 11, LSB will have an all team, day-long meeting in Cedar Falls, during which we will have a Global Messenger speak to share information about SOIA. There is strong potential for a larger gift next year.

2016 Winter Games Fundraising Efforts

The fundraising goal for 2016 Winter Games is \$15,000. To date, nearly \$7,000 has been secured or committed through corporate gifts and \$4,500 has been secured through grants. We continue to visit with donors to wrap up fundraising for this statewide competition. Mr. Jim Theisen has provided some new connections with companies in the Dubuque area and is helping facilitate meetings.

2016 Mid-Winter Tournament Fundraising Efforts

Fundraising efforts for the Mid-Winter Tournament in March are underway. Meetings will take place beginning at the end of October with key donors and prospects in the Iowa City/Coralville area.

ISU Football Fundraiser

ISU hosted a football fundraiser at the ISU vs. Kansas game in Ames on October 3, which brought in \$4,148 in donations. Wells Fargo and Sammons employees, board members and athletes volunteered to collect donations prior to kick-off.

Board Assistance

Help us make connections with the following companies: Dubuque area companies for Winter Games prospects, Iowa City area companies for the Mid-Winter Tournament, Merchant's Bonding Company/Foundation, American Enterprise Group, Google, CBRE Hubbell Realty, John Deere, and DuPont Pioneer.

STRATEGIC PLAN – PILLAR 3: CONNECT FANS AND FUNDS

2015 Individual Giving Strategic Priorities:

Develop strategies to build an individual donor pool and implement an annual giving program, creating a pipeline for major gifts.

- Develop an individual donor base for Special Olympics Iowa.
- Cultivate, solicit and steward relationships with individual donors and prospects with the potential to secure leadership gifts (\$1,000+).
- Create an annual giving program and a pipeline for major gifts.
- Ensure stewardship efforts are implemented to move donors through the solicitation cycle.

Individual Giving

- **Endowment (Des Moines):**

- I have a donor who will give \$500 to help start the endowment if the board doubles it, so I need 2 board members to give \$500 each to help start this.
- Will start to make visits and seek out those who may be interested in giving to the endowment in addition to their annual fund gifts.
- Please let me know if you're interested or have someone in mind who may be.

Tailgate for Teammates Update:

- Had approximately 130 people in attendance
- Goal: Net \$40,000
 - Total Raised So Far - \$49,855 – Still have a couple of outstanding pledges from Sponsor an Athlete
 - Total Expenses paid - \$8,527
 - Net \$41,328
- Board members in attendance or supported through donations:
 - Jill Southworth
 - Lynn Clayton
 - Jill VanDerPol
 - Gary Steinke
 - Joanne Whitmore
 - Jon Richardson
 - Charity Hodson
- Thanks for those who attended or supported this! Many donors were excited to see this event back and loved the more laid back theme and approach to it!

STRATEGIC PLAN – PILLAR 3: CONNECT FANS AND FUNDS

2015 Law Enforcement Torch Run Strategic Priorities:

Ensure a continued focus on the Law Enforcement Torch Run.

- Meet or exceed the LETR fundraising goal.
- Build relationships and enhance strategic partnerships.
- Coordinate marketing efforts, including media and social media efforts.

LETR Fundraisers Recap

- **Price Chopper Golf Tourney** – Price Chopper partnered with Special Olympics to host a golf tourney on Thursday, September 10 at Briarwood Golf Club in Ankeny. We had 12 foursomes for this first time event that enjoyed a day of golf, lunch and awards dinner. A big thanks to Price Chopper for joining our team and Lynn Clayton for all of his support!
- **LETR Truck Convoy –HONK! HONK!** The World’s Largest Truck Convoy took place Saturday, September 26. 98 trucks participated in the convoy this year and we raised a record \$36,000 for Special Olympics Iowa. Thanks to some new and returning sponsors for contributing to the success of the event; DMACC, Niece Trucking, Ruan Transportation, Barr-Nunn, Darrah’s Inc., Heartland Express, Joe Klee, Housby Mack, Johnsrud, Walmart, Iowa Motor Truck Association, TMC, Antique Truck Historical Society, DeCarlo Demolition. Special thanks to Jalapeno Pete’s for letting us use their facilities, it was a gorgeous day!
- **LETR Fall Plunges** – One. Two. Three.... Plunge! Polar Plunge is a great opportunity to gather your friends, family and co-workers, dress up in costumes, splash around and maybe even dunk a few people! Registration is \$75 per person and includes the plunge, a Polar Plunge long sleeve t-shirt, lunch at the post party and chances to win great prizes!

Please help us spread the word in the areas listed below.

- Register at www.soiowa.org/plunge
- **Fort Dodge – November 2, Kennedy Park**
- **Jordan Creek Plunge presented by Lincoln Savings Bank – November 7**
Join us at Jordan Creek Mall and take a cannon ball into a swimming pool! We have a lot of fun things planned for the day: costume contest, donut eating contest, silent auction, food, music, chair massages and after you take the Plunge -Aveda Institute will be there to give your hair a blow out! We want to welcome and thank our new presenting sponsor –Lincoln Savings Bank for their support!
- **SUPER Plunge –November 20-21, SOIA office**
 - If taking the plunge once isn’t enough, join us for the Super Plunge where we plunge every hour, on the hour, for 24 hours. Yes, that’s right... 24 plunges! The fundraising minimum is \$500 per person. Come join the fun and excitement!
- **Dubuque – November 15, Dubuque Water Sports Club**

STRATEGIC PLAN – PILLAR 3: CONNECT FANS AND FUNDS

2015 Marketing and Communications Strategic Priorities:

Identify, implement and personalize marketing and communication enhancements to best serve all stakeholders.

- Ensure strengthened strategic partnerships statewide.
- Increase visibility of competitions and initiative programs.

Marketing and Communications

STATE FLAG FOOTBALL

136 athletes on 14 teams from around Iowa participated in the fifth annual Special Olympics Iowa State Flag Football Tournament Oct. 3 at Ellis Park in Cedar Rapids. More than 30 volunteers will be on hand as referees, officials, ground markers and scorekeepers.

Flag football is the newest competition for SOIA, allowing athletes of all ages and ability levels the opportunity to play America's game. Flag football is a five-on-five, non-contact sport played by both male and female athletes. Teams are divided into divisions based on age and ability level to allow for fair play and competitive competition at each level.

STATE VOLLEYBALL

More than 300 athletes on 32 teams from around Iowa will participate in the Special Olympics Iowa State Volleyball Tournament Oct. 10 at the Forker Building on the campus of Iowa State University. More than 80 volunteers will be on hand as officials, scorekeepers and more.

Each year, the Iowa State University Kinesiology and Health Club provides leadership and student volunteers, helping to make the state volleyball competition a success.

MAKE MY NON-PROFIT RUN BETTER CONTEST

After more than 63,260 total online votes were cast, Special Olympics Iowa was proclaimed the winner of the 10th annual Make My Non-Profit Run Better contest. The grand prize is a \$15,000 technology makeover.

The 10th annual Make My Non-Profit Run Better contest by RK Dixon and Premier offers non-profit organizations the chance to win an office technology makeover that will help them run better. In total, RK Dixon and Premier will award more than \$57,000 in prizes to be split between 18 organizations.