

WARRIORS & QUIET WATERS FOUNDATION

EXECUTIVE DIRECTOR REPORT

April 2020

Program:

- The program team has successfully launched and executed three Virtual FXs (VFX). During the VFX the participants are meeting daily with their assigned guide to go over any level of fly fishing they wish, including casting. Slotted volunteers for the cancelled April FXs have been involved by submitting introduction videos. Supplemental content and Mike MacLeod productions are uploaded daily for the participants to view on their own time.
- The team is preparing to execute VFXs for the remainder of the season, if necessary, as FXs continue to be cancelled and Covid regulations remain.
- The Smith River and June Couples FXs have been cancelled. There is a chance of running the Smith program in the fall.
- Multimedia content is being created weekly with the staff and Mike MacLeod. The content is covering various aspects of fly fishing and other topics we deem would be value-added to a participant.
- The program team has also been maintaining and engaging with over 100 WQW Alumni on the WQW Connections page. This Alumni-Only page has been active almost daily and sometimes multiple times a day. Recently we did a photo contest submission of “smallest fish” for a WQW Buff and the winning submission was chosen via raffle on Facebook Live. It was very well received, and we plan to do a weekly giveaway of WQW swag to keep up engagement on the page. There are also a “sip and draw” and “bingo night” in the works as weekly engagement efforts.
- The program team is meeting almost daily about the future, how to best engage 2020 Warriors, prepping for multiple scenarios, and trying to be innovative during these times to remain a gold standard program in the space.

Development:

Income Report, Jan – Apr 2020

- Raised (new donations, not including payments for prior year pledges): \$256K
- Received (new donations, new pledges, prior year pledge payments): \$347K
- Of this year's Raised/Received - \$52K WTF Sponsorships
- Overall donations down by 2.5%

Other

- \$26,945 raised for Give Big Gallatin Valley from 112 Contacts. 41% of Households were first-time WQW donors. This total does not include those board members whose Give Big matched gifts will be allocated to WTF or 2020 year-end pledges. 2019 Give Big total was \$11,741 from 104 Contacts.

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- \$1,250 raised from Giving Tuesday Now (10 Households).
- Give Big and Giving Tuesday income will reflect on next board report.
- Board achieved 100% board donations/pledged gifts in 2020! Your leadership will be helpful for grant applications. Thank you.
- \$45K Bob Woodruff Foundation grant submitted April 29. Hope for answer by May 31.
- \$20K Operation Hat Trick grant postponed to consideration in 2021 due to COVID-related funding restrictions.
- Jim Soft scheduled to do 5 monthly 2-hour Planned Giving trainings beginning July.
- Thank you to Aaron Demro for his donor thank you video (<https://youtu.be/ECOeteeyRal>)! *Who else is willing to do something similar? Can be as simple or creative as you'd like!*

Communications/Outreach:

- eNewsletter - Mid May
- Annual Report- waiting on next draft to send to editor per Mike's request
- Upcoming events - NA - all have been cancelled due to COVID
- Marketing Plan is on Google Dr. for all to see
- Warrior Taste Fest Updates- Most likely postponing the event until Sept or Oct. Will reconvene with the committee in June. This event depends on so many factors including the progression of reopening phases and a potential second hit of COVID in the fall. Looking to connect with some local business owners to ask them about their capacity after phase 2.
- Give Big was a huge success this year even without a donor lounge! Thank you to the ENTIRE board for giving to GBGV this year!
- A group of MSU students used WQW in their Google Ads project where they used a \$250 grant to help us advertise for the month of April.

Administration:

- WQW Health and Vision Insurance new policy through Associated Employers is set to begin on May 1, with minimal changes in coverage and a small increase in cost.
- Capital Reserve Study continues. Engineer should have results within the next few weeks.
- WQW's application for the SBA's Paycheck Protection Program was submitted and approved. WQW received \$98,300 in funds, which if no employees are fired/laid off, will revert to a forgiven loan after the 8-week period. WQW does not expect to apply or seek additional federal or state funds at this time.
- All staff members have been working from home due to pandemic (since March 16). Current projection is to start in-office split shifts on May 11, 2020. With regular work schedules resuming upon the Governor shifting the state to Phase 2 of the quarantine regulations.

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