

2012 ANNUAL REPORT

The 2011 fiscal year was the third full year of the Development Program, and it was an eventful one. The year 2012 has continued to draw on both our creativity and our sense of discipline. We are grateful to the many Friends, Monthly Meetings, and camp families who so generously support the BYM general operating budget, the operation of the BYM Quaker Camps, and the capital needs of the camp properties and the BYM office building. We want you to know about all of the good things the BYM does, and there's plenty of news to share.

Gift Activity

The Development Committee meets monthly by phone. Because we believe it is important for us, interpersonally and spiritually, to meet in person we also schedule half-day "retreats" twice a year. Between meetings, both staff and committee members work actively on reaching our goals. The more that we speak and listen with BYM members, the more we appreciate the great strengths that are present in our community.

Highlights of our work over the past 12 months include:

- Raising over \$231,600 in fiscal year 2011, including over \$81,000 in general operating support. This is the second time the Yearly Meeting has topped the \$200,000 mark in gift income; the first time was in 2006, when BYM received a large bequest from the Turner estate.
- Increases of over 84 percent in total gift revenue; and nearly 29 percent in donor participation. We also exceeded our year-end challenge goal, with gifts received in excess of \$70,000 in the months of November and December. Committee members reached out by phone as part of this effort. It's a pleasure to talk with Friends!
- We are seeing increases in first-time donors, average gift size, and donor retention and renewal (see attached Preliminary Evaluation).
- The successful completion of the \$90,000 capital campaign for the Shiloh Pond. Pond fundraising included proposals requesting support from Monthly Meetings and a Virginia-based foundation; a volunteer phonathon; the online auction of a donated handmade Quaker quilt; sales of the newly created BYM Cookbook of Camp Recipes; sale of tickets on the Teen Adventure bus; and special mail and online appeals. If you are reading this, you were very likely a part of this success – thank you!
- Construction of the pond began after the close of the 2011 camping season, and was completed in spring 2012. On June 9, 2012 we hosted a celebration commemorating the 20th "birthday" of Shiloh Quaker Camp and the opening of the

beautiful new pond.

- Development director Robinne Gray has continued to visit Meetings and to host workshops, alone and with committee members, to help build understanding of the role of Friends as donors in the 21st Century.
- Thus far in 2012, we have sought to encourage “early” giving (in the first half of the year) by conducting a phonathon to contact consistent BYM donors, inviting them to become monthly donors. If you are one of the people we have called, we’re grateful for your time and your sharing.
- Because the need for camper financial assistance is greater than expected this year, we are also formulating appeals and proposals regarding campership aid.

Gift Policy

Our work raising money goes hand-in-hand with creating, and collaborating on, sound policies relating to gift income.

- In February 2012 the Development Committee made a response to the June 2011 report of the Camp Finance Working Group. Our report contained five recommendations pertaining to camp operations, including coordinated planning for camp capital expenses; and allocating administrative costs to all BYM programs.
- We are currently at work on a policy related to the soliciting and accepting of restricted gifts. We need to discern how the Yearly Meeting might craft a policy that meets the ongoing need for unrestricted funds while fully engaging the interests of donors and potential donors.

Development Program Evaluation

Recognizing that it is good practice to periodically evaluate and improve all Yearly Meeting programs, the Development Committee has initiated a comprehensive evaluation of the BYM Development Program.

- We have begun identifying the questions, metrics, and other elements such an evaluation should include, including what benchmarks are most appropriate to organization similarly to Baltimore Yearly Meeting in size, function, and culture.
- Using available metrics, we have taken an initial measure of the program’s progress. The attached Preliminary Evaluation reports what we have learned thus far and what remains to be done.

Future Directions

Energy stewardship (efficiency, renewable sourcing) is an important issue amid concerns about climate change and energy descent. In addition to being the right thing to do, making this kind of investment will save the Yearly Meeting money over time. BYM is gathering information and doing research to discern the viability and cost of “green” features.

A possible “Greening BYM” initiative may include the following:

- At the Quaker Camps: Wind power, solar power, composting toilets
- At the BYM office: solar power, geothermal power, efficient windows, insulation

Direct gifts are an important and growing revenue stream for our Yearly Meeting. The Development Committee sees a clear need for a strategic consideration of BYM’s overall revenue mix, particularly how development relates to apportionment.

Please feel free to talk with us at any time. We enjoy talking with you, and were glad to be supporting a vital growing community of Friends.