

# HGMC Finance Committee Report for Dec 20, 2020

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## **Grant Writing**

We will be receiving \$2000 program grant from the PCA for 2021. We received the contract last week. The funds are expected in January. This was only funded at 5/12 because of reduced funds from State due to financial crisis. Application for 2021-22 is due January 15, 2021

We have been approved for a \$4850 grant for the 2021 Spring Concert from the Arts for All program at TFEC. The check has been deposited.

## **Farm Show**

Looking unlikely to have any events this season. The building remains closed and the Farm Show event in January will be virtual. GAOS is looking less likely to occur.

## **Fundraising**

- February Fundraiser – We will we work on developing plans for either live event or virtual event or combination for February.
- We will plan another fundraising meeting after the annual campaign has been started. Likely in early December.

## **Annual Campaign**

- Annual campaign materials – Has been on hold due to standing with the BCO. Now that it has been resolved, we can move forward. Focus on email communications, and social media.
  - Letter from chorus (in process) – update on our status and COVID restrictions, AD status
    - Steve and/or Chris will sign letter
    - Separate letters for business and patrons
  - No season brochure this year – due to uncertainties
  - Sponsorship levels have been updated and are on web site
  - Fundraising brochure/list to be included
  - Response form
  - Website update for responses
- Campaign funding streams
  - Virtual Concert donations
  - Sponsorships
  - No playbill advertising for this season due to uncertainty of events
  - Discontinue song sponsorships for same reason
  - Paid performances/appearance – Unlikely for this season.
- Campaign Execution
  - Prepare printed, email and online material

- Steve – printed material and email versions; Chris – social media postings
- Prepare Website and alternative donation receptions – in process - Steve
- Prepare and send mailing
  - Steve will get printing done and arrange for mail prep
  - Mail to all previous donors and those without an email address
  - Email for those with email address
  - Mail and email for business/foundations
- Send emails - ? Before New years or after first of the year
- Direct solicitations by Board members – In January
- Receive donations
- Acknowledge donations
  - Thank you cards from Chris
  - Tax acknowledgements from Steve – year end

Respectfully submitted on December 20,2020

Steven Creps-Rougeau, HGMC Finance Committee Chairperson