

***DeMolay Foundation President’s Report:***

***2020-2021***

It is now my pleasure to report on the activities of the Foundation for the previous year. I would like to take this opportunity to say thank you to the members of the Foundation and Supreme Council for getting through this unchartered world of a Pandemic Year we all will never forget.

I would like to take a moment to review my history with the Foundation. I have been an advocate of a strong development program since the late 1990s. After years of discussion which included trying to decide whether DeMolay International or DeMolay Foundation should take the lead on development, it is key that the Foundation 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. Hartsook has worked in conjunction with the Executive Director of DeMolay International and the Foundation Trustees as we have concentrated our efforts on the four basic strategic core pillars of Building, Leadership, Education, and Endowment. Many of you know that development takes a concentrated effort of cultivating existing and potential donors and is an integral part of what we do. Paying attention to donors and communicating with them on a regular basis is critical to success. We have an excellent group of Trustees. You've heard about their experiences and what they have done. They’ve performed their duties diligently this past year and I thank them for their service.

We had two appointments to fill unexpired terms. Richard Lynn of Florida and Aaron Habben of Kansas City have accepted the positions as new Trustees to the Foundation in 2020. This year, on Saturday, January 30th , we met in Kansas City for our annual mid-year meeting of Trustees with an opportunity to see the Service and Leadership Center, one of our major assets. We had 100 percent attendance by our trustees. We were also joined by our Hartsook development team along with the DeMolay International Grand Master, Grand Senior Councilor, Grand Junior Councilor, Executive Director and Director of Finance. We had an excellent meeting with a lot of good discussion and strategy sessions.

Here are a few highlights from our meeting:

* We reviewed preliminary year-end financials in the budget for 2021-2022. It was finalized and approved.
* We reviewed major development plans for the Service and Leadership Center, and discussed the impact a grant from the Sunderland Foundation would have on the needs of the building. The Sunderland Foundation is a Kansas City based family foundation that supports capital efforts.
* We reviewed the DeMolay International Upcoming Grants
	+ ***Continuation of Membership Services Representatives positions.***

*Seeking the renewal of the grant to continue two part-time positions through June 30, 2022. $92,000 ($30,000 unspent 2020)*

* + ***International Development***

*$35,000 to support efforts for international development of the program.*

* + ***Leadership Training Camps***

*Consideration for funding in the non-US regions on the same level and through the same processes as LTCs in the US-serving regions.*

* + ***Marketing/Promotional Plan Implementation***

*$45,000 to support partnership with NMJ SR of a state-of-the-art marketing and promotional project.*

* + ***E Scribe 2.0 construction and launch***

*A data, member records and communications tool to replace E Scribe. DI has 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***

*“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 are seeking $30,000 to assist with this project.*

* + ***Partnerships***

*We continue to explore partnership opportunities with other organizations to provide new and expanded resources for our members. E.G. recently announced partnership with Lambda Chi Alpha. $10,000 to support the establishment of partnerships and resources.*

* We finalized a Five (5) year new Lease Agreement between DeMolay International and the DeMolay Foundation.
* We upgraded the Furniture, Chairs, Conference Room Table and Workstations in the DeMolay Service and Leadership Center through an in kind donation.
* Hartsook provided a fundraising leadership training session for our Trustees. As part of that training, a presentation on the Donor Bill of Rights was very insightful. 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
* We discussed the DeMolay International Elected Line Long Term plan and how the Foundation can support that plan. Working together to better understand their needs, and connecting to a wider scope of donor prospects, the DeMolay Foundation can fund grants that will support the DeMolay Long Term Plan for many years.
* We are in the process of renewing and updating our donor management software, Raiser’s Edge. This will streamline how we implement cultivating Senior DeMolay, Masons, businesses, and other Masonic groups to build on the Four (4) Pillars of the DeMolay Foundation. During the year we made grants to DeMolay International totaling $$$$$$ in 2021.

**In Development:**

After the completion of our feasibility study in 2019, 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

To date, under the leadership of George Braatz and the Hartsook Team, together with support from the Board of Trustees, $767,276 has been pledged over multiple years toward the four pillars. More specifically in the 2020-2021 fiscal year, $445,000 has been pledged. There is an additional $560,000 in asks currently pending, and over $2 million in proposals to be submitted in the coming months.

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

In the past, the foundation has made great strides connecting with those closest to us. But, we have struggled to reach those outside of the DeMolay or Masonic Family. Our Service and Leadership Center is located in Kansas City, MO, but there has not previously been a focus to connect with that community and its philanthropic leaders. We are changing that. And the recent $250,000 gift from the Sunderland Foundation is a great start in that endeavor. In addition to the Sunderland Foundation, Hartsook and our Trustee, Aaron Habben have developed a strong prospect pool in Kansas City that is currently be cultivated and will soon be receiving proposals for support.

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:

* 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

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

It would be difficult to ignore the impact the pandemic has had on our efforts. Our in-person interactions have been severely limited over the past 18 months. But we have adapted through video conferencing and other communication tools to keep pushing forward, and we have more than doubled what was raised in the previous fiscal year. Over the next 12-months, you will see a much larger presence in personal interactions, but we will also keep utilizing other virtual opportunities to expand our reach, connect to others, and build our support base for DeMolay. Our development team and Trustees are working together to plan 10-12 cultivation and fundraising events in strategic parts of the country, as we see restrictions lessening, and people showing the desire to interact with others. Engaging others and building lasting relationships are the cornerstone 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 have 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. So, in the coming months you will see greater communication from the DeMolay Foundation toward this effort.

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

Respectfully submitted,

Johnny D. Onkst

President – 2020 -2021