



To: Ministries Foundation Executive Committee

Date: February 24, 2023

1. Although the MF staff and I have not been directly involved in much of the Newly Designed Organization work, we have focused on sustaining the Ministries Foundation, which is never about maintaining the status quo. We've re-engaged donors through social media (Miles for a Mission, Digital Advent Calendar); we've added two successful anniversary events for SMHC; we've already raised a record amount of grant funding for SMHC; and we're tweaking and enhancing our Carondelet Celebration plans to raise even more money and include even more guests in 2023. Our current energies are focused on including more people and raising more money at our 2023 Carondelet Celebration and making it the best ever.

2. Carondelet Celebration 2023 planning committees are underway.

- **Save the date: Friday, May 5, 2023.**
- We have signed a contract at the Omni Viking Lakes Hotel in Eagan, which has easy highway access, substantial surface parking, and a large indoor/outdoor cocktail space. Ballroom capacity is 450, and we are working to fill the house.
- Jearlyn Steele will emcee and perform with several of her family members.
- Invitations will mail in two weeks, and it will be all over the website and social media at that time through the spring.

Mimi and Alyssa will attend the next Board meeting to speak briefly about the Celebration and to invite participation and support from the Board. **We want to enhance its donor experience and strengthen its fundraising potential.** Mimi and Alyssa will walk us through – *step-by-step* – ways to support the Celebration. Spoiler alert: the areas we need your help in are:

- Inviting friends and family members. Buying and/or filling a table of ten.
- Spreading the word.
- Soliciting a sponsor or helping us solicit a sponsor.
- Donating a silent auction item.
- Donating or adding to a live auction item or package.
- If you already know you would like to participate in some way, please call or email Mimi Pizzi (651-690-7058; <mailto:mpizzi@csjministriesfoundation.org>).

3. This year's Annual Fund continues to be strong. We had a strong December/year end. Our total annual giving is ahead of last year. Grants received (for SMHC) are very strong.

- We are currently **\$223,000 ahead** of last year.
- Our unrestricted revenue is **\$100,000 ahead** of last year. This includes a **\$125,000** estate gift from a donor who was not in our St. Joseph Society. That estate gift has satisfied the \$100,000 goal for an "unrestricted" estate gift; the remaining \$25,000 will be applied to NDO expenses.
- In addition to the \$31,109 in Contract Income we've received, we have billed \$4,581 this past week that has not been received yet.

- Grant writing, mainly for SMHC, is very strong, already exceeding our total last fiscal year. Much of this includes operating grants for SMHC.
- Currently at **1,097 donors**, including **208 new donors**. That is a gain of **71** new donors and **2** donors total from this point last year.
- Funds designated to specific ministries is low compared to last year but similar to the three previous years. We encourage donors to make *unrestricted* gifts, so this is not unexpected. The previous years also included a few large, unsolicited gifts to the Sisters' retirement fund, which has not happened at that level this year. Another explanation is that SMHC has received more than \$150,000 in donations made directly to SMHC, which do not show up on our books.

Ministries Foundation Comparison Statement of Fund Raising Activities -- FY 2022/2023						
As of February 21, 2023						
		Year to Date	Budgeted Year to Date	2022/2023 Budget	2021/2022 Year to Date	2021/2022 Total
Operating Revenues: (Unrestricted)						
	Annual Fund	\$350,292	\$325,000	\$600,000	\$358,415	\$502,815
	Contract Income	\$31,109	\$35,000	\$90,000	\$29,700	\$102,427
	Estate Gifts	\$100,000	\$50,000	\$100,000	\$20,855	\$52,317
	Operating Grants	\$0	\$0	\$0	\$0	
	Septemberfest	\$4,992	\$5,000	\$5,000	\$2,000	\$2,000
	Sub Total:	\$486,393	\$410,000	\$795,000	\$410,970	\$659,559
	Newly Designed Organization Transition Expenses	\$25,000		\$355,000		
	Total:	\$511,393		\$1,150,000		
Ministry Revenues: (Designated)						
	Grants	\$660,663	\$200,000	\$350,000	\$434,600	\$649,050
	Donations	\$92,821	\$175,000	\$325,000	\$140,554	\$186,645
	Carondelet Celebration	\$61,492	\$30,000	\$300,000	\$43,100	\$277,490
	Other Events	\$0	\$0	\$0	\$0	\$0
	Wills & Bequests to Endowment	\$0	\$0	\$0	\$74,487	\$74,487
	sub total:	\$814,976	\$405,000	\$975,000	\$692,741	\$1,187,672
	TOTAL:	\$1,326,369	\$815,000	\$2,125,000	\$1,103,712	\$1,847,231
	# of Donors	1,097				
	# of New Donors	208				

4. Our 2022 Digital Advent Calendar was a big hit and a social-media success. The Marketing Committee reviewed the activity and the results of a survey we conducted with the 989 people who were the most engaged with the Advent calendar. Here are the highlights (thanks to Alyssa for gathering this data):
- 40% Open Rate (% emails are opened)
 - 5% Click Rate (# of clicks within an email; how many times a specific URL embedded within an email is clicked)
 - On Average, approximately 1,100 people opened the Advent emails each day
 - New this year: 52 people submitted responses to Advent forms (responses were posted to social media)
 - 89% of donors surveyed prefer email communications over mail (4.3%) and social media (8.7%).

5. **Website Usage** (January - December, 2022)

Site Sessions = visit to site (visitors can have more than one site session, ends after 30 minutes of inactivity or exit)

Page Views = # of times a site page is visited or refreshed

Site Sessions: 10,129

Unique Visitors: 4,256

Average session duration: 3 minutes 59 seconds

Top 10 Pages (site sessions)

1. Homepage: 2,477
2. Advent Calendar 2022: 1,607
3. Carondelet Celebration 2022: 797
4. Septemberfest: 628
5. Donate: 566
6. Board of Directors: 550
7. Sunday, November 27: 350
8. Ministries: 330
9. Monday, November 28: 307
10. Who We Are: 303

Top 10 Pages (page views)

1. Homepage: 3,556
2. Advent Calendar 2022: 2,574
3. Carondelet Celebration 2022: 999
4. Donate: 716
5. Septemberfest: 699
6. Board of Directors: 696
7. Ministries: 444
8. Sunday, November 27: 417
9. Monday, November 28: 380
10. Who We Are: 365

What's Next in 2023?

- Increased posts with multiple photos
- More reels on Instagram
- More video content for all platforms
- Publish more content on website and direct people to it

6. Donor visits have been slow after the holidays, due to weather and donors' post-holiday fatigue, but I have averaged approximately 4-6 donor phone calls/visits per week. Many of these are Consociates, former board members, and others in my portfolio list. In addition, I continue to personally sign each Annual Fund thank-you letter/receipt and have written personal thank you notes to our \$1,000+ donors.
7. We received an estate gift in late December that has been in the works for more than a year. Thanks to Brian Dillon, whose law firm handled it, for helping me stay informed on its progress. I am in contact with a law firm in New Jersey inquiring about another estate settlement that seems to have stalled. We also recently received notice of our involvement in another estate.

8. Reminder: we have planned a board event for Thursday, March 16 from 5 – 7 to celebrate the Feast of St. Joseph. Lori True will lead us in a ritual in the chapel followed by a Lenten supper in Carondelet Center. Details to follow. We sent invitations last week. Please let us know if you plan to attend by Friday, March 10. Thank you.

Thank you for all your time, energy and support.

A handwritten signature in blue ink that reads "Ralph Scorpio". The signature is written in a cursive, flowing style.

Ralph Scorpio
Executive Director