

# ALA BARC/F&A Investment Report

Date 6/11/2019

## INVESTMENT AREA: Development

### **Investment Description:**

*What was the total investment amount requested over the three-year period and by year (FY19, FY20, FY21)?*

*The total investment request was \$777,500 over the three year period. FY19 = \$208,00; FY20 = \$277,500; FY21 = \$292,000.*

### **Investment Purpose & Benefits:**

*How did you plan to use the investment funding and what were the desired benefits at the end of the three- year period? At the end of the first year (FY19)? At the end of the second year (FY20)?*

*The funds were to be expended on the following: Funding 2.5 new staff members, specifically adding capacity in working with individual donors and development communications; Increased funds for designing, printing and mailing fundraising materials; and additional travel budget to support major gifts fundraising efforts. Because it took more time than anticipated in FY19 to ramp up staffing, FY19 should be considered an investment year, and FY20 will likely also be an investment year. We anticipate that we will begin to see increased fundraising returns in FY21, with more significant results in years FY22 – FY25.*

### **Investment Status:**

*What is the status of your investment plan as of Q2 FY19? Are you on track to expend the investment dollars and attain the desired benefits?*

*The Development Office is fully staffed as of 2/25/19. The rest of the planned investments are on track and we anticipate that we are on track to accomplish the desired benefits.*