

# Strategic Planning Forecast – Financial Development

## **ANNUAL CAMPAIGN (INVEST IN YOUTH)**

The past six years, the annual campaign has grown at its highest point 12% (1997) and the lowest growth seen was 3% (2000, 2002). Averaged out the campaign has grown at 8% each year. To forecast the next seven years beginning with 2003 goal of \$345,000 at 8% each consecutive year, in the year 2010, the YMCA of Metropolitan Lansing should raise \$591,000.

The past six years we have increased our donor base 25% to 1589 annual donors with average gift being increasing 10% to \$202 in 2002. Projected this growth to 2010 our donor base will be just under 2000 annual donors and the average gift will reach \$225.

## **ENDOWMENT FUNDS**

On average, 12 donations are added to the endowment fund with 5 of those being new donors with the cumulative average of \$24,000 per year. This average projected into the future means that by 2010 we should have 85 donors in the Heritage Club.

The past six years shows us that the market has been up and down with our investment return being flat. Projecting to 2010, our endowment fund will grow only by donations and should total \$734,000.

## **CAPITAL AREA UNITED WAY**

The past seven years have seen decreases in United Way allocations from 1% to 15%. However, due to the addition of Westside Community, the CAUW increased our funding for 2003 9%. Speculating average funding is being cut at 8% for several years' means by the year 2010 our allocation could decrease to \$97,000.

## **FOUNDATION SUPPORT (GRANTS)**

The history over the past seven years has averaged \$46,544 a year, with \$25,997 being the lowest in 2000 and \$70,785 being the most in the 2001 fiscal year. Projecting to 2010, the YMCA of Metropolitan Lansing will receive \$160,000 annually in grant funding.

## **CUMULATIVE FUNDRAISING**

10% of a nonprofit's annual budget via fundraising efforts is the standard set by the IRS. This ten percent is a cumulative amount; which means adding up annual donations plus United Way funds plus grant dollars plus capital dollars raised and endowment funds per year. These dollars combined must total 10% of the association's annual budget.

## **FUND RAISING HISTORY SUMMARY**

<b>Year</b>	<b>CAUW</b>	<b>Contributions</b>	<b>Grants</b>	<b>Endowment</b>	<b>FR Total</b>	<b>Budget</b>	<b>%</b>
1997	\$178,592	\$240,097	\$0	\$28,000	\$446,689	\$5,053,886	9
1998	175,638	304,915	35,120	5,308	520,981	5,381,300	9
1999	168,512	321,625	39,620	14,160	543,917	5,685,119	9
2000	168,551	352,358	25,997	26,205	573,111	5,779,135	10
2001	168,920	399,020	70,785	43,553	682,278	5,980,839	11
2002	145,138	868,736*	61,200	11,493	1,086,567	6,451,420	16

Contributions = Invest In Youth, capital gifts and other donor designated contributions

% = Percentage of total fund raising that makes up budget.

\* = \$500,000 capital gift

## FUND RAISING PROJECTION SUMMARY

<b>Year</b>	<b>CAUW</b>	<b>Contributions</b>	<b>Grants</b>	<b>Endowment</b>
<b>2003</b>	\$171,000	\$345,000	\$80,000	\$566,167
<b>2004</b>	158,000	404,400	100,000	590,000
<b>2005</b>	146,500	434,000	120,000	614,000
<b>2006</b>	135,000	434,600	140,000	638,000
<b>2007</b>	124,000	469,400	160,000	662,000
<b>2008</b>	114,000	507,000	180,000	686,000
<b>2009</b>	105,000	548,000	200,000	710,000
<b>2010</b>	97,000	591,000	220,000	734,000

These projections were based on our history of the last six years. Our CAUW has averaged 9% decrease each year, while our Invest In Youth contributions have grown on average 8% annually. Foundation support has grown on average \$20,000 a year and our Endowment has grown on average by \$24,000 in new gifts and the market has been a wash in the past six years.