

PEM Board Report – March 2021  
Vicki Deady, Advent House Director of Development

1. The 2020 Annual Appeal fundraiser was successful with a net profit of just over \$42,000. The additional monies seen this year were mostly from one check that came to us from a Gala Attender who likely sent in the check to compensate for the cancellation of our 2020 event. In our 2020 Annual Appeal, we used a sweet Dr. Seuss quote “Unless someone like you cares a whole lot, nothing is going to get better, it’s not.” Because we anticipate the need for additional hands-on caregivers to re-open, Glenda suggested that we include a Volunteer Application in the appeal this year. I am happy to report that it yielded a dedicated Furniture Delivery/Pickup person for Sweet Charity and an additional Hands-on caregiver for when we re-open. I processed the responses and wrote 338 Annual Appeal thank you notes during the month of December and January.
2. The 2021 Advent House Dinner Dance has been postponed until **Friday, November 5, 2021 and will still be held at Monroe Golf Club beginning at 6 p.m.** I spent a good deal of time via email and the telephone working with Monroe Golf Club, our emcee Don Alhart, our guest auctioneer Joe Lomonaco, Advent House Staff and the Gala committee to secure a mutually agreeable date.
3. The website has been updated with the new date as well as the date for the Advent House Golf Tournament which will be held on Friday, September 17, 2021. Postcards were sent in January announcing the Gala and Golf Tournament dates.
4. The final net profit for the 2020 United Way Day of Giving, ROC THE DAY, was just under \$1,200.
5. I prepared and sent out grant requests for the Masonic Service Bureau, The Waldron Rise Foundation, The Unitarian Church, The Fairport Rotary Club and Tithing committees for several of our local churches. We have already received two responses from the Tithing Committee request letters and one of the checks was from an East Rochester church that gave for the first time.
6. For Sweet Charity, I continue to spend Wednesdays on location. In the past 3 months, I have worked several Fridays/Saturdays especially during the Christmas season and during the medical leave of several Sweet Charity employees. Since we have moved the Gala to November, I will not be able to conduct the Christmas pricing here at Advent House during the month of October so I am pricing Christmas items “as we go”! Each week, I bring a couple of bins of Christmas items to Advent House and price the items on Thursday mornings. I continue to coordinate our quarterly PCI Compliance tests and have written up the procedure for the Sweet Charity handbook.
7. With the Advent House closed to volunteers, I continue to input all the 2020 Donations, Memorials, Annual Appeal and fundraising donations into our Filemaker data base

system (usually done by a volunteer). I handled the change-over of our Filemaker data base from 2020 to 2021.

8. I supervised the purchase and installation of the new Sliding Glass doors in the Residents' suites. I also supervised and scheduled the hardware floor finisher for the Residents' suites (to be completed during the week of February 22<sup>nd</sup>). I worked with our Xerox representative to determine if we should upgrade our copier and made the recommendation that based on cost, we should stay with our current system.
9. I prepared First and Second Year Holiday family letters and the listing of family members designated to receive those letters for 2020. I assisted with our annual Volunteer Thank you's for the end of the year. And I sent thank you letters to our monthly donors as well as donors who use corporate programs such as Benevity or NPO Connect to contribute on a monthly or quarterly basis throughout the year.

Respectfully submitted,  
Vicki Deady, Advent House Director of Development