

Annual Campaign Report – December 2014

Totals to Date

Here are the current stats:

	2013-14	2014-15	Total	Budgeted	Short/Over
Pledges	\$ 2,020	\$ 2,220			
Ind Sponsors	\$ 1,835	\$ 2,655	\$4,875	\$ 4,000	\$ (875)
Corp Sponsors	\$ 500	\$ 1,200	\$ 250	\$ 1,200	\$ (950)
 In-Kind Donations	 \$ 1,750	 \$ 3,520	 \$3,520	 \$ 2,500	 \$ 1,020
Advertising	\$ 1,950	\$ 1,425	\$1,425	\$ 2,500	\$ (1,075)
 Over/Short					 <u>\$ (1,025)</u>

While I remain disappointed at the response to members and our mailing list for pledges/sponsorships, as well as a drop-off in the number of paid ads, at the end of the day we're doing okay! We are about a little over a \$1,000 short on paper for the Annual Campaign, but thanks to Jeff's efforts HGMC has received nearly \$2,000 in grants, nearly double what was budgeted for this fiscal year.

In other words, congratulations to all those who participated thus far in the Annual Campaign, and thanks to Jeff for his enormous contribution in securing the outside support needed through the grant program! And, though the fall Annual Campaign is over, we continue to encourage and accept additional sponsors for the remainder of the year.

After the holidays I'll continue to cultivate relationships with businesses and individuals. I have my second contact in January with someone who may be able to help us get back a former corporate sponsor. If it fits into their schedule they will be attending our York concert. Keep your fingers crossed!

Submitted respectfully by Terry Drew Karanen, 15 December, 2014.