



January 2025 Report by C. Outland, ED

Executive Summary

As we close out the 2024 year, our foundation is diligently organizing everything needed for year-end reporting for both the board and our donors. Additionally, we are planning an open house for March and will review the dates with the board at the next meeting. We have finalized the golf sponsor packets and shared them with the executive team, and **Brady has secured our first \$1,000 sponsor.**

Below is a summary of our ongoing and upcoming activities for December and January:

Year-End Financial Reporting

- **Review Financial Statements:** Ensure all financial statements (Statement of Financial Position, Statement of Activities, Statement of Cash Flow, and Statement of Functional Expenses) are accurate and up-to-date.
- **Reconcile Accounts:** Reconcile all bank, credit card, and loan accounts to their statements to ensure accuracy.
- **Recognize Revenue:** Properly recognize all pledged contributions and categorize revenue as required by accrual accounting. Distinguish between donations made directly through Seneca Healthcare District and those made to the foundation.
- **Identify and Fix Errors:** Review financial reports to identify and correct any errors before finalizing them.

Preparing Tax Receipts

- **Compile Donation Records:** Pull reports from Blackbaud.
- **Generate Receipts:** Create tax receipts for each donor, including necessary details such as the donor's name, donation amount, and date of donation.
- **Send Receipts:** Distribute tax receipts to donors, ensuring they receive them in a timely manner for their tax filings. We will start sending tax receipts the week of January 6th.

Donor Engagement and Reporting

- **Create an Impact Report:** Develop a comprehensive impact report for stakeholders, detailing achievements, outcomes, and future goals.
- **Increase Donor Communication:** Engage with donors through updates and thank-you messages to maintain strong relationships.

Progress & Insights

- **Donation Acceptance:** Donation acceptance is progressing well, and we have managed various types of donations over the past few months. In the coming year, we aim to gain experience in accepting additional types of donations, such as real estate.
- **Constituent Outreach:** We have developed donor level letters, which will be part of our 2025 Q1 mailings. These will also update donors on our progress from the previous year.

- **Grant Applications:** We will begin submitting grants this month for the 2025 year.
- **Contract Services:** No updates at this time.
- **2025 Budget:** Please see the attached proposed budget sheets for 2025.

Financial Highlight

- See attached budget report: [Foundation Financials & Updates 2024.xlsx](#)

Financed amount \$200,000

Total allotted funds \$200,000

Funds used to date \$57,306

Funds remaining \$142,694

- Proposed 2025 Budget:
- Budget Sheet: [SHF Budget 2425.xlsx](#)

Philanthropic/Fundraising Efforts

- **Golf Tournament:** Scheduled for May 30th, 2025. Please see the attached Golf Tournament notes for more information. We are currently seeking sponsors for the golf tournament and request that board members assist by referring potential sponsors or sharing information about the tournament with their contacts.
- **Donations:** I will reconnect with District and Foundation board members to discuss donations. We will continue to work with our large potential donors on possible naming and sponsorships for the new hospital.

Recognition

- The donor pages on the website are coded, and we are working on adding the list of existing donors to the pages.

Next Steps

- Continue working on all reporting and receipting needed for donors and the foundation for the 2024 year, and prepare all projected materials for the year 2025.
- Develop policies and procedures for the foundation as directed by the board.
- Plan bubble events, community outreach events, and marketing initiatives.
- Plan the Foundation Launch Event.
- Develop quarterly updates and reports.
- Launch the employee giving campaign.

Times Allocations:

Dates 5/24-9/5

Communications

Foundation

23

17

In progress

In progress

	4	1	
Not Complete	Not Complete		
	3	1	
Completed	Completed		
	88	43	
	Total Task		131
Percentage	Percentage		
	0.671755725	0.328244275	
9/5/-10/30			
	22	18	
In progress	In progress		
	3	0	
Completed	Completed		
	47	15	
	Total Tasks		62
Percentage	Percentage		
	0.758064516	0.241935484	
Through December 31, 2024			
Communications	Foundation	Employee Relations	
Not started	Not started	Not started	
	13	23	3
In progress	In progress	In progress	
	9	2	0
Late	Late	Late	
	0	3	0
Completed	Completed	Completed	
	220	115	22
		Total Tasks	
	0.616246499	0.322128852	0.06162465

Communications task include,
marketing, PR, website design,
digital and print media content for
District

Foundation Task included
items specific to the
foundation operations.

Includes NEO, newsletter items, employee
store, Christmas party and other employee
appreciation tasks in collaboration with
HR

I would estimate that the foundation work averages 35% of our overall time this year and for future years this will steadily increase.