



DeMolay Foundation President's Report: 2021-2022

Brethren, as I complete my second year as Foundation President, I would like to take a few moments to reflect on some of the work the Foundation has accomplished over this term. First, I would be remiss if I didn't say thank you to the Foundation's Board Members for your hard work and support. We endured a pandemic and the health, travel and communication challenges that accompanied it. It forced us to change how we accomplish our work but did not lessen the importance of what we do, and the impact it has on the young men of DeMolay. I also want to thank the Supreme Council for their support of the efforts of the Foundation. It has been a pleasure and a privilege to serve the Foundation as its President.

I have been involved with DeMolay in various roles for over 30 years. Since the time I transitioned from a youth leader to an adult advisor in the 1990's, I have advocated for strong development program. In my time as President, I have made it a priority for the Foundation to focus on cultivating and developing long term relationships with donors while providing money for DeMolay International Grants for day-to-day goals aligned with a long-term strategy.

The Foundation Trustees have concentrated our efforts on the four basic strategic core pillars of Building, Leadership, Education, and Endowment. Development takes a concentrated effort of cultivating existing and potential donors and is an integral part of what we do. Listening to donors, building relationships, and communicating with them on a regular basis is critical to success. We have an excellent group of Trustees, and I am grateful for their continued work on our development efforts.

Richard Lynn of Florida and Aaron Habben of Kansas City each served their first term this past year. They have been great additions, and we look forward to their continued service. This year, we look forward to the addition of Brian Dodson of Houston as a Trustee, joining Richard Flynn, Aaron Habben, Jim McGee, Kerry Campbell, Steve Doan, George Braatz, Fred Baerenz and Allan Iding.

This year, on Saturday, February 5th, we met here, at the Rosen Plaza Hotel in Orlando, FL, for our annual mid-year meeting of Trustees. We had an excellent meeting with a lot of great discussion and strategic planning.

As Foundation President, I am pleased to share a few highlights of our Trustee's work during my tenure, and some plans moving forward:

- We have reviewed major development plans for the Service and Leadership Center:
 - We have upgraded the Furniture, Chairs, Conference Room Table and Workstations in the DeMolay Service and Leadership Center through an in-kind donation valued at \$95,000.
 - We are moving forward with projects funded by the Sunderland Foundation's \$250,000 grant. The Sunderland Foundation is a Kansas City based family foundation that supports capital efforts. Work to re-pave the parking lot, and repair the curbs and sidewalks is scheduled to begin on July 18, 2022.

- We are reviewing opportunities to update the restrooms, conference space, utility systems, and a professional display area or museum room for historical regalia, documents, and other artifacts.
- The Foundation has supported DeMolay International grants, by approving the following projects:
 - **Continuation of Membership Services Representatives positions.**
 - *Renewal of the grant to continue two part-time positions through June 30, 2023.*
 - \$83,000 (\$30,000 carryover from 2020) – 2021/22
 - \$75,000 – 2022/23
 - **International Development**
\$35,000 to support efforts for international development of the program.
 - **Leadership Training Camps**
\$90,000
 - **Marketing/Promotional Plan Implementation**
\$45,000 – 2021/22
\$45,000 – 2022/23
 - **E Scribe 2.0 construction and launch**
A data, member records and communications tool to replace E Scribe. DI identified \$93,000 in restricted donations that can be used for this project. Seeking \$110,000 for construction and implementation of this software.
 - **Advisor Training Module Implementation**
\$40,000 to develop and deploy these training programs for advisors.
 - **New Member Kits**
\$30,000 - "New Member Kit" that will include welcome materials for new members and their families to introduce them to the DeMolay Experience: the new DeMolay Handbook, promotional items (stickers, pens, etc.) and potentially a DeMolay t-shirt. estimated cost for each box is \$30 plus shipping.
- We finalized a Five (5) year Lease Agreement between DeMolay International and the DeMolay Foundation.
- Hartsook provided a fundraising leadership training session for our Trustees. The key concept focuses on donor stewardship. We have worked to be very strategic in our approach to donor prospects and what we are asking them to support. DeMolay International and DeMolay Foundation work together to brand our organization, so we need to work together to show our donors how their support impacts the program, and more importantly, the young men of DeMolay. The DeMolay Foundation has focused on Four Pillars:
 - Building
 - Leadership
 - Education
 - Endowment

- The Foundation has updated our donor management software, and in the process, is saving almost \$50,000 annually. This has streamlined how we implement cultivating Senior DeMolay, Masons, businesses, and other Masonic groups to build on the Four (4) Pillars of the DeMolay Foundation.
- And last, but certainly not least, I am proud to announce that between last year, and this upcoming year, the DeMolay Foundation will award \$86,000 in scholarships.

In Development:

Hartsook began working with our Board of Trustees in 2020 on our ***Second Century Fund: Securing the Next 100 Years of DeMolay Campaign***. Keeping consistent with Foundation priorities, this effort focuses on supporting our four pillars:

- Building – The Service and Leadership Center
- Leadership – The Leadership Training Conference’s and Field Representatives
- Education – Scholarships
- Endowment

Over the past two years, with support from the Board of Trustees, over \$1,082,000 has been pledged over multiple years toward the four pillars. More recently, added focus has been placed on legacy giving, with \$300,000 in estate gifts being pledged in 2022.

For 2022/23, the Foundation has plans to submit over \$1.1 million in proposals for support to the Foundation. Our development team is working together to connect with donor prospects in multiple areas including, but not limited to:

- DeMolay alumni
- Masonic organizations and foundations
- Businesses in areas where DeMolay is strong, and
- Non-masonic individuals and foundations

Our work also continues as we reinforce partnerships with old friends and engage new ones. I want to give a big thank you to the following DeMolay and Masonic organizations for their support to the ***Second Century Fund campaign***:

- Our Foundation Board of Trustees for their personal support totaling over \$100,000
- The Masonic Charity Foundation of Oklahoma - \$100,000
- The Ohio Grand Lodge - \$50,000
- The Wisconsin DeMolay Foundation - \$25,000
- The Northern Jurisdiction Scottish Rite - \$50,000
- The Youth Fund of Southern California - \$50,000
- The Virginia DeMolay Foundation - \$5,000

Additionally, we have numerous individual supporters that, upon their approval, we will thank on our Honor Roll of Donors

If you have a role serving a DeMolay organization or one of the Masonic family of organizations and would like to discuss your opportunity to impact the youth of DeMolay and long-term sustainability of DeMolay through the Foundation, please contact one of our Trustees, or our team from Hartsook. Your support will leave a lasting legacy that will far outlast our time in DeMolay.

It would be difficult to ignore the continued impact the pandemic has had on our efforts. Our in-person interactions have been severely limited, but we have adapted through video conferencing and other communication tools to keep pushing forward.

Over the next 12-months, there will be a greater focus on in-person cultivation opportunities. Our development team and Trustees are working together to plan 10-12 cultivation and fundraising events in strategic parts of the country. Engaging others and building lasting relationships are cornerstones of successful major gift fundraising, and we are ramping up our efforts to provide those opportunities.

In addition to receiving 100% support from our DeMolay Trustees, we always keep an ambitious goal for 100% support from our Foundation members. As our Hartsook and development team have been interacting with non-masonic and non-DeMolay prospects, the importance of showing this type of support has come to the forefront. There are many who believe in the work we do, but they also desire to see we are supported by those closest to us. Immediately following this DeMolay Annual Session, all Foundation members will be receiving correspondence with an opportunity to support the four pillars of the DeMolay Foundation. We want to thank you in advance for considering what you can do to support our efforts. If you would like to discuss an impact gift that may qualify for naming opportunities, a named fund, or a legacy gift, please contact one of the Trustees, or our Hartsook team.

As we come to a close at the Annual Session in Orlando, I want to thank you for the opportunity to serve and I thank the Trustees for their contributions of their time, talents, and financial resources.

Respectfully submitted,

Johnny D. Onkst
President – 2021 -2022