Where are we now?

**REVIEW PAST YEAR**-

The formation of the Advisory Board with 4 committees- 42 volunteers; In January 2018- Communications, Event, Student Interviews, & Mentor Committee. The Mentor Program took shape and launched in May 2018.

The Robin Hood program launched with Polli Ring as program director in November 2018.

A FaceBook volunteer joined HIPS and created a strategy up to and including Colorado Gives Day.

Over $305,000 raised in FY 2017-18 against a $220,000 budget forecast

The annual gala saw 380+ attend and raised over $160,000

HIPS received recognition from The Castle Pines Chamber of Commerce as their Non-Profit of the Year, HIPS was recognized in the 2018 EGTC Annual Report, and Community College of Denver chose HIPS as their 2018 Impact Champion

Grant research refined by Jeff Wise

QREM provided pro-bono data reports for the Mentor Program in the summer of 2018

Tamie Fennell hired as the Director of Operations managing the Student Interview process, admin for the Mentor Program and Event Director as well as running the donor acknowledgement process

Added ADP for payroll purposes

Added a Development Officer to focus on acquiring new donors/sponsors

The formation of a Board of Trustees to oversee the Board of Directors

HIPS migrated to a professional CRM through Network for Good
SWOT Analysis

STRENGTHS

HIPS now manages their operations with a professional CRM

The staff now consists of a Development Officer, Director of Operations and Executive Director

The organization now shows a Board of Trustees, Board of Directors and Advisory Board

HIPS has 1 university partner, 7 community college partners and 2 trade school partners

The annual COSI matching grant

The annual event

Our volunteers

Our mission and vision

The scholarship programs

Our donors, in particular the Highlands Ranch Rotary Club and Christian Bros. Automotive

WEAKNESSES

The lack of community awareness of the student homeless and poverty crisis

Operating funds based on non-profit acceptable ratios

The Mentoring Program-operating at a low level for many reasons
OPPORTUNITIES

Enhancing Media coverage throughout the Denver Metro area via radio, print, TV
Launch a HIPS Alumni Program—use volunteers to administer
Linking ADP, NFG and QuickBooks together for efficiency
Adding new donors: corporate, service orgs., businesses and individuals
Put on a Texas Hold 'Em/Casino Night
Coordinate a major concert event in the summer of 2020
Grow the scale of the annual benefit event
Expand the Robin Hood Program to neighboring school districts
Conduct a test of direct mail-sample mailings
Unrealized and unimagined benefit from CRM-folding Emails, Mobile Giving, online giving costs into one system and cost
Scaling to a larger operation—improve and solidify our state-wide presence internally and externally
Improve and expand our donation streams annually to become repeatable
Position our Mentoring Program to become sustainable

THREATS

Lack of sufficient funds to compensate paid staff
Lack of fund development and growing annual donations
Loss of COSI grant
Bad publicity
Rogue Board member of board
ACTIVITIES-
Continued use of and moves management of radio station relationships-Communications Committee.

Amber/Blaise-Communications- FB birthday/HIPS donation campaigns

*Create a list of birthdays for our volunteers and have Blaise and Amber contact prior to the volunteer’s birthday asking to help them with a HIPS birthday donation campaign.

Asking Kathi to update file with volunteer birthdays and send out b-day email

Post Dan Pallotta YouTube on LinkedIn-What People Think of Charities Today is Dead Wrong

Hold 5/4 event

Primary Challenges

Raising Money

Attracting more People to donate/volunteer

Increase Revenue-Annual basis

Repeatable Fund Streams-Scaling

Direct Mail-best practice industry standard is 28-32%

Major Gifts-best practice industry standard is 15-20%

Events-best practice industry standard is 50%

Grants-best practice industry standard is 20%

Retention of donors- share Dan Palotta video.

Secondary Challenges

Increasing qualified staffing-intern, volunteer for scholar alumni and student interviews-Kathi Mercer

Non-profit revenue to expense-Keeping cost to raise a dollar or operations in the 20% range

Human Resource-Build development team

Managing volunteer and refining roles; student interviews, mentoring, Dropbox

Build a viable mentor program

Gain one full year of success of the Robin Hood program in Douglas County

Implementation and knowledge of managing the CRM
Where Do We Want To Go?

Objectives for 2019-20

Primary Objectives

Retention of donors

Increase donor base - Fundraising

Increase corporate, business, organization, school partners

Direct Mail Campaign in the fall

Increase attendance and revenue from 2018 for the charity benefit

Solidify grant program

**Increase Revenue to $400,000**

Secondary Objectives

**Raise salary funds to hire a Development Director by July 2020**

DD produces 5 x Salary

Strengthen volunteer program

Budget for 20% expense to revenue ratio

Determine value of mentor program and continuation

Total Volunteer usage of Dropbox for mentoring program

Determine what success means to the Robin Hood Program; # of students, amount of funds raised and disbursed

Utilize the CRM for daily operations-
How Do We Get There?

Primary Activities to Achieve Each Objective

JR/TF   Redistribute workload among Joe, Tamie, Polli, Kathi and Blaise
TF/JR   Direct Mail Appeal-fall
TF      Apply for State gambling license in February 2020
JR/KM? Submit grants to identified foundations in a timely manner throughout the year
TF/PR/KM/JR Implement a volunteer vetting and orientation process and placement
TF/JR   Revisit current volunteers and reach out to determine interest and re-placement
BT      Texas Hold’em Tournament
TF/JR   Benefit Concert-spring 2020
JR      Fundraise for the Robin Hood Program to meet objective

Secondary Activities to Achieve Objectives

TF/JR   Train Kathi Mercer to execute Student Interview Process & volunteer orientation/tracking
JR      ED devotes a certain amount of time and effort raising money for 2020 DD hire
TF/JR/EM Assessing how much mentoring aligns with our mission, is it worth the effort?
PR/JR   Award Robin Hood funds to meet objective-identify school partners, programs and students
TF/JR   Become trained and knowledgeable on all key aspects of CRM functions
JR      Designate an amount of funds raised from gala for DD salary 2019-2020 events

Responsible Party For Each Activity

Budget
Calendar

How Do We Know We Are Getting There?

Evaluate Progress
Adjust Performance/Objectives