

Philanthropy Report for Temple Isaiah Congregational Meeting
2019–2020

Overview

We entered this year on a high raising just over \$725,000 in the 2018-2019 fiscal year. While we felt it was a large push, we agreed to raise our goal to \$800,000 for the 2019-2020 fiscal year. We kicked off the year with a very successful High Holiday ask thanks to a moving speech by Jonah Shabsis and a beautiful video featuring our confirmation class. We were able to outpace our raise at the previous year's High Holiday service and felt a strong momentum moving into this year. In December we noticed the numbers were a bit light, and we began to work to ensure that as we moved into Spring we would have additional successful programming lined up including a second IMG Poker Night and an exciting angle for the Spring for a Spruce Up Campaign to look at refreshing the temple's lobby space. Obviously, no one would be able to predict that we would be unable to host those Spring events, but regardless we have continued to push forward regardless of the COVID-19 pandemic to achieve a number as close to our goal as possible.

Annual Giving

Annual Giving comprises the largest percentage of how the Philanthropy Department secures funds. This year via Annual Giving (which includes Leadership Circle¹, Haverim/Friends², and Community³) and the Yom Kippur Appeal, we secured \$638,961 in commitments. As of May 28, 2020, we have secured \$622,820 of those pledges and continue to work on closing the gap daily.

These numbers reflect a total of 364 donors in this fiscal year. 80 of those donors increased their amounts in this fiscal year and 58 of those went up an entire giving level. There were 105 new donors 39 donors reduced their gifts this year.

As we shared last year, the focus was on relational giving. In 2018-2019's fiscal year calls to donors were mostly done by our Philanthropy Director, Clergy, Executive Director, and Development Vice President. However, in 2019-2020 calls to follow up on pledges as well as to make new asks were shared with those prior participants as well as the entire Development Committee. Development Committee members made calls on their own time and also committed to a call night which was quite successful.

Micro-Campaigns

A micro-campaign is a fundraising opportunity focused around a specific event, community, or need with a smaller targeted goal. This year we conducted two successful micro-campaigns IMG Poker Night and our Emergency Fund. Last year the IMG Poker Night was so successful that Isaiah's Men's Group wanted to put on two events this year. Unfortunately, only one event was able to be hosted but it raised \$11,000 which is a successful event. Finally, seeing the needs of the temple once the pandemic was realized, our President and Clergy worked together to create the Emergency Fund. Since this fund was kicked off it has raised \$140,000.

¹ gifts in support of Annual Giving of \$1,800 or more above dues and fees. There are additional levels up to \$50,000+ (One need not make a multi-year commitment to be included in Leadership Circle)

² Annual Gifts between \$1,000 - \$1,799

³ Gifts in support of Annual Giving under \$1,000

Strategic Philanthropy

Strategic Philanthropy is a gift for a specified purpose clearly stated by the donor. Some communities refer to these as restricted or designated gifts. These gifts provide a great opportunity for donors to focus their gift on an area that they are deeply passionate about. This year we received \$3,200 in funds in support of Tifani's CD as well as a \$10,000 donation directed toward Preschool music.

2020-2021 Vision

Looking forward to 2020-2021, the Philanthropy Department is focused on supporting our members in the best way possible to ensure that basic programs such as membership are secure. Due to impacts from the pandemic, our estimates for fundraising are greatly reduced and set at \$450,000 for the coming year, but as always, we will push to exceed any numbers set to the best of our abilities. Currently we are focusing on what High Holidays might look like and how to best fashion an annual campaign, being respectful of the financial realities faced by many of our members.

In December of this year, we made the decision to close the Development Department effective July 1, 2020. Moving forward, our Executive Director, Michael Cantor will oversee Annual Giving in partnership with clergy, senior staff, the Vice President of Development, the Board, and the Development Committee. The Development Committee will continue to be critical component of our relational giving model, and we will also work with Rabbi Dara to further reach out into our smaller affinity groups that have been building tighter bonds during this time to see how we might work with those groups more effectively. In addition, we have suspended our contract with the capital campaign consultant until we feel confident we can build a successful campaign to raise funds for Isaiah East. In addition to these changes, it should be mentioned that our Emergency Fund and the Membership Support fund remain open for donors at this time.

2019-2020 By the Numbers

\$802,961

committed via Annual Giving, Micro-Campaigns, and Strategic Philanthropy

\$786,822

realized as of May 28, 2019

Annual Giving

\$638,961 committed from 364 Unique Family Gifts

Event Based and Strategic Philanthropy

\$11,000 IMG Poker

\$140,000 Emergency Fund (to date)

\$3,000 in Membership Support (to date)

\$10,000 Preschool Music program

XXXX Tifani's CD