



Foundation News

Where Are the Donors?

When the economy tanks, donors have to make hard choices: should they dump cable or feed the dog less expensive chow so that they can continue to support the charities of their choice?

National studies show that giving declined during 2008 and was considered “soft” in 2009. But some charities (FBH included), are holding firm to their donors, though gift amounts may be reduced. Are donors really dropping precipitously or is there something wrong with the statistics?

At FBH, our numbers for the past couple of years may be skewed, because we have been running our annual fund drive and capital campaign simultaneously; the assumption is that donors may have reduced their annual fund giving to direct their gifts, at least in part, to the “Framing the Future” capital campaign. Surprisingly, however, though the number of gifts to the annual fund declined from 287 in 2008 to 254 in 2009, the amount actually increased, from \$55,667 in 2008 to \$56,202 in 2009. Fairport Baptist Homes’ net philanthropic income is holding its own, in contrast to national numbers.

At FBH, one area that has grown is the number of matching gifts from corporations, an indication of new gifts from donors working in the corporate sector. In addition, Fairport Baptist Homes has never heavily relied on foundation gifts, so we may not have been negatively affected by a national decline in these areas. Many of FBH’s donors on fixed incomes still receive these regular incomes, so their donations have remained relatively steady.

Fairport Baptist Homes’ donors stay loyal, for the most part, through challenges in their lives and in the economy. At some point there is a natural turnover just from deaths of donors; however, this trend has been offset by our retention rate of existing donors, acquisition of new donors, and re-engagement of “lapsed” donors. Broadening our donor base remains, however, our greatest challenge.

One current demographic shift—that people are living longer—has produced growth in the “sandwich generation” of adult children taking care of both their parents and their children, where in prior years perhaps the parents would not still be alive and a generational transfer of wealth

(available for philanthropic giving) would have already occurred. On the other hand, because people live longer, the habitual donors are giving for more years, so that donor levels stay steady or even increase, despite economic pressures and/or decreased disposable income.

In hard times, donors may be giving the same amount of money but to fewer organizations, picking those they know best and believe in the most. Thus, stewardship becomes the most important factor in ensuring donor retention. What can we do to stay in the forefront of our donors’ minds and to make sure they know how much we appreciate their generosity?

We need to be tangible. We need to be as real, as accountable, as local, and as communicative as we can be about the importance of their gifts, to put a face on the story we tell, so that they will continue to choose us as one of the charities they support.

We need to be transparent. Donors want to know what we are doing with their money. Our longevity indicates sustainability, accountability, and good stewardship. For Fairport

FBH Caring Ministries Foundation

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Letter from the Chair

Though we begin 2010 with a somewhat uncertain national economy, the FBH Caring Ministries Foundation remains very positive concerning the work we are doing. We are winding down our successful "Framing the Future" capital campaign which to date has raised over \$600,000 to be used to help fund the new assisted living apartments as well as to build the Foundation's permanent endowment fund. These assisted living apartments, now in the process of being filled, are providing high quality living for seniors with modest means. We want to remind those that have pledged but not yet completed their donation to do so and to state that there is still an opportunity to contribute to this worthy project.

We are happy to report that our tribute dinner to honor FBH President/CEO Rev. Garth Brokaw on October 30th netted over \$36,000 toward the capital campaign and brought many friends of Garth and FBHCM together for a wonderful evening.

In December, the Foundation allocated \$20,000 to Seasons Child Care to support this important ministry during difficult economic times.

Our Foundation recently set goals for 2010 to continue working to expand our donor base, as this is critical to the long term financial well-being of both the Foundation and Caring Ministries. We will work to strengthen our annual fund drive,



including the United Way Campaign now underway, to build our donor base and to continue our efforts to increase planned giving to the Foundation, which helps to build our endowment.

The Foundation's investment committee is working diligently to ensure that we have the best money managers to drive the endowment's growth and to help us set appropriate investment goals and policies as well.

As we continue to work hard to support the important work of FBH Caring Ministries, I would ask all of you to consider what you might do to help the Foundation grow. The needs and numbers of seniors will be escalating in the near term, and we remain dedicated to improving the quality of life for the seniors of our area.

Thanks for your support!

Richard Wien, Chair
FBH Caring Ministries Foundation

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President, Fairport
Baptist Homes

Ellen S. Bevan
Director of
Advancement

Laurie B. Pincus
Development Associate

Donors (continued)

Baptist Homes to be able to say, “We’ve been around for more than 100 years and we’re pretty hopeful to make it to the next” is more powerful than another organization that has been around for two years and is hoping really hard to make it to the next.

We need to be understanding. We need to know why donors choose to give, and to appeal to them in ways that resonate with their motivations, to provide prospects with all of the reasons they should give. People respond to different prompts, and different points of information touch different people in different ways.

Why do donors give to us?

Loyalists believe most passionately in us and the intrinsic righteousness of our mission. In their giving, they fulfill the need they feel to make us stronger as service ministry. These are the donors we love most because they want to improve the human condition. They are fulfilling their need to do good, and they support us because they believe that we are doing something to improve society. But they do expect a return—they want us to accomplish our mission of improving the world in large or

small ways.

Debtors feel they owe us something. They have benefited from our existence or from the generosity and support of someone associated with our organization. Their investment with us allows them to acknowledge their obligation appropriately. They express gratitude for service, kindness, or care they or others close to them have received.

Altruistic entrepreneurs, who enjoy a comfortable lifestyle, give as a means of balancing their feelings of privilege with a desire to give back to those less fortunate, and are especially motivated to give to social welfare causes. They are motivated by a desire to make a difference, believing that if they have done well in life, they have an obligation to share their wealth with the communities that have nurtured them; religious beliefs often also play a role in their desire to be philanthropic. They often reject any public recognition.

Friends support specific people who are affiliated with us—our leaders, our staff, our board members, our residents—people with whom they have (or had) a personal relationship, whom they respect, convinced that our cause is worthy of support.

They know that these people will be grateful for their investment. Some are motivated by peer pressure, giving because it is expected among their peers, rather than through a moral or social conviction, and they tend to want public recognition for their gifts.

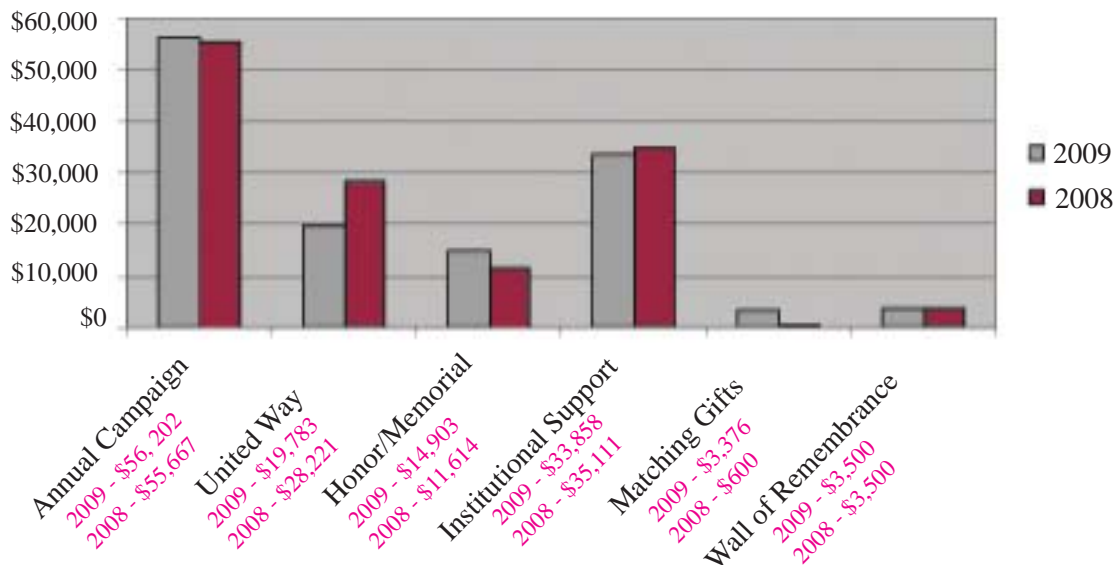
Culture-keepers regard themselves as inheritors of a culture or legacy, carrying on a tradition. They often plan to bequeath their estates, in part, as an example to their children.

Professionals are donors who have become successful and who not only support causes themselves but also lend their commercial expertise to their preferred charities; they often demand to see the impact of their donations and want to know exactly how their money will be spent.

Economists believe in the principle that they get something tangible in return for their support. This return could be something for the ego, like a name on a plaque or a donor list; something financial, like a deduction on their taxes; or something institutional, like access to other like-minded individuals or potential clients. These donors are fulfilling more direct, personal needs and expect real, timely results.

(continued on page 4)

2009 vs. 2008 Donations to FBHCM Foundation



(continued from page 3)

Most donors fall into one or more of these few broad categories, but donor motivations are seldom straightforward. There are as many reasons to give as there are donors.

What do we need to do to serve our donors best, so that they stay engaged with us?

We need to be flexible. We need to reach donors through a variety of channels and to offer a variety of ways to respond to us. Direct mail marketing, online, e-mail, the Internet, events, public presentations, telephone, display and print media, newsletters, brochures, electronic fund transfer, web-based giving, even social marketing channels such as

Facebook all offer different strategies to reach different audiences and all must be considered as viable options in any efforts to reach the maximum number of donors.

We need to be relevant. We must make sure that the issues that we present are timely and put into proper context. Our cause needs to relate to today's conditions.

There is no average donor, just as there is no average charity. To ensure that our donors stick with us in tough times, we need to know who our donors are, so that we can approach them and sustain a relationship with them effectively in whatever ways work for them. What we hope donors feel is the pleasure of the gift—the

emotional satisfaction of working toward something they care deeply about. That is what we can give back.

Where have all our donors gone? They are right here, sticking with us. And we're grateful for that.

Reminders from the FBHCM Foundation

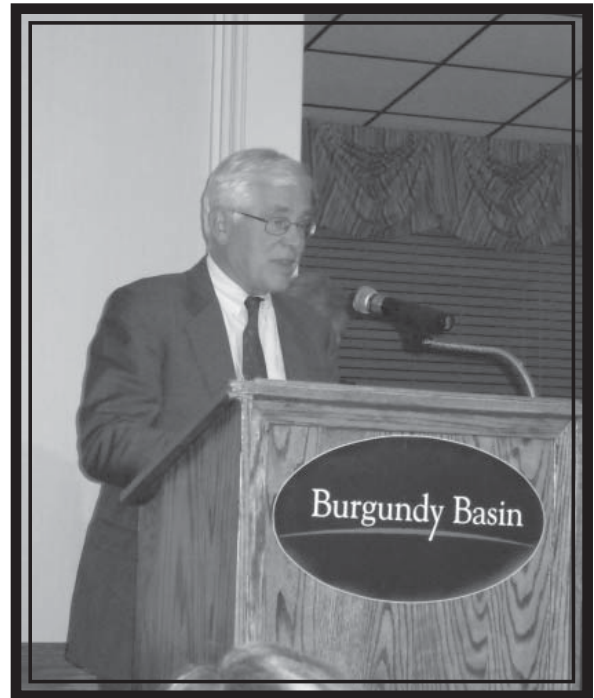
- 2010's first Corporation Dinner is quickly approaching! Please mark your calendars for Tuesday, May 3rd at 6:30 pm - we hope to see you there!
- Our "Framing the Future" capital campaign is coming to a close. We are grateful for the support from all of our donors to this project. If you made a pledge and have an outstanding balance, please remember to make those final payments. If you are unsure of whether or not you have a pledge balance, please contact Laurie Pincus at (585)288-2322 or lpincus@fbhcm.org.
- We are in the midst of Rochester's 2010 United Way Campaign. Here at the Fairport Baptist Homes, we do not receive any funding from United Way except from donor designated gifts. These gifts are important to our Annual Fund. Please consider designating your United Way gift to the **Fairport Baptist Homes (#1144)** and encourage your friends, family and co-workers to do the same!
- Coming Soon -- FBH will be announcing its new, state-of-the-art website! You can visit our site at www.fairportbaptisthomes.org. Please take some time to explore the wealth of information on the web site--you might be surprised at all FBH has to offer!
- We have a beautiful new building dedication for the Alvin C. Foster Residential Health Care Facility displayed near the reception desk - please take a moment to see it if you are at FBH!

Pictures from our Tribute Dinner on October 30th, 2009



Artist Barbara Jablonski presenting Rev. Garth Brokaw with a commissioned oil painting of the original Fairport Baptist Home.

Doug Whitney, one of the night's many speakers and Chair of the "Framing the Future" Campaign.



Rev. Garth Brokaw with Mary McNulty of the Fairport/Perinton Senior Living Council

Where Does Our Money Go?

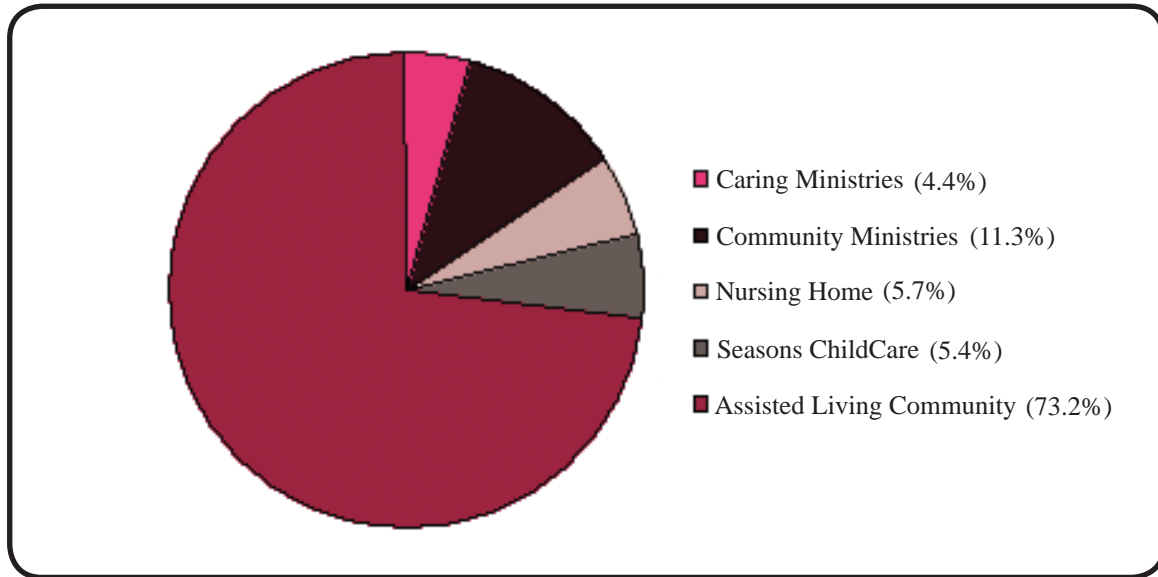
The Foundation raises and stewards funds to be used on behalf of FBHCM Caring Ministries and its subsidiary corporations. But where does the money raised—*your donation*—go?

In the past several years, the Foundation has been able to raise and distribute almost half a million dollars used to sustain and enhance programs and services at FBH. Here is a summary:

The FBH Caring Ministries Foundation, according to its mission, raises, invests, and stewards donations, to sustain and to enhance the programs and services offered by Fairport Baptist Homes Caring Ministries. In the fall of 2007, for the first time, the Foundation awarded grants to Fairport Baptist Homes and the subsidiary corporations of FBHCM. Funds allocated to date include the following:

FBHCM Corporation	Amount	Date	Use
FBH Caring Ministries	\$6,800	2007	Merger and acquisition study for proposed partnership with another human services agency
FBH Caring Ministries	\$10,000	2007	FBH parking lot illumination upgrades
FBH Community Ministries	\$29,500	2007	Matching funds for years 2 and 3 for Neighborhood Naturally Occurring Retirement Community (NNORC) grant
FBH Community Ministries	\$10,200	2007	Installation of walk-in showers for Deland Acres and Fairport Apartments
Seasons ChildCare	\$3,500	2007	“Computers for Kids” program enhancements
ACF/RHCF (Nursing Home)	\$10,000	2007	Ceiling lifts for residents’ rooms
ACF/RHCF (LifeTimes at Plymouth Gardens)	\$5,000	2007	Reconditioning of passenger van for activities for residents
FBH Caring Ministries	\$3,500	2008	“Caring Connection” Fund; Scholarships
FBH Community Ministries	\$6,000	2008	Matching funds for year 4 for NNORC
FBH Community Ministries	\$6,000	2008	Installation of walk-in showers for Deland Acres
Seasons ChildCare	\$1,200	2008	Field trips for children
ACF/RHCF (Nursing Home)	\$ 6,600	2008	Hand held computers for resident care sheets
ACF/RHCF (LifeTimes at Plymouth Gardens)	\$ 4,500	2008	New furniture for gathering room
FBH Assisted Living Community	\$335,000	2009	Construction and renovation costs
Seasons ChildCare	\$ 20,000	2009	Operating costs
Total Allocations To Date	\$457,800		

Total Awards



In addition, the Foundation has been able to secure funding from both government and private foundations to purchase, improve, or update equipment, support staff education, and sustain operations, programs, and services at FBH. The Foundation’s award of \$335,000 to support the assisted living community was made up of a combination of individual donations and contributions totaling \$63,500 from several private foundations: Daisy Marquis Jones Foundation, \$50,000; First Niagara Bank Foundation, \$5,000; Fairport Saving Bank, \$5,000; Fred and Floy Willmott Foundation, \$3,500. Other grants from private foundations and government include the following:

Funder	Amount	Year	Use
Sen. James Alesi	\$100,000	2007	Wireless companion telephone system
Assemblyman David Koon	\$ 50,000	2007	Wireless companion telephone system
Davenport-Hatch Foundation	\$ 20,000	2007	Wireless companion telephone system
Davenport-Hatch Foundation	\$ 35,000	2004	Nursing home porch, lawn renovations
Davenport-Hatch Foundation	\$ 5,000	2004	Seasons playground upgrade
BirdsEye Foods Foundation	\$ 2,000	2005	Walk-in refrigeration unit – nursing home
KeyBank Foundation	\$ 5,000	2005	“LifeBio” project – nursing home
ABC/RGR Public Christian Mission	\$ 700	2005	Nursing home staff training
NYS Office of the Aging	\$720,575	2005	NNORC project (\$144,115 base grant for five years) – SOFI/Community Ministries
NYS Dept. of Transportation	\$35,662	2010	Van - SOFI transportation
Grants Total	\$973,937		
Grand Total Given to FBHCM and Subsidiary Corporations To Date	\$1,431,737		Allocations Plus Grants

2009 Annual Fund Giving

(including In-kind, Memorials, and United Way)

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Thank you to all donors for your generous contributions to the Fairport Baptist Homes Foundation over the past year. We greatly appreciate your support. The following is a list of all gifts received between January 1 and December 31, 2009. If we have inadvertently omitted or misspelled your name(s), please notify our office (585-388-2322).

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