



Updated 6/14/2017 to cover activities through March 2017

To: Chris Sturm, Colorado Water Conservation Board

From: Jessie Olson and Yana Sorokin, LWOG

RE: Fundraising Efforts to Date

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The purpose of this memo is to provide a summary of LWOG's fundraising activities to date, including efforts to raise funds, approximate number of hours spent and approximate percentage of time spent, and progress on creating a fundraising plan.

## Efforts to Raise Funds

LWOG formed a Fundraising Committee in December 2015 to develop a fundraising strategy to help sustain our organization beyond 2016. Committee members include staff, board members, and interested community members. This committee meets monthly to discuss progress, challenges, and new ideas. Based on these meetings, LWOG staff developed a Fundraising and Outreach Campaign Plan which outlines our goals and targets to invite financial support from landowners, partners, corporations and federal, state, and local entities.

This plan was developed with guidance from a fundraising consultant, Caroline Bradford. LWOG hired Caroline to assist with developing a fundraising strategy. Fundraising Targets within the plan reflect LWOG's financial needs for maintenance and monitoring of EWP projects areas, as well other activities beyond the scope/timeline of EWP projects that will benefit the Left Hand Watershed. A table showing the needs and status for maintenance and monitoring on Left Hand Creek is also included in the Fundraising Campaign Plan, as well as sample gift chart outlining possible sources of funding to guide us in identifying where potential funding sources may fit in our overall need. Caroline also helped develop a Fundraising Handout focused on maintenance and monitoring for EWP projects, which LWOG distributes at fundraising meetings and events.

The table below summarizes our fundraising activities, as guided by our Fundraising and Outreach Campaign Plan, on a quarterly basis.

Quarter	Activity	Participants
July – September 2015	Planning and preparation for the CDBG-DR Planning grant application	Jessie, Glenn
October – December 2015	Fundraising committee meetings and memos	Jessie, Glenn
	CDBG-DR Planning Grant Applications	Jessie, Glenn
	CDBG-DR WC Grant Augmentation Request	Jessie, Board President, Chris Smith
January – March 2016	Submitted request to set up Amazon Smiles account for donations (set up in progress)	Mickey
	Attended monthly Fundraising Committee meetings	Jessie, Glenn, Mickey

	CDBG-DR Implementation Grant application	Glenn, Jessie
<b>April – June 2016</b>	Presentation at Trout Unlimited meeting to share work and explain funding needs	Jessie
	Attendance at Crestview potluck to discuss funding needs	Board Member, Mark Schueneman
	Discussed opportunities to set up Brewery Pint Nights (where nonprofits receive donations) are with other local coalitions, and contacted local breweries about scheduling pint nights (in progress)	Jessie, Yana
	Met with Left Hand Water to discuss potential funding for maintenance and monitoring	Jessie
	Met with Boulder County to discuss potential funding for maintenance and monitoring	Jessie
	Met with Lucky's Market about fundraising opportunities for maintenance and monitoring	Jessie, Yana
	Attended monthly Fundraising Committee meetings	Jessie, Glenn, Mickey, Yana
	Applied for (but did not receive) funding through Oscar Blues CAN'd Aid Foundation	Jessie
<b>July – September 2016</b>	Met with Gates Foundation to discuss funding opportunities	Jessie and Board Member, Sean Cronin
	Set up account on GoloradoGives.com for donations	Jessie, Yana
	Submitted grant to the Left Hand Brewery Foundation to support maintenance and monitoring	Jessie, Yana
	Attended monthly Fundraising Committee meetings	Jessie, Yana
	Selected as Lucky's Market Bags for Change Partner, which will provide donations for maintenance and monitoring	
<b>October-December 2016</b>	Raised \$16,253 dollars on Colorado Gives day.	
	Raised \$5,000 from the Community Foundation Rubin Conduff Family Fund for maintenance and monitoring.	Jessie, Yana
	Held monthly fundraising committee meetings.	Jessie, Yana, Glenn
	Continued to update grants matrix	Yana, Glenn
	Submitted grant to Gates Foundation to support Stewardship Program.	
	Created Amazon Smiles account to receive donations	
	Presented at SVLHWCD board meeting	Jessie
	Presented at LHWCD board meeting	Jessie
<b>January- March 2017</b>	Drafted a Stewardship Partners program and flyer to gain support from corporations.	Jessie, Yana
	Developed new LWOG brochure to provide for potential donors.	

	Participated in Northern Colorado Watershed Council Fundraising Work Session Series with other watershed coalitions	Jessie, Yana, Mark Schueneman
	Applied for CDBG-DR Watershed Implementation grant	Jessie, Yana
	Drafted grant application to Patagonia.	Jessie, Yana
	Met with Boulder County to discuss funding	Jessie
	Met with City of Longmont to discuss funding	Jessie
	Raised \$1,814 from the Lucky's Market Bags for Change Program for maintenance and monitoring.	

### Approximate Number of Hours Spent and Approximate Percentage of Time Spent

The table below summarizes the hours and percentage of time spent fundraising on a quarterly basis. Please note that Glenn's time was paid by LWOOG only, and not paid by the CWCB grant.

Quarter	Jessie		Glenn		Yana		Mickey	
	Hours	Percent	Hours	Percent	Hours	Percent	Hours	Percent
July – September	33	10%	0	0	0	0	0	0
October – December	50.5	10%	5	2.5	0	0	0	0
January – March	53	10%	26	13%	0	0	5.75	10%
April – June	47.5	10%	11	6%	26	10%	17	10%
July – September	43	10%	4	7%	47	10%	0	0
October - December	39.5	10%	0	0	45	10%	0	0
January - March	43	10%	6	4%	47	10%	0	0

### Progress on Creating a Fundraising Plan

Our Fundraising and Outreach Campaign Plan was primarily developed by the Fundraising Committee. We used a multi-faceted approach to cover a broad range of potential funding sources, including landowners, board members, businesses, and grants. We also include an outreach component to share information about LWOOG and our fundraising needs. Our current Fundraising and Outreach Campaign Plan identifies specific efforts through 2016, but notes our target fundraising amount through 2019. This document will be updated annually and is also being updated as progress is made and new ideas emerge at our monthly Fundraising Committee meetings. Our Fundraising Committee is one of the primary strengths of our Fundraising Campaign Plan. Not only does the Fundraising Committee help ensure monthly progress, committee members are able to help staff by taking on some of fundraising tasks and new committee members are always bring new ideas and connections to the table. Another notable strength is the outreach aspect of our Fundraising and Outreach Campaign Plan. We quickly found that fundraising and outreach go hand-in-hand and our fundraising efforts rely on our outreach efforts. By including outreach as part of fundraising, the committee can develop comprehensive approaches for both efforts. A primary obstacle is the lack of time/resources available for fundraising and outreach on top of managing 14 ongoing projects.

In January and February 2017 LWOOG staff and board members participated in four fundraising work sessions hosted by the Northern Colorado Watershed Council that provided a step-by-step process to create a fundraising action plan to meet their organization's specific fundraising goals. Through

participation in these work sessions our Fundraising Committee become more informed about defining our specific goals, explaining the value of our work, conducting market research, developing our fundraising strategies, and implanting these strategies. As we work to refine our fundraising plan we are using lessons learned from these workshop to improve our approach.