

M E M O R A N D U M

TO: NWFSC Foundation Board of Directors

FROM: Ms. Cindy Frakes

DATE: July 30, 2024

SUBJECT: Review of 2025 Fundraising Goal

NWF State College Foundation's *Continuous Improvement Plan* goal is to increase annual support to the Foundation (gifts, memberships, new pledges, and in-kind donations), by 5% based on a rolling three-year average, resulting in a minimum of \$1,174,660 raised by June 30, 2025. The chart below shows total amount raised for the prior three years.

Revenue Type	FYE 2024	FYE 2023	FYE 2022
Gifts and Pledges	700,300	810,911	1,225,312
Memberships	86,450	58,550	53,775
Grants	27,250	276,000	15,975
Gifts in Kind	131,400	87,763	50,294
TOTAL	945,400	1,233,224	1,345,356
FY Goal	1,412,079	1,357,795	1,409,349
% of Goal	67%	90.1%	95.5%
2025 Goal - 5% increase over a rolling three - year average	1,174,660		

Note: FY 23-24 received \$370,000 bequest, not counted in fundraising total