

# **Accola Board of Directors**

## **Advancement Report, August 21, 2025**

### **1. Executive Summary**

We are excited to announce that we have hired Sam Fernandez who will be our new Marketing and Communications Manager. We are in the final interviews for our new Community Partnership and Volunteer manager and hoping to make an offer to next week. As part of our Integrated Fund Development Plan we have started to segment and cultivate current and former major donors and are creating specific 'points of entry' that will give our supporters monthly opportunities to learn more about Accola and invite people into the work.

### **2. 24/25 Year End Numbers**

Looking at our 24/25 solicitation revenue, we were above our budget in Grants, Service Fee Income, Unanticipated Estate Gifts, and Events Revenue, and significantly below our budget in Contributions. Overall we came in at \$1,022,384 and our budget was \$1,001,000. Interestingly, while our donors last year dipped by 29% (from 1081 to 767), our Contributions were down by 12% (from \$561,865 to \$495,990). This means that our donations per donor were up \$126/donor. That is good news!

### **3. Donors & Partnerships**

Going forward, we will start to report on monthly metrics that include numbers of new and existing donors, number of major donor touchpoints, and stewardship activities completed. These activities are key to increasing the number of people that have a relationship with Accola, and who support the organization in ways that are meaningful to them.

We will start to report on our partner and volunteer engagement efforts. Again, these are new efforts with new staff that will be building on our past efforts as well as bringing three different organizations together into one supportive system – no small feat!

### **4. Upcoming Priorities (Next 30–60 Days)**

- Prepare and launch Monthly Accola Engagement Events at Learning in Style
- Relaunch Accola's Newsletter and Social Media
- Onboard and support our two new staff
- Start work on our Annual Report and End of Year ask.
- Launch our Giving Circle (5-year pledge opportunity)

### **5. Board Action Items / Requests**

- Introductions to potential corporate partners and connectors.
- Bring guests and attend our point of entry events.
- Meet with Andree if you haven't already done so.