

## Development Report---Melody Dunlop

Under the topic of development, it is my pleasure to report on several activities that are already well underway due to the efforts of both MANNA's staff and volunteers. As you are aware, MANNA has 2 signature events that it holds in the calendar year with the Blue Jean Ball in June and Empty Bowls in September. Planning for both has begun including a special thanks to those on the Auction Committee who are already looking closely at this year's silent auction items for the Blue Jean Bowl.

Corporate sponsorships are a vital part to the success of these events, and MANNA has taken a very smart, efficient approach in their corporate sponsorship efforts by giving choices of engagement to its potential sponsors. Alisa Hixson who is the Director of Corporate Relations for MANNA has shared with me that the mailing for potential sponsors has gone out and the engagement opportunities includes choices of giving levels for being Blue Jean Balls sponsors, Empty Bowls sponsors, or annual sponsors which includes sponsorship for both events. We will have further information for you on these opportunities.

## Capital Campaign

In regards to the Capital Campaign, I am very pleased to announce that the confirmed cash and pledges received to date in the Quiet Phase of the Campaign is now \$1,999,197. Just last week news of a \$125,000 commitment from Blue Cross and Blue Shield and a \$60,000 gift from HomeTrust Bank has put us at that updated total. The gift from HomeTrust Bank comes with a naming opportunity for the new lobby and reception area, and it is a recommendation from the Capital Campaign Committee that we accept this gift with its naming opportunity for HomeTrust Bank.

Also, there are still several pending foundation requests which when added together represent approximately \$500K in outstanding asks. These include asks to SunTrust Bank, Provident, Benevolent, James H. Cummings Foundation, Cannon Foundation, and the Weinberg Foundation. Within the last week, MANNA has conducted very extensive visits with both the Cummings Foundation and the Cannon Foundation, and we remain hopeful regarding these 2 foundations.

Last month, Chief Development Officer Donna Ensley let us know to save the date of the evening of Tuesday, April 14<sup>th</sup> for an event to be held at MANNA to celebrate the quiet phase of the campaign, and to launch the public phase. David Holt will be a special guest of honor that evening. Special invitations have been ordered and the envelopes will be hand addressed to a guest list which includes regular volunteers, monthly donors, major donors, campaign donors, media and public officials. We have confirmed donations of food from Harrah's, Highland Brewing Beer, and Biltmore Wine.

Please mark your calendars to attend this very special evening, and stay tuned for more opportunities to help which may include follow-up calls to potential attendees.