

ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM

Name of Activity: FUND-RAISING (Please fill out separate form for each activity.)

Committee Chair/Officer Name: Ken Double, COL. Mike Hartley

Date of Report: January 19, 2010

1. Actions completed since the 2009 Annual Meeting: (Please bullet actions completed.)

- Develop and determine list of high priority members/contacts;
 - Personal or mail contact to these individuals with personal letter from me plus the Fund-Raising brochure;
 - Constant contact and communication with key members of the committee, particularly Nancy Burton, Dr. Marie Jureit-Beamish and Dr. Karl Saunders;
 - Updating and "massaging" of message and goals to keep discussions current;
 - Assigned Dr. Karl Saunders to one particular high priority individual as best path for generating a gift;
 - Personal travel and face-to-face in-person meetings with 10 different individuals with specific talks about goals and long term gifts;
 - Second Annual Drive underway - current totals as of Jan. 18, 2010 include 157 donors totaling \$21,318;
 - By comparison, last year generated 272 donors and \$22,573 (which includes 60 donors generating \$4,000+ AFTER January 15th);
 - We should increase our dollar level, and will report in regularly;
 - Announcement of the first four Estate Planning gifts earmarked for ATOS under the new plan put in place by the BOD 18 months ago. These are:
 - - Donor A - 10% of a retirement fund stock folio - est valuation \$100-150K
 - -Donor B - 11% of retirement funds - est. valuation - \$200-250k
 - -Donor C - general estate planning gift - est. valuation - \$100k
 - -Donor D - general estate planning gift - est. valuation - \$100k
 - - Total estimated valuation of gifts pledged: \$ \$500-800,000 (pending market conditions and other variables);
- Discussions regarding distribution/allocation of \$900k Lufkin gift.

2. Actions begun but incomplete since the 2009 Annual Meeting: (Please bullet actions begun.)

- Continuing discussion and planning for major, long term fund raising campaign;
 - Discussion regarding possible seminar with Barbara Hammerman, Tacoma, VP with Skystone-Ryan, a major fund raising firm (in conjunction with convention);

3. Goals to be reached by the 2010 Annual Meeting: (Please bullet goals.)

- Generate new gifts to ATOS in current fiscal year of minimum \$50,000;
 - Generate a minimum of two more Estate Planning gifts;
 - Secure underwriting gift for Summer Youth Camp.

4. Amount budgeted for your committee: _\$ 5,000

Amount expended by your committee: _\$ 4,183.18* (see note below)

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

- *the \$4183.18 figure is noted from the Treasurer's Report and budget update;
 - this figure does not reflect the additional monies spent out of the Pres/CEO allocation including travel for 10 individual meetings since July 1, 2009;
 - Travel, hotel, rental car and meals total \$ 3674.24;
 - Note that the four donors labeled A, B, C and D wish to remain anonymous as of this date - that may change at some point in time, and we feel it best for ATOS if at least one or two of them would agree to be identified;
 - Beyond that, note that the Fund Raising Committee is working deliberately and methodically in an effort to limit errors and progress slowly but properly;
 - Most of what Nancy Burton has indicated would happen in this path, indeed, HAS happened, thus it appears we are getting good advice and following a proper path, a judgment affirmed by committee co-chairs Dr. Karl Saunders and Dr. Marie Jureit-Beamish;
 - We will continue guided by a philosophy that indicates our path is correct; our membership is passionate; there are Estate Planning gifts available to ATOS; and there are more Mr. Lufkin's among us who will donate in spectacular fashion.

Committee Report Form Evans: 12/09

File: Committees; reports