

MHCO
AGO Q3 2024 Report

Recurring giving increased over the 2nd quarter by 1.5 %, averaging 465 donors at an average of \$45.74 per donor. This equates to \$63,599.00 for the quarter. The direct donations for Q3 were \$34,674.00. This totals \$98,273.00 for the quarter. Year to date total is \$186,745.00 in recurring gifts and \$165,863.79 in direct donations. Grand total through Q3 is **\$352,608.79**

The furniture campaign has raised to date over \$170,000. On September 14th, we received 65 rooms of furniture. After the payment of \$135,000, the balance will allow us to furnish our independent living bedrooms. As reported earlier, all appendant bodies contributed.

We have also a campaign to purchase a side by side. We have raised \$6,000 of the \$13,000 needed. WB Johnny Surles is managing this.

We received donations from 21 new donors in Q3. These donations totaled \$13,698. Each new donor is on the calendar mailing list and a card of thanks was mailed to them. The card also inquired about where they heard about us. I did receive a response from 3 donors. 2 saw the commercials, 1 heard about us from a neighbor.

Development team.

The new website has been proven to be a more user-friendly version than the previous site. Updates are made in-house and in a timely manner. This includes the information as well as pictures.

Working with a digital marketing consultant, 50% of her fee is paid by a donor, we were able to receive a \$10,000 google ad grant. She is working to make the Children's Home a priority in web searches

We sent out over 800 postcards to 2024 donors with a thank you from the kids.

In the next issue of the NC Mason, we are asking for yearend donation. We also are planning a giving Tuesday (December 3) campaign. We also sent a video thank you to the 50+ who helped with the furniture move. Our next promotion is to send cards and emails to dormant donors. The 2025 calendar is being printed and should be out before Thanksgiving. Christmas is approaching fast, and we are working with donors to sponsor the cottages this year. Right now, we do not have any available.

I was able to make 23 presentations in front of over 1,000 people. I made 3 district meetings and 1 district quarterly meeting. This included 1 church group and 2 shrine clubs. I participated and spoke at the annual Shallotte Lodge 727 cruise in. Estimated around 200 attendees and will result in almost a \$10,000 donation to MHCO

As previously reported, I have made a connection with Brother Page Skelton of Cakalacky BBQ Sauce. He is supplying product giveaways as homecoming. Brother Page wants to increase participation next year. Lynn Williams, Director of PR at Mt. Olive Pickles is sending product for give aways also. I plan a meeting with her to discuss further involvement.

Our commercials are being seen in most of our state. I have not made many lodge visits where someone hasn't seen them. For 4th quarter we will unveil new commercials. For 2025 we are taking a strong look at our presence and plan to modify our output. This includes more streaming as well as the tv commercials and radio ads.

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Brother Chuck Olsen laid down his working tools on September 21. He made MHCO a beneficiary in one of mutual fund accounts. His widow Liz is planning on maintaining his foundation and will keep promoting the book "From Basement to Rose Garden" <https://donate.lovetotherescue.org/chuckolson>

Alvin Billings
Annual Giving Officer