

## 2017 ANNUAL REPORT

**New Catoctin Bath House:** The Development Committee focused a significant portion of its attention and energy this year on funding the long-overdue new bathhouse at Catoctin Quaker Camp. As of mid-May, the Yearly Meeting had received approximately \$437,400 in donations earmarked for the facility, including some \$50,000 in pledges. To cover the balance of the construction costs, BYM secured commitments of \$340,000 from 10 “Friendly lenders” in amounts ranging from \$10,000 to \$70,000. The loans will be repaid over the next five years at interest rates ranging from zero to four percent, or a weighted average of 2.33 percent.



Following ground breaking in late October, mild weather through the winter allowed construction to continue uninterrupted, with the result that work on the gender-neutral, environmentally sustainable structure was essentially complete by late May, well in time for the June 16 opening of the 2017 camp season. While higher than the project’s original budget, the final cost for construction was several thousand dollars less than the revised budget. “On time and under budget” was welcome news for all the staff and Friends involved in the project.

To keep the Yearly Meeting and camper families apprised of progress during the construction period, Development posted on the BYM website regular updates, including the latest site photographs. The same Development web pages were used to allow supporters to easily make electronic donations to the bathhouse project as well as to other aspects of the Camping Program. Other pages enable supporters to become “auto-donors” or access information on how they can make longer-term gifts to the Yearly Meeting.

## 2012-2016 GIVING UNIT SUMMARY



## 2011-2016 Fundraising Comparison Summary



To better reach out to diverse BYM constituencies, Development is taking increased advantage of various electronic *formats/platforms*, including emails to specific audiences such as camp families. It employed an electronic as well as the traditional written year-end appeal at the end of 2016 and handily exceeded its budget goal for the year. It used an email “blast” in May seeking camper aid support. During the year it also used other, more traditional tools to communicate, including phone calls by committee members in December asking for year-end support and additional calls in January to merely to say “thank you” to first-time donors and those who gave more than \$100. Director Ann Venable also worked in May with young adults from Baltimore STRIDE who phoned supporters from three

Baltimore area Monthly Meetings. The result was pledges of about \$1,500, enough to cover fees for one camper of color this summer.

Development also recognizes that old-fashioned, face-to-face conversations remain perhaps the most effective way of communicating with Friends about all the programs and services that BYM provides its Monthly Meetings and their members and to engage them in how to support these programs. This year Ann and other staff attended the Women's Retreat and the Ann was present for the opening session of Spiritual Formation retreat. The two Apportionment Meetings provided another occasion for Yearly Meeting staff and committee members to chat with Friends. Development also hosted an "appreciation luncheon" for donors during the 2016 Annual Session attended by **60** BYM supporters and plans another such luncheon during the upcoming August session at Hood College.

**2016 Budget:** Over the last three years, the Yearly Meeting has seen a steady increase in contribution as well as a growing number of donors, although giving units (couples/families count as 1) still remain less than 15 percent of the overall Yearly Meeting membership.

Calculated on 5,000 family units, Yearly Meeting giving went from 10.8% in 2014 to 12.4% in 2015 to 13% in 2016. This significant increase can be attributed to the bathhouse project as well as increased communication and connections.

In FY 2016, gifts totaled \$498,450, including \$121,200 primarily for the bath house project, received from 649 giving units. This compares to \$367,666 in gifts and pledges in FY2015 from 602 donors; and \$308,569 in FY 2014 from 543 donors.

The fundraising goal for FY2017 is \$473,000, including the third and final \$75,000 grant from the Shoemaker Foundation. Development expects to meet and exceed this goal with the help of a growing number of engaged supporters.