

Fundraising 2021 Report – Patricia Clason, Committee Chair

OVER \$34,000 RAISED IN 2021!

Below is a summary of our efforts in 2021. Hopefully, I've acknowledged all of the efforts of our community friends and our great fundraising committee. The powerful intentions and tireless work of our board, the committee members, and the grads and staff of our retreats are what bring in the funds to make Healing Warrior Hearts retreats free to veterans and provide scholarships to Taking It Lightly.

The pandemic and related economic issues has resulted in some lower than usual donations this year. We are grateful to have two years' income in reserves so we can manage this hopefully short-lived downturn.

Thank you all for everything you have done to make it possible to heal hearts!!! Patricia

The Year in Review

Many individual gifts – donations from \$5 to \$2500 from individuals were abundant this year! We have donors who send something every year and those who donate when they can.

Updated Donor Honor page on website – the website has been updated to reflect new major donors.

The JumpStart Grant from Network for Good and the Non-Profit Management Fund is our biggest effort this year.

The grant paid \$4000 (we paid \$1000) for the Network for Good Donor Management System which we will have access to for two years at no additional cost. This includes a fund-raising coach for one year and the full NFG system. Patricia and Jay Edgar worked intensively for several months to get all of our grad information into NFG. Rick also worked a lot to get all of our donors from QuickBooks into the system.

We have spent the last 8 months learning the system, cleaning up our database and following the fund-raising plans from NFG. These plans included emails and social media posts (thank you Michelle Frost and Dianne Young for your tireless efforts!) within a prescribed timeline for multiple campaigns throughout the year, including Giving Tuesday and Year-End Giving. Donor Thank You's are now prompt as they are automatic with the system (although often customized) and we are sending more personal thank you messages – handwritten notes, phone calls and letters.

While it has been A LOT of work, our donations have increased, our engagement with grads and non-grad donors has increased and everyone can call it a win!

Corporate Supporters and Grants

Oak Creek Dentistry – donates \$50 for each new client

Navient Foundation – annual \$1000 grant

Fill the Boat – Reed's Marine and Whiskey Run – annual winter fundraiser, we were recipients the third year in a row!

Don DeCamp Scholarship Fund – Matt Zeigler matching grant – Matt is a Detroit grad and good friend of Don's who has been supporting our work with this matching grant every fall

O'Neil Cannon Hollman DeJong and Laing (law firm) made Healing Warrior Hearts the recipient of their annual Christmas donation drive – as a result of seeing our ad in the BizTimes [Giving Guide](#).

Cousins Subs gave us a grant for \$3500, enough to finance one retreat completely!

A resale shop, Lydia's Treasures, gave us a donation of \$1200 from their sales!

Altar'd State made us their charity of choice for their in-store fundraising for one month and raised \$1738 for Healing Warrior Hearts.

Special Events

Evan Olson Memorials – In honor of Sgt Evan Olson (WI National Guard), his family and friends did a Golf Outing in August to benefit Healing Warrior Hearts

Moving Wall – we had a booth at the Moving Wall, providing opportunity for those who wanted to talk about their experience of this powerful exhibit. We also received \$1021 in donations!

Charity of the Game for Milwaukee Milkmen where over \$1100 was raised in the 50/50 raffle and All Star Honda gave us \$2000!

Screening of Veterans Journey Home documentaries brought in over \$300 which was donated to Warrior Films.

Charity of the Game for MKE Power (hockey team) – raised \$316

Students at UWWhitewater did a dodgeball tournament to honor Sgt. Zachary Wasendorf (WI National Guard) and proceeds were given to Healing Warrior Hearts

Our ongoing efforts

Rock-a-Flock – more active this year than ever before, it's gaining traction!! Income for 2021 \$244.70

50/50 raffles – Milwaukee Milkmen game (\$1100) and MKE Power (hockey) game (\$316)

Giving Tuesday – online, facebook fundraiser - \$1200 this year, our best ever!

Pursuing grants – applications have been made to various organizations

Spring - online sales of products (hoodies, masks, t-shirts) – 37 products launched, 67 sales since we started using Spring - \$61.11 income for 2021

COMING UP - Major Fundraising Events for 2022

Jail Bail – a weekend fun event where we will “jail” key people and they will have to raise money to get themselves out

Sip and Bat – looking into a wine or beer tasting event combined with a batting cage opportunity

Fill the Boat summer event – “A Day on the Water” - a chance to get out on the water with Reed’s Marine and raise \$\$\$

Evan Olson Memorial Golf Outing – August 2022 in Minnesota, organized by Evan’s family and friends

Veterans Journey Home Screening of On Black Mountain and Leaving It On The Land



You have a heart of gold!
THANK YOU!



*There is only One Heart
and it matters to this One!*