

## **EXECUTIVE DIRECTOR REPORT**

November 2019

### **Strategic Planning:**

- Conducted 3<sup>rd</sup> and 4<sup>th</sup> Strat Planning Meeting on Nov 7 and Nov 21.
- Preparing draft copy of initial plan for Board review on Dec 10 meeting, with final approval at February Retreat.
- Continued focus is on deepening our relationships with warriors, while at the same time utilizing off-season QWR availability.

### **Program:**

- FX 18 (Coaching Reunion). All four warriors reached and exceeded their goals. One warrior even became vegan over the past year to improve his health and gain energy to direct towards the people in his life. Others included working on behavior, mental health, and overall well-being in order to contribute more positively to their families and communities.
- FX 19 (new Coaching FX). We had 5 warrior alumni instead of four for this cohort due to a special circumstance. We had two new coaches join the CX from the McChrystal group. Keith Risinger (facilitator and coach) had his family here to be the mom crew for the CX. The warriors had a mix of goals they wanted to achieve ranging from becoming peer support professionals to wanting to become healthy and better family men. The outlook is promising, and everyone involved is invested for the coming year
- 2020 FX template (types of events and number of each) has been drafted by Saul and is currently in its 4th phase of finalization. 20 events are tentatively on the docket.

### **Fundraising:**

- A combined total of \$3,080,806 has been raised from unrestricted, R&I (restricted), M&M and Uihlein Endowment(s) and in-kind donations to date.
- The 2019 Year-End Appeal was sent to over 1,500 donors November 22nd in the mail. This is WQW's largest mail campaign. A social media and email campaign have been designed to complement this appeal. The dollar goal is \$250,000.
- Visits to corporate sponsors for WTF 2020 has begun - Murdoch's, Billion Auto Group, American Bank, Rocky Mountain Bank
- Another \$50,000 grant was submitted to the Abbvie Foundation for a new Coaching FX and reunion in 2020.
- Two Third-Party events in November raised over \$31,000; Sushi for Soldiers and Hyalite Crossfit's Competition
- An email to all Montana residents who have given over \$1,000 in 2019 was sent promoting the Montana Endowment Tax Credit (METC). So far, one donor couple is gifting \$57,000 to the Uihlein Endowment in order to make a deferred gift annuity that will capture the maximum METC of \$20,000. The DT anticipates more will come before 12/31/19!

- The Kendeda Fund progress report was submitted and a renewal request will be made in December as this foundation sunsets in 2023.
- The Development and Program staff are planning to visit 12 landowners who hosted an FX 101 before Christmas. We want to give them appreciation gifts and discuss the 2020 program year.
- Considerable time was spent in November working on the budget for 2020 and setting up warrior and volunteer forms in Sales Force in order to start recruitment for the new year.

#### **Communications/Outreach:**

- eNewsletter - November 26 - CFX's 18 and 19, Sushi for Solders (raised over \$17K!) and Thank you to 2019 Gear Partners.
- Third-Party Events - Sushi for Solders (raised over \$17K), Battle for Quiet Waters (raised over \$14K), Kettlehouse Brewing special brew General Quarters IPA, MAP Brewing pint night
- Upcoming events: EOY Bash - Caretaker House YC thank you and Atkins dedication
- Current Marketing Campaigns - Year-End Appeal (through Jan 2020), Giving Tuesday (Dec 3), Combined Federal Campaign, International Volunteer Day (Dec 5)
- New Logo to debut Feb 1.

#### **Administration:**

- ExCom Meeting
- 2020 Draft Budget provided to Ed on Nov 27, final to be sent to ExCom on Dec 3.
- Upcoming events – Volunteer Bash on Dec 9, Staff/Board Christmas Party on Dec 10.