BYM DEVELOPMENT COMMMITTEE – ANNUAL REPORT 2023

The Development Committee is that group of volunteers within BYM that works to grow the financial capacity of BYM to do its many ministries. “Transitions” is a word which best describes the BYM development activities over this past year.

In the fall Committee leadership made a transition as committee clerk Gretchen Hall passed the baton (but continued committee service) to Barb Platt and Arthur Boyd.

In early Fall our Development Director, Mary Braun, notified us that she would be leaving that position in early 2023. After many years of dedicated work, she gave us plenty of time (we thought) to find a replacement. Well, “early 2023” came and went, without a permanent replacement. The position description was revised to reduce the portion of administrative/clerical tasks (those tasks being moved to an administrative position), emphasizing fundraising leadership, and (we hoped) being more appealing to qualified candidates. The position was re-posted in late April, and applications are still being accepted. “I can’t help” you might be thinking, “I don’t know any fundraisers.” But you can help, by sharing this job posting widely: <https://www.bym-rsf.org/file_download/inline/de7d9c1b-8332-4695-b8cc-3a2aa7924d0d>

We have been blessed in finding a Quaker fundraising consultant, Barbara Wille of Capacity Partners, who stepped in as a part-time contractual interim development director upon Mary’s departure. The regular development functions have been going forward as usual, plus new activities introduced which have shown promising returns. Examples include sending an appeal to 9,000 non-donors in our database (the average gift size from this mailing has been $100 and more). Another new activity is appeals to current donors including a specific dollar ask just above the donor’s prior giving level; another is focused language in requests to special segments of our donors. Beyond the dollars raised, we are hearing from people that we haven’t heard from for a long time; a good way of re-connecting. We used “address correction requested” and are getting tons back from bad addresses, cleaning up our database, fixing addresses, and thus making future mailings more effective and less costly.

So, with all these transitions, how are we doing on contributed income?

$338,000 in contributed income was raised in calendar year 2022. We hope to match that in 2023 (exceeding the 2023 approved budget goal of $302,000). For the 2024 calendar year budget, we believe $350,000 is an achievable goal for contributed income. This does not include restricted gifts for camp capital projects.

A transition on the horizon is the move of one of the BYM camps to Rolling Ridge. In support of the future of BYM and our future generations, Development Committee believes it is possible to have a special campaign that could raise $500,000 or more for the move of a BYM camp to Rolling Ridge and for related expenses. We reviewed the pre-conditions for a successful special campaign, and we have growing confidence in BYM’s structural capacity to do this work. In order to conduct a special campaign, there will need to be a vision, a budget, and a plan for the move to and the running of a BYM camp at Rolling Ridge, and adequate staff to manage the additional tasks of a special campaign. The process of the special campaign needs to support BYM overall, even if the dollars go to this one program of BYM.

We have a firm foundation of 350 years for our work to support the Yearly Meeting. We feel called to act boldly, to engage all our members and meetings and other friends to give generously as BYM explores new ways to build for equity, inclusion and diversity.

2022-2023 Development Committee: Marion Ballard (liaison from Trustees), Arthur Boyd (co-clerk), Chris Greeley (liaison from Camp Property Committee), Gretchen Hall, Barb Platt (co-clerk), Victor Thuronyi (liaison from Stewardship and Finance).