

C&O Canal Trust
Board of Directors Meeting – December 10, 2021
Development Committee Report

FY22 Fundraising	FY22 Budget	Fundraising FY22 10/1/21 – 10/31/21	Fundraising FY21 10/1/20 – 10/31/20	Change
Unrestricted	\$624,000	\$59,709	\$62,830	-5%
Restricted	\$210,000	\$10,806	\$27,304	-153%
TOTAL	\$834,700	\$70,515	\$690,134	-28%

FY22 Year-end Giving

Gifts	FY22 As of 12/2/21	FY21 As of 12/2/20	Change
Unrestricted	\$65,288	\$73,534	-11%
Restricted	\$38,135	\$23,442	+63%
TOTAL	\$103,423	\$96,976	+6.5%

- Direct mail letter to go to 1,300 previous donors, Canal Quarters guests, and gift shop customers.
- Email outreach and social media utilizing new videos began in November.
- Personalized WODS renewal letters mailed in November.

Next 50 Years Campaign

- Total raised to date = \$675,149
- Goal = \$750,000

William O. Douglas Society

- Current membership = 96
- New members FY22 YTD = 4
- Lapsed Memberships FY22 = 19
- Total raised FY22 YTD = \$60,134
- Gay and Tony Barclay hosted a reception at their home near Swains Lock for William O. Douglas Society members on 11/7. 35 members attended.

Patowmack Society (Legacy Giving Program)

- Current members = 10
- Inquiries FY22 = 2

Board Giving

- Total FY22 YTD = \$7,034 (FY20 Total = \$93,522)

Bench Sponsorship Program

- Total benches installed = 73
- 16 benches were installed in 2021.
- Process for 2022 is underway with 15 benches planned for installation.

Grant Awards

- Received
 - Morningstar Foundation = \$5,000, General operations
 - Charles H. Miller Charitable Foundation = \$15,000, Canal Classrooms
 - The Richard E. and Nancy P. Marriott Foundation = \$10,000, General operations
- Submitted
 - Mars Foundation = \$8,000, General operations
 - Community Foundation of Washington County Responsive Grant = \$10,000, Canal For All
 - Montgomery County and Washington County Online Sales and Teleworking Grants = Software/Technology

Towpath Resurfacing/Towpath Forever

- Goal for FY22= \$23,000
- Total raised FY22 to date = \$11,126
- Donors FY22 = 34

Canal Classrooms

- Goal for FY22 = \$34,500
- Total raised FY22 to date = \$20,300
- Donors FY22 = 4

Canal Community Days

- Goal for FY22 = \$45,000
- Sponsorships to date
 - \$1,500
 - FINRA (\$1,000), Palisades House DC (\$500)
 - Sponsorship solicitation begins in Q2
- Corporate Stewardship
 - Revised levels for Stewardship Donations.
 - Working with Program and Marketing Teams to streamline the process for submitting inquiries.