

## **Fundraising Cycles since 2021**

### **2021**

April 2021: Give Lopez

July 2021: Summer newsletter with donation envelope

July 2021: Ice Cream Social / Farewell to Becky

September 2021: Fall newsletter

November 2021: Annual Report and donation envelope with staff/board member signed letter

### **2022**

March 5, 2022: Memory Loss & Dementia Event (awareness event)

March 2022: Give Lopez

April 2, 2022: Meet Me at the Movies (awareness event)

November 2022: Annual Report and donation envelope with staff/board member signed letter

### **2023**

March 2023: Spring newsletter with donation envelope (to Lopez, plus donors)

April 2023: Give Lopez

September 2023: Fall newsletter with donation envelope (to Lopez, plus donors)

October 28, 2023: Soiree at GP (light ask; mostly prior donors)

November 10 2023: Soiree at GP (light ask; mostly prior donors)

December 2023: Annual Report with donation envelope and Rip's match announcement

### **2024**

April 12, 2024: Soiree at GP (LTM ask; mostly prior donors)

May 2024: Give Lopez

May 24, 2024: Soiree at Randall's home (LTM ask; mostly potential new donors)

July 2024: Summer newsletter with donation envelope (to Lopez, plus donors)

December 2024: Annual Report and donation envelope with staff/board member signed letter

## **2025**

February 1, 2025: Donor thank you event at GP (no ask; celebration of completion of LTM challenge grant)

May 2025: Give Lopez

July 2025: Summer newsletter with donation envelope (to Lopez, plus donors)

September 6, 2025: Wendy Lustbader author event (no direct ask)

November 16, 2025: Soiree (mostly potential new donors; no ask, but received a couple of large donations)

December 2025: Annual Report and donation envelope with staff/board member signed letter

Plus individual meetings with larger donors in 2024 and 2025 (i.e. Strachan, Treleases, etc.). Usually tea and cookies.