

Donations:

Q4 recurring giving averaged 470 donors for a total of \$67,692.00. The average gift was \$48.00. This shows an increase of 5.4% over 3rd quarter. Total recurring gifts for 2024 averaged 462 donors for total giving of \$254,437.00. This is an increase of 22.4 % over 2023. Direct donations for 3rd quarter was \$254,900. Total donations for 2024 are 359,893.60. Grand total for 2024 is **\$614,310.60**

The furniture campaign raised an astounding \$173,959.08.

We have also a campaign to purchase a side by side. We have raised over \$7,000. WB Johnny Surles is pushing more help to WNC. We will re-up this in the spring.

New Donors:

We received donations from 47 new donors in Q4. These donations totaled \$27,020. Each new donor received a card of thanks. This card also inquired as to how they heard about MHCO. Each of these new donors as well as previous ones were mailed a 2025 calendar. Total new donors for 2024 recorded is 108.

Donations totaled \$56,525.00 for the year.

Development team:

Working with a digital marketing consultant, we were able to receive a \$10,000 google ad grant to buy key words to enhance our presence on internet searches. . We sent out over 800 postcards to 2024 donors with a thank you from the kids.

Emails:

Thank you email: 11/25/2024 (500 sent, 328 opened. Sent to all who donated last year)

We miss you email: 11/25/2024 (117 sent, 77 opened. Sent to people who haven't donated since 2022/early 2023)

Giving Tuesday: Nov/Dec (\$518 spent, 300,000 people reached. At least \$2,000 given because of the campaign)

Red Devil Dispatch (Local Businesses) : November (66 sent, 48 opened)

In addition, we emailed the "Children's Chatter" to all Masons through the GL on a quarterly basis.

Our revamped website manage an average of 140-150 website visits a week, with half of those being first-time visitors. The top visited page is the current needs

page.

A new check box has been added to the giving platform (Simple Give) that allows donors to sign up for emails and newsletters. In addition, a mandatory entry field has been added asking donors to tell us how they found us. Those include CBS 17 Commercial, Fox 8 Commercial, Facebook, Instagram, Google Search, Newspaper, Our State Magazine, Word of Mouth, Friend, Masonic Affiliation, Radio, and Other. Since implementing this mandatory entry field, we have found that 56% of new donors are masonic affiliated, 19% are "Other" (most being obituary, i.e. someone put the Home in lieu of flowers), 5% are friends of the home, and the rest is a mix but consists of CBS17 commercials/Our State Magazine/just driving by/word of mouth.

Facebook and Instagram are consistently growing. We are boosting our posts to reach a wider audience. Charlie is in the process of revamping our LinkedIn page and adding our new commercials to our YouTube channel.

We will add phone numbers and email addresses from our donors in 2025. I will direct the team to reach them in order capture the information.

Our commercials are focused on donations and testimonies. We have plans for 2025 for another incentive program. Stay tuned.

Presentations:

I was able to make 19 presentations in front of over 1,800 people. This includes 2 church groups and one shrine club. Total presentations for 2025 is 71 presentations reaching over 11,700

Brother Chuck Olsen laid down his working tools on September 21. His estate and foundation donated over \$200,000 each to MHCO and Shriners Children's.

Alvin Billings
Annual Giving Officer

MHCO Annual Giving

Date		Type	Amount	In kind
1/2/2024			\$ 3,240.00	
1/2/2024			\$ 2,152.00	
1/14/2024			\$ 240.00	
1/16/2024			\$ 1,500.00	
1/22/2024			\$ 50.00	
1/24/2024			\$ 100.00	
1/25/2024			\$ 10,000.00	
1/26/2024			\$ 2,500.00	
1/29/2024			\$ 3,000.00	
1/29/2024			\$ 2,931.50	
2/19/2024			\$ 100.00	
2/26/2024			\$ 600.00	
2/26/2024			\$ 250.00	
2/26/2024			\$ 4,190.00	
3/4/2024			\$ 500.00	
3/7/2024			\$ 1,000.00	
3/7/2024			\$ 1,000.00	
3/15/2024			\$ 93.29	
3/18/2024			\$ 150.00	
3/21/2024			\$ 1,000.00	
3/21/2024			\$ 1,000.00	
3/25/2024			\$ 500.00	
3/26/2024			\$ 2,000.00	
3/26/2024			\$ 250.00	
4/3/2024			\$ 100.00	
4/12/2024			\$ 2,776.00	
4/17/2024			\$ 540.00	
4/22/2024			\$ 12,000.00	
4/29/2024			\$ 500.00	
4/29/2024			\$ 2,459.00	
4/30/2024			\$ 1,500.00	
5/3/2024			\$ 1,000.00	

MHCO Annual Giving

5/4/2024			\$ 2,500.00	
5/9/2024			\$ 5,000.00	
5/20/2024			\$ 2,000.00	
5/20/2024			\$ 1,000.00	
5/20/2024			\$ 1,000.00	
5/22/2024				\$ 1,920.00
5/24/2024			\$ 1,000.00	
5/24/2024			\$ 4,624.00	
6/3/2024			\$ 13,500.00	
6/3/2024			\$ 2,000.00	
6/4/2024			\$ 50.00	
6/7/2024			\$ 400.00	
6/24/2024			\$ 2,000.00	
6/24/2024			\$ 2,000.00	
6/24/2024			\$ 1,500.00	
7/12/2024			\$ 3,300.00	
7/22/2024			\$ 500.00	
8/5/2024			\$ 100.00	
8/5/2024			\$ 2,622.00	
8/5/2024			\$ 2,500.00	
8/5/2024			\$ 500.00	
8/12/2024				\$ 1,700.00
8/19/2024			\$ 500.00	
8/26/2024			\$ 750.00	
8/26/2024			\$ 1,500.00	
8/31/2024			\$ 535.00	
9/11/2024			\$ 750.00	
9/14/2024			\$ 1,000.00	
9/27/2024			\$ 1,000.00	
9/30/2024			\$ 7,910.00	
10/12/2024			\$ 1,500.00	
10/12/2024			\$ 2,000.00	

MHCO Annual Giving

10/17/2024			\$ 1,000.00	
10/29/2024			\$ 1,000.00	
11/8/2024			\$ 2,575.00	
11/12/2024			\$ 1,000.00	
11/18/2024			\$ 1,000.00	
11/18/2024			\$ 336.00	
11/19/2024			\$ 500.00	
11/21/2024			\$ 40.00	
11/21/2024			\$ 1,000.00	
11/25/2024			\$ 300.00	
11/25/2024			\$ 100.00	
12/2/2024			\$ 6,400.00	
12/2/2024			\$ 2,500.00	
12/2/2024			\$ 1,500.00	
12/2/2024			\$ 625.00	
12/4/2024			\$ 500.00	
12/12/2024				\$ 250.00
12/12/2024				\$ 250.00
12/13/2024			\$ 5,492.00	
12/14/2024			\$ 1,000.00	
12/18/2024			\$ 100,892.85	
12/20/2024			\$ 500.00	
12/30/2024			\$ 100,000.00	
12/30/2024				\$ 2,000.00
12/31/2024			\$ 500.00	
12/31/2024			\$ 100.00	
12/31/2024			\$ 100.00	
		Total	\$ 353,723.64	\$ 6,120.00
		In kind	\$ 6,120.00	
		2024 total	\$ 359,843.64	

2023 Recurring gifts-Summary

2020	77	\$ 39,732.00	\$ 43.00		
2021	204	\$ 110,000.00	\$ 45.00		
2022	252	\$ 144,477.00	\$ 52.06		
2023	438	\$ 197,653.50	\$ 46.62		
		\$ 491,862.50			
Month	Gifts	Amount	Avg/Donor		
Jan-24	445	\$ 19,157.00	\$ 43.04		
Feb-24	454	\$ 18,667.00	\$ 41.12		
Mar-24	460	\$ 20,799.00	\$ 45.22		
Apr-24	455	\$ 21,278.00	\$ 46.76		
May-24	457	\$ 21,455.00	\$ 46.95		
Jun-24	464	\$ 21,790.00	\$ 47.06		
Jul-24	465	\$ 21,880.00	\$ 47.05		
Aug-24	468	\$ 20,238.00	\$ 43.24		
Sep-24	462	\$ 21,481.00	\$ 46.92		
Oct-24	474	\$ 22,422.00	\$ 47.30		
Nov-24	473	\$ 23,459.00	\$ 49.60		
Dec-24	464	\$21,811.00	\$ 47.00		
	461.8	\$ 254,437.00	\$ 45.94		