



SAY San Diego Board of Directors – Philanthropy Plan 10-01-23 to 10-01-24

Overall Goal: Build relationships and opportunities for greater unrestricted funding.

*for the love of
humankind*

Strategic Focus Area	Goal	How? Actions to be taken.	Who? List board member commitments.	Notes & anticipated challenges
Unrestricted (UR) Cash Gifts/Grants from individuals and foundations	Increase UR funding from donors/foundations by 20% from \$143k last FY to \$171k+ this FY.	-- Board achieves 100% giving from all members. -- Board members identify and introduce new UR donors to SAY. -- Board members host prospective donors at SAY sites/info sessions, etc. -- Board members meet with current unrestricted donors and ask them to increase and/or to help us expand our network.	-- All members make a “stretch” gift of \$20 or more to honor their stake in SAY’s success. -- Board members who can use their business CSRs to match or increase their personal giving, e.g., Benevity, Double the Donation, etc.) -- Board members join CEO, VP S&D and other development team members to meet with donors. -- Each board member introduces SAY to at least one new person who may be interested in investing in an UR gift.	-- Need a clear narrative for board member use to explain of why unrestricted funds benefit the community via SAY’s work. -- Need a less cumbersome way to donate through the website. -- Board members may need to have an accountability buddy. -- Staff need clear assignments to support board activities. -- New or updated collateral may be needed.



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Event Revenue	Increase event revenue from \$99,500 last FY to \$125,000 this FY.	-- Board members attend and/or financially support the Play4SAY event. -- Board members bring a friend or friends to Play4SAY. -- Board members identify auction items or giveaway items of value for the silent auction and raffle. -- Board members share Play4SAY social media on their own social media channels.	-- All members make an effort to contribute to Play4SAY in some way (see previous column). -- Board members suggest new sponsors and participants to cultivate for new relationships. -- All board members repost and share information about Play4SAY in their networks.	-- Board members need a go to person at SAY to talk about how they wish to contribute to the event. -- New or updated collateral may be needed.



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Corporate/Business Connections	Create 6-8 new corporate giving connections (from current # of 18). --See attached.	-- Board members form a committee to help staff to explore how local corporations give to nonprofit causes (e.g., community service, CSRs, direct gifts, etc.) -- Board members help to create more connections to corporate decision makers interested in SAY's work.	-- 2-3 board members form the committee mentioned in the previous column to work with Nancy, Joe and other staff. -- Board members can provide introductions to colleagues, associates, etc., in local businesses and corporations.	-- We may need to learn from others about corporate and business giving locally and how to position SAY as a worthy place to give. -- Many corporate groups like to give restricted funding vs. unrestricted. We will need to be creative to attract unrestricted. -- This process may take time.



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CORPORATE REVENUES – - FY 22/23 **\$192,450**

<u>Corporate Donor Name</u>	<u>Restricted Gift</u>	<u>Amount</u>	<u>Date of Gift</u>		
Kaiser Permanente	YES	50,000.00	11/18/22	4	\$25k+ All restricted
KIA America	YES	50,000.00	01/09/23		
Bristol Myers Squibb	YES	30,000.00	01/03/23	5	\$ 5k- \$24.9k 3/5 restricted
PricewaterhouseCoopers	YES	25,000.00	09/28/22		
Northrup Grumman	YES	9,000.00	07/01/22	2	\$1k to \$4.9k 1/2 restricted
Intel	NO	7,000.00	04/25/23		
Western Alliance Bank	YES	5,000.00	08/05/22	7	Under \$1k 5/7 restricted
Western Alliance Bank	NO	5,000.00	04/07/23		
MJ Baxter Drilling Company	YES	5,000.00	12/31/22	18	Total 72% restricted
Sempra Energy	NO	2,000.00	05/10/23		
3DT Holdings	YES	1,000.00	05/10/23		
Symitar	YES	800.00	09/15/22		
Reser's CARES Account	YES	750.00	02/13/23		
Directing Change Program and Film Contest, Inc.	YES	750.00	06/08/23		
Molina Healthcare	YES	500.00	12/01/22		
Sylmar Company	NO	250.00	12/29/22		
UBS Financial Services	NO	250.00	02/10/23		
Thyssenkrupp Bilstein of America	YES	150.00	09/08/22		