

The logo for the Cain Center for the Arts features the text "CAIN CENTER FOR THE ARTS" in a bold, dark blue, sans-serif font. The words "CAIN" and "CENTER" are stacked on the top two lines, "FOR THE" is on the third line, and "ARTS" is on the fourth line. To the right of the text is a large, light blue exclamation point, which is composed of a vertical bar and a square base.

**CAIN
CENTER
FOR
THE ARTS**

October 14, 2019 Board Meeting

Campaign Activity – Pledges

Pledge and Cash Update							
updated: October 4, 2019							
PLEDGES GOAL							
	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Cain Circle - Naming	\$1,500,000.00	\$0.00	\$2,150,000.00	\$0.00	\$0.00	\$4,250,000.00	\$1,000,000.00
Cain Circle	\$0.00	\$200,000.00	\$100,000.00	\$500,000.00	\$100,000.00	\$100,000.00	\$200,000.00
Founders' Society	\$350,000.00	\$150,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00
TOTAL	\$ 1,850,000.00	\$ 350,000.00	\$ 2,300,000.00	\$ 550,000.00	\$ 150,000.00	\$ 4,400,000.00	\$ 1,250,000.00
PLEDGES ACTUAL							
	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Cain Circle - Naming	\$500,000.00	\$0.00	\$1,700,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Cain Circle	\$0.00	\$100,000.00	\$0.00	\$100,000.00	\$0.00	\$0.00	\$0.00
Founders' Society	\$200,970.00	\$3,100.00	\$75,500.00	\$11,000.00	\$76,750.00	\$0.00	\$0.00
TOTAL	\$700,970.00	\$103,100.00	\$1,775,500.00	\$111,000.00	\$76,750.00	\$0.00	\$0.00
Actual Pledges Rolling Total	\$ 7,121,650.00	\$ 7,224,750.00	\$ 9,000,250.00	\$ 9,111,250.00	\$ 9,188,000.00	\$ 9,188,000.00	\$ 9,188,000.00
% Pledges in Hand	38.08%	38.64%	48.13%	48.72%	49.13%	49.13%	49.13%
Goal Pledge Rolling Total	\$ 9,206,500.00	\$ 9,556,500.00	\$ 11,856,500.00	\$ 12,406,500.00	\$ 12,556,500.00	\$ 16,956,500.00	\$ 18,206,500.00
NET DIFFERENCE	(\$2,084,850.00)	(\$2,331,750.00)	(\$2,856,250.00)	(\$3,295,250.00)	(\$3,368,500.00)	(\$7,768,500.00)	(\$9,018,500.00)

Campaign Activity – Pledges

PLEDGES	Goal	Actual
Cain Circle Naming	\$ 0	\$ 0
Cain Circle	\$ 100,000	\$ 0
Founders' Society	\$ 50,000	\$ 76,750
Total	\$ 150,000	\$ 76,750

Campaign Activity – Cash

CASH GOAL	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
TOTAL	\$616,666.33	\$1,450,000.33	\$766,666.67	\$50,000.00	\$50,000.00	\$133,333.33	\$468,834.33
CASH ACTUAL	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
<i>Cain Circle - Naming</i>	\$0.00	\$0.00	\$197,395.78	\$0.00	\$0.00	\$0.00	\$0.00
<i>Cain Circle</i>	\$0.00	\$100,000.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00
<i>Founders' Society</i>	\$92,475.00	\$16,106.00	\$41,205.00	\$22,439.65	\$29,031.00	\$0.00	\$0.00
<i>Merchant Fees</i>	\$ (476.51)	\$ (32.48)	\$ (9.31)	\$ (28.97)	\$ (100.91)		
<i>Interest Income</i>	\$ 9,834.10	\$ 8,442.41	\$ 9,833.87	\$ 10,349.68	\$ 8,787.28		
TOTAL	\$101,832.59	\$124,515.93	\$248,425.34	\$32,760.36	\$87,717.37	\$0.00	\$0.00
Actual Cash Collected Total	\$ 5,684,424.64	\$ 5,808,940.57	\$ 6,057,365.91	\$ 6,090,126.27	\$ 6,177,843.64	\$ 6,177,843.64	\$ 6,177,843.64
<i>% Cash Collected</i>	30.40%	31.06%	32.39%	32.57%	33.04%	33.04%	33.04%
<i>Goal Cash Rolling Total</i>	6,335,499.67	\$7,785,500.00	\$8,552,166.67	\$8,602,166.67	\$8,652,166.67	\$8,785,500.00	\$9,254,334.33
Net Difference	(\$651,075.03)	(\$1,976,559.43)	(\$2,494,800.76)	(\$2,512,040.40)	(\$2,474,323.03)	(\$2,607,656.36)	(\$3,076,490.69)
<i>Transfer to Campaign and Construction</i>	(22,400.00)	(11,700.00)	(13,162.19)	\$ (21,953.86)	\$ (507,283.65)		
<i>Rolling total Transfer to Campaign and Construction</i>	\$ (418,058.96)	\$ (429,758.96)	\$ (442,921.15)	\$ (464,875.01)	\$ (972,158.66)		
<i>Net of Transfer</i>	\$ 5,266,365.68	\$ 5,379,181.61	\$ 5,614,444.76	\$ 5,625,251.26	\$ 5,205,684.98		
<i>Transfer to Campaign Administrative Expenses</i>	-\$22,400.00	-\$11,700.00	-\$13,162.19	-\$21,953.86	-\$15,317.65		
<i>Rolling Total Transfer for Admin Expenses</i>	-\$73,552.19	-\$85,252.19	-\$98,414.38	-\$120,368.24	-\$135,685.89		
<i>Transfer to Campaign for Construction Expenses</i>	0	0	0	0	-\$491,966.00		
<i>Rolling Total Transfer for Construction Expenses</i>	-\$344,506.77	-\$344,506.77	-\$344,506.77	-\$344,506.77	-\$836,472.77		
Rolling Total:	-\$418,058.96	-\$429,758.96	-\$442,921.15	-\$464,875.01	-\$972,158.66		

Campaign Activity – Cash

CASH	Goal	Actual
Cain Circle Naming	\$	\$ 0
Cain Circle	\$	\$ 50,000
Founders' Society	\$	\$ 29,031
Total	\$ 50,000	\$ 79,031

Events

October

- Gallagher hosted event, The Point, Thursday October 3
- Music on Main, Mooresville, Friday, 10/4
- Dobi hosted event, Cornelius, Monday 10/7
- Lake Norman Business Expo, Huntersville, Thursday 10/10
- Laktoberfest, Cornelius, Saturday, 10/12

- 15 Top Women Event, Davidson, Thursday, 10/17
- Bongiovanni hosted event, Cornelius, Thursday, 10/17
- Irvin hosted event, Cornelius, Friday, 10/18

Events

Additional Events

- Evans/Redmond hosted event, Cornelius, Friday, 11/1
- End of Year Giving Event, TBD
- Christmas in Davidson Sponsorship

Campaign Snapshot

Campaign Snapshot

\$ \$9,520,500 Pledges
\$4,000,000 Bond
\$1,500,000 Land

\$15,020,500 TOTAL

At the halfway mark:

Who are our donors?

How do corporate donations compare to individual donations?

Where do our donors fall within the Founders' Society?

How much of our progress to goal is due to major gifts?

Where do our current donors live?

Snapshot of our Donors



110 Campaign Donors



\$9,520,500 Pledges

Snapshot of our Donors

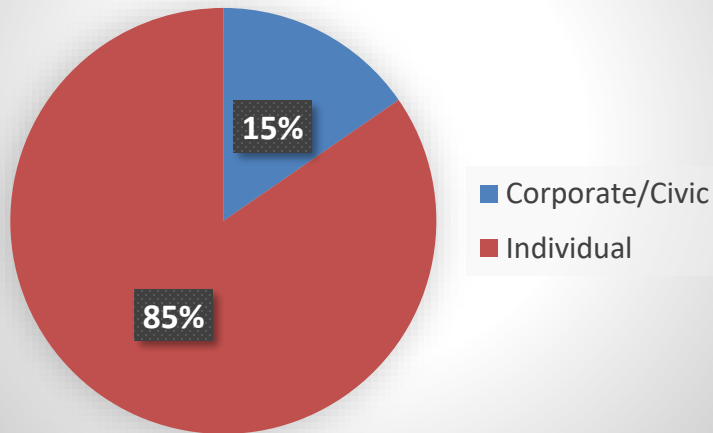


110 Campaign Donors

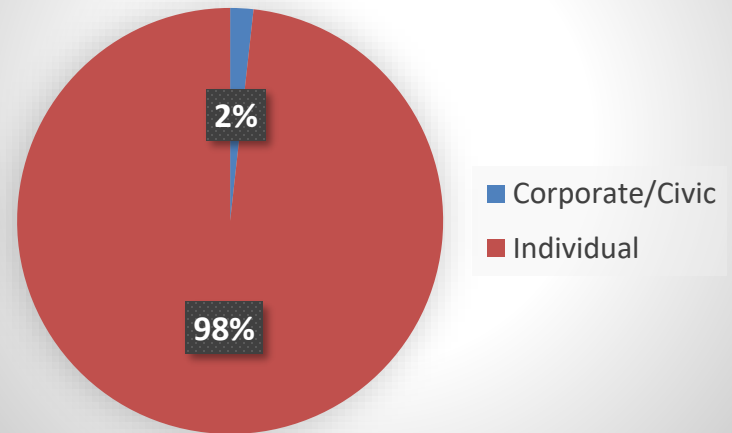
10 Corporate/Civic Donors

100 Individual Donors

Total Number of Donors by Type



Total Pledged by Donor Type



Snapshot of our Donors



10 Corporate/Civic Donors Pledges total \$167,350

- Range from \$600 to \$100,000
 - 1 \$600
 - 3 \$5,000
 - 1 \$15,000
 - 1 \$30,000
 - 1 \$100,000
 - 3 Matching totaling \$6,750
-

Snapshot of our Donors

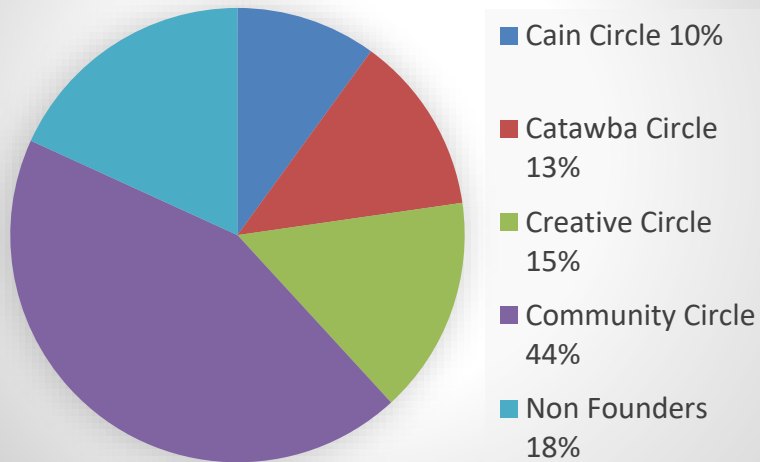


100 Individual Donors
Pledges total \$9,353,150

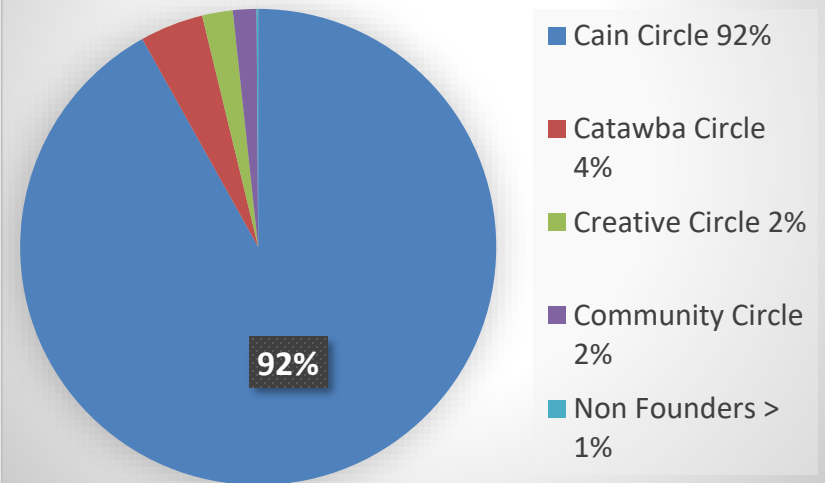
Range from \$100 to \$5,000,000

- 20 Non Founders' Society
- 48 Community Circle
- 17 Creative Circle
- 14 Catawba Circle
- 11 Cain Circle

Individual Donors by Category of Giving

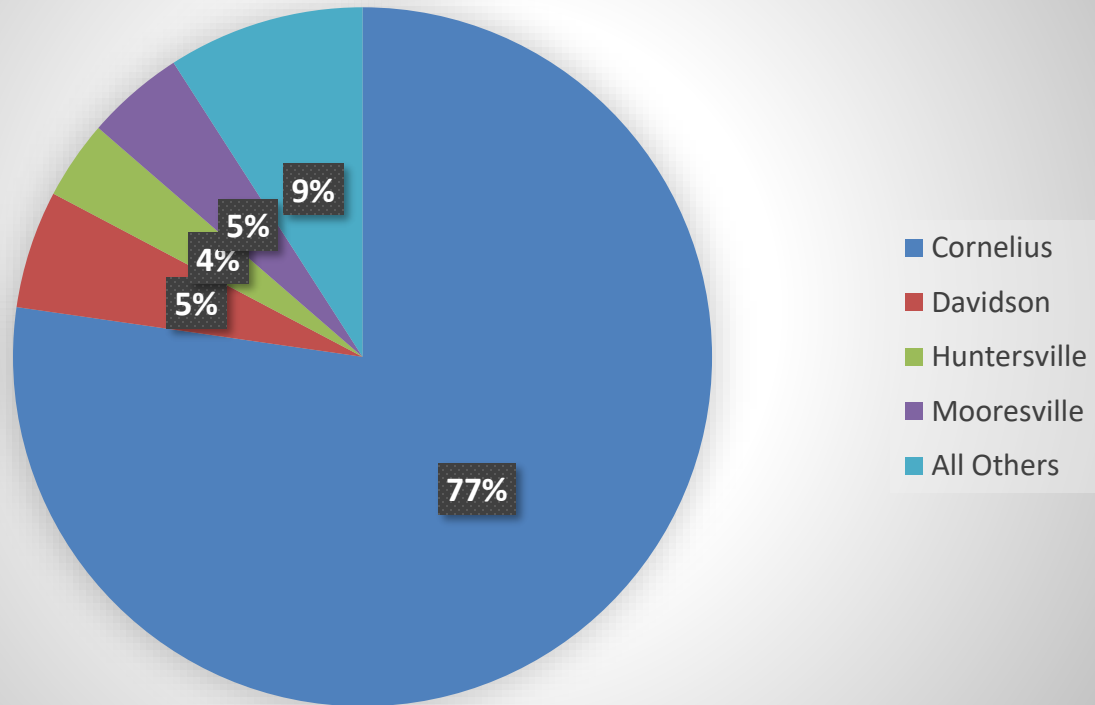


Individual Donors by Total Pledges



Zip	Town	# Donors
28031	Cornelius	85
28036	Davidson	6
28070	Huntersville	4
28116	Troutman	1
28117	Mooresville	5
28164	Stanley	1
28201/28211	Charlotte	2
28605	Statesville	1
Other	Various	5

Donors by Zip Code



Conclusions:

85% of our donors are Individuals

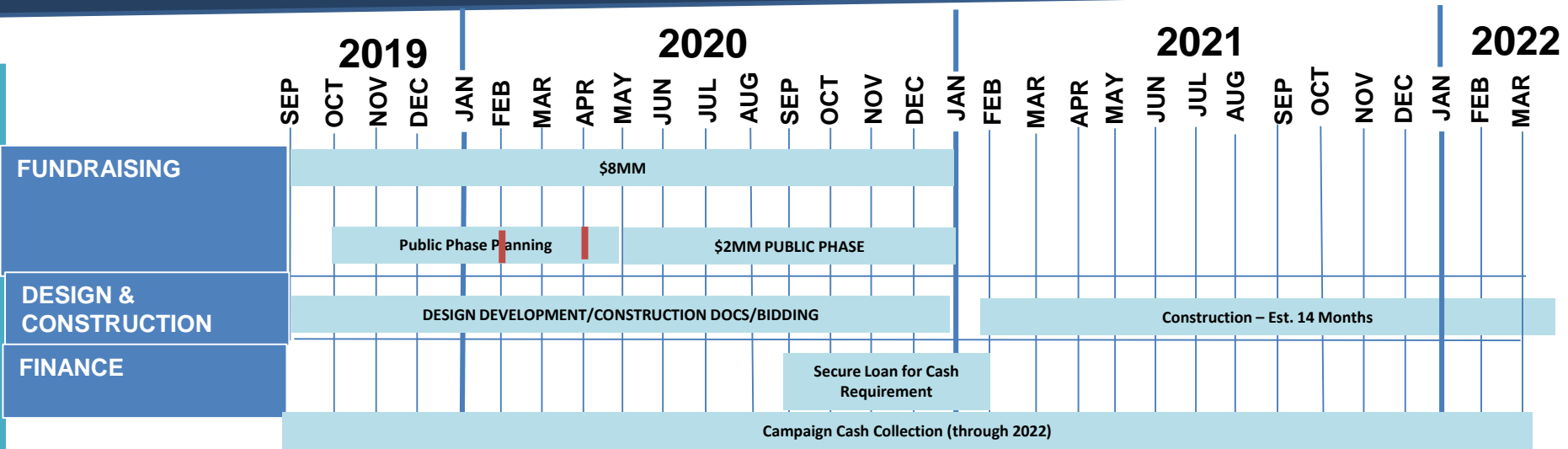
98% of the total pledged amount has come from Individuals

62% of our individual donors have pledged at the Community Circle level or lower

10% of our donors have pledged 92% of total amount pledged

77% of our donors to date live in Cornelius

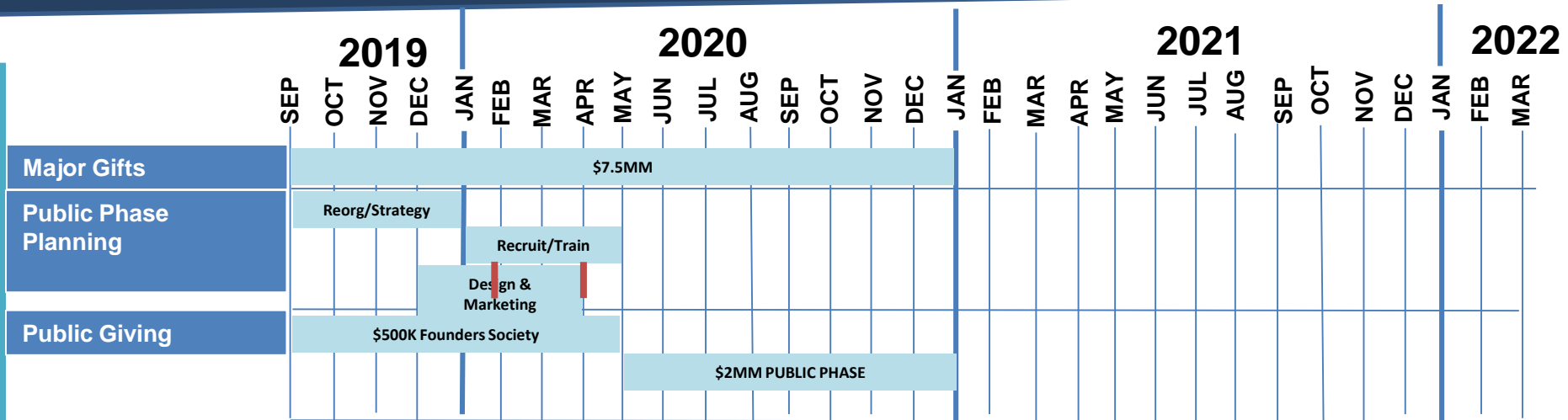
CAMPAIGN TIMELINE



**Fundraising timeline focused on achieving the current construction timeline projections
16 Months remain on campaign**

- **Open Goal:** Summer 2022

CAMPAIGN TIMELINE



**Fundraising timeline focused on achieving the current construction timeline projections
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Campaign Cabinet Division Chairs

Division Chairs

Individuals recruited by the Campaign Chair to drive strategy and execution of the division team and goals.

Responsibilities:

- Leadership:
 - Attend monthly Campaign Cabinet meetings
 - set agenda and meeting schedule for their division
 - Recruitment of division team members
 - Approve and Implement the campaign division plan, case statement and supporting materials
 - Develop and approve the solicitation strategies for their division
 - Significant personal financial support
 - Publicly endorse the campaign
 - Assume responsibility for the success of the campaign
 - Serve as key campaign division spokesperson
- Support:
 - Regular review and reporting of division goals
 - Recruit other leaders
 - Participation in campaign events
- Prospect Development
 - Development of preliminary prospect lists
 - Evaluation of top prospects
 - Provide linkage to prospects
 - Solicitation of top prospects

Campaign Cabinet Division Chairs

Division Team Members

Individuals recruited by the Division Chair to execute division strategy and achieve goals.

Responsibilities:

- **Teamwork:**
 - Attend division meetings
 - Recruitment of division team members
 - Develop and execute the solicitation strategies for their division
 - personal financial support
 - Publicly endorse the campaign
 - Assume responsibility for the success of the campaign
- **Support:**
 - Participation in campaign events
- **Prospect Development**
 - Development of preliminary prospect lists
 - Provide linkage to prospects

Campaign Cabinet and Leadership

Roles:

Campaign Chair – Pat Bechdol

Honorary Chair –

Board Division Chair –

Major Gifts Division Chair –

Business/Corporate Division Chair – Joshua Dobi

Community Division Chair –

Campaign Support Division Chair –

Divisions

Board – Responsible for continued cultivation of board gifts from the Cain Center for the Arts board of directors

Major Gifts Division – Responsible for cultivation, strategy, and solicitation of Major Gifts for the campaign

Business/Corporate Division – Responsible for cultivation, strategy, and solicitation of gifts from the local/regional businesses and corporations to the campaign

Community Division – Responsible for cultivation, strategy, and solicitation of gifts from the individuals and families that make up the diverse communities in the region that the Cain center will serve

Campaign Support Division – A group of volunteers responsible for assisting with boots-on-the-ground support for events, marketing, PR, etc.

Campaign \$10MM

Campaign Chair – Pat Bechdol

Major Gifts

\$8.5MM

Chair?

Staff: Justin

Team:

Greg Wessling
Woody Washam
Pat Bechdol
Troy Stafford

Tools:

Naming Opportunities
Founders Society
Direct Ask

Local/Regional Business

\$500K

Chair: Joshua Dobi

Staff: Justin

Team:

Healthcare:
Technology:
Banking:
Insurance:
Real Estate:
Wealth Management:

Tools:

Naming Opportunities
Founders Society
Events
Mobile Giving

Community

\$1MM

Chair:

Staff: Allison

Team:

Cornelius:

- Peninsula:
- Antiquity:
- East Cornelius:
- West Cornelius:

Huntersville:

Davidson:

Mooresville:

Denver:

Tools:

Founders Society
Paver Campaign
Mobile Giving
Neighborhood Cptns
Events

Campaign Support

Chair:

Staff: Allison/Anita

Marketing/PR: Staff

Stewardship:

Event Planning/Assistance:

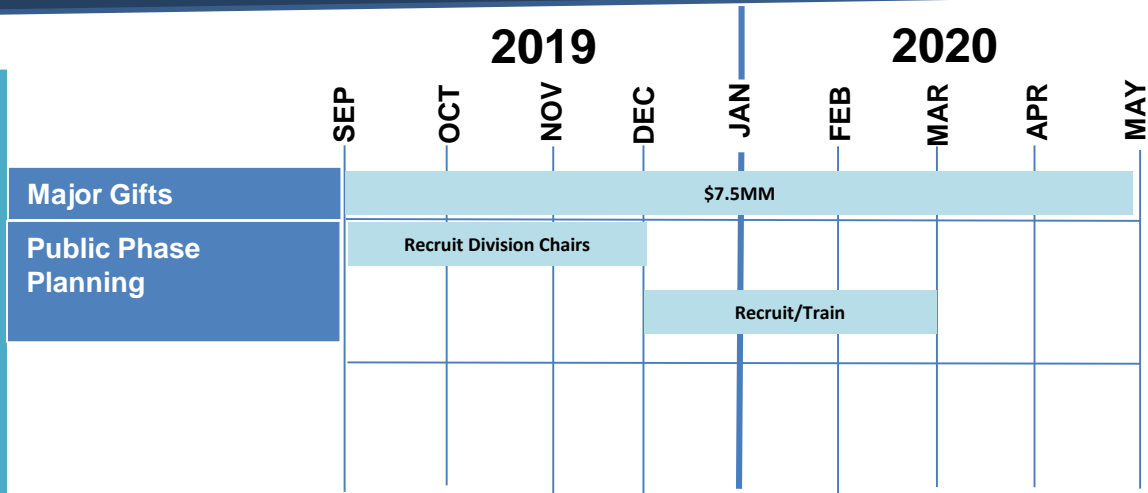
Finance:

Patron Research:

Tools:

Volunteers
Events

CAMPAIGN CABINET TIMELINE



**Fundraising timeline focused on achieving the current construction timeline projections
16 months remain on campaign**

- **Open Goal:** Summer 2022