

ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM (2014)

Name of Activity: Fundraising

Committee Chair/Officer Name: Ken Double

Date of Report: 2/16/14

Actions completed since the 2013 Annual Meeting: (Please bullet actions completed.)

- See Pres. Report on travel
- Secured gift from Dr. Bill Worden, including information on estate gift
- Working to complete details on two new major gifts
- Annual Drive materials developed and sent – this effort was delayed.
- As of date of this report, Annual Drive and Membership donations since Aug. 1, 2013 total \$26,538.

2. Actions begun but incomplete since the 2013 Annual Meeting: (Please bullet actions begun.)

- Continuing work on editing new Fundraising brochure
- Continuing travel and meetings with individuals
- Observing the efforts of other organizations in terms of how they communicate this message to their constituents, how often they “hit them up,” and the content and unique messaging that might apply to ATOS
- There are two significant gifts...one \$5,000 and one \$10,000 donations...that have been pledged. I need to get those checks written and sent to ATOS.

3. Goals to be reached by the 2014 Annual Meeting: (Please bullet goals.)

- Have a set policy in place with an Oct. 15 annual deadline for all Annual Drive materials so that will be in members’ possession on or about Nov 1.
- Create a new “message” for the Annual Drive to generate new interest, a message or theme that can be carried throughout any fundraising contact to members during the year
- Find at least two more major donors among our members

4. Amount budgeted for your committee: \$3,000 (for fundraising Annual Drive letter)

Amount expended by your committee: \$2740

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

Comparative numbers at the six-month time frame:

Total anticipated donations as listed in the budget = \$ 61802.50 (incl. AD, member gifts, etc)

Total gifts received to date = \$26,538

Gifts pledged but not yet received = \$15,000

***note – there is one Estate Planning gift from a deceased member. We are awaiting word on the outcome of the estate from the executors.**

