

11/3/2020

Dauphin Island Sea Lab Foundation Annual Overview

2019-2020

The Dauphin Island Sea Lab Foundation (DISLF) office has been open 2 years in the Development Office at 4513 Old Shell Road. The Assistant Director, Angie Gaillard and Assistant to the Director, Daphne Marcum are still with the Foundation while Helene Hassell remains Executive Director of the DISLF.

The challenges brought on by Covid 19 have made the Foundation office change its focus with how typical fund raising was done. The office canceled in person events and pivoted to a Virtual Fundraiser and more letters and emails being sent to our supporters. Even with all the changes it has been a successful year. I want to thank the Board of Directors and Advisory Committee for all they have done to support and promote the DISLF.

Projects Funded at the Sea Lab through funds raised by DISLF 2019-2020:

Discovery Hall Programs K5-12

Three scholarships for the Month long High School Marine Science Course

Two Jenny Cook Scholarships underwritten by Austal

One Scholarship funded from the Mike DeGruy Fund

University Programs Undergraduate, Masters and PhD candidates

New Microscopes with cameras granted by Regions

Campus Improvements

Campus Master Plan funded by DISL Foundation to help guide us in the future!

Financial Information:

DISLF began 2019-2020 with Total Checking of \$305,833.60. The Community Foundation of South Alabama had the DISLF Fund at \$2,072,691.76 and the George Crozier Fund at \$258,445.49, for total assets of \$2,331,137.25

Goals:

Fundraising goals were established at the beginning of the fiscal year. These goals were based on a three-year rolling average of DISLF donors, gifts and dollars.

Total active donors:	Goal: 506	Actual: 471
New donors:	Goal: 24	Actual: 149
Total gifts:	Goal: 861	Actual: 802
Total Giving:	Goal: \$234,723	Actual: \$252,666.11
In-kind \$1,200		

TOTAL GIVING Cash + Outstanding Pledges + In-kind = \$253,866.11

Endowments:

The Foundation has two funds at the CFSA; The George Crozier Endowment Fund which was established with a matching grant from the Kresge Foundation in 2004, which is governed by the restrictive rules, established by Kresge. The second fund is the DISLF Endowment Fund, (a non-endowed agency fund) which has been funded through the fundraising efforts of the Foundation and is a donor directed fund.

Grants 2019-2020:

- Austal
- Caring Foundation
- Bedsole Foundation
- Ben May Foundation
- Regions Bank Foundation
- Rotary Club of Mobile
- The Jenny Cook Scholarship Fund
- Private Donors
- The DISLF Friends of the Sea Lab
- Glaze Foundation
- State of Alabama Cares Act

Special Events and Outreach:

The DISLF hosted two special events; The MEAL and the first ever Cocktails with the Critters Virtual Auction

Marine Environmental Awards Luncheon (MEAL) 2019

The eighth annual Marine Environmental Awards Luncheon was held on Wednesday, November 6, 2019 at the Battlehouse Hotel. The event was a wonderful success.

280 Reservations with 30 Tables

Safety Plus and John and Denise Valentine sponsored the Luncheon.

Keynote Speaker: Dr. Eddie Widder, deep sea explorer, conservationist and authority on marine bioluminescence

Gulf Coast Marine Environmental Excellence Award-Recognizes an individual who has made outstanding contributions to marine environmental sustainability in the Alabama Gulf Coast Region. Winner: **Jimbo Meador**

Meador

Gulf Coast Marine Environmental Leadership Award-Recognizes a business or organization whose efforts have resulted in the improvement of marine environmental sustainability in the Alabama Gulf Coast Region.

Winner: **Thompson Engineering ECO Team**

Fundraising

Friends of the Sea Lab

We had a large increase in new FOSL memberships this year. FOSL had 111 renewals and 70 new memberships

		2019-2020		2018-2019		2017-2018	2016-2017		2015-2016	
180	\$34,436	202	\$26,177	198	\$25,980	156	\$24,860	169	\$25,690	

Annual/Christmas Appeal:

The Annual appeal grossed \$8,463 with expenses of \$514 for a net profit of \$7,949. 1,300 letters were mailed.

	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2014-2015
Gross Income	\$8,463	\$9,662.10	\$14,330.00	\$7,668.00	\$6,665	\$9,165
Expenses	\$514.00	\$722.58	\$ 688.99	\$666.12	652.89	\$627.26
Net income	\$7,949.00	\$8,939.52	\$13,640	\$7,001.88	\$6,012.11	\$8,537.74
Letters	1300	1000	900	900	1000	840
Donors	49	50	40	40	37	53

Cocktails with the Critters:

Because of Covid 19 the in-person Cocktails with the Critters was canceled. The original date for the in-person event was May 7, 2020. On June 15th we decided to move forward with a Virtual Auction.

On June 23rd we signed up with Cause4Auction as our Auction hosting sight. Prior to the Virtual Auction we contacted Corporate Sponsors about donations and sent auction letters.

Sponsors: 379 Corporate sponsor letters were mailed on Nov 15, 2019 and 389 on Jan 10, 2020. Once auction went Virtual another 15 were re-mailed on July 31, 2020.

The number of corporate sponsors was 47. The number of individual sponsors was 7. **Total Donations**

Ticket Sales: Actual ticket pre-sales totaled \$100.

Donations: Totaled \$1,565

In-kind sponsors:
WKRK

Silent Auction: This year's auction generated a gross revenue of \$25,476 from 81 items. The FMV of the items this year totaled \$56,256.00

Angie uploaded pictures and descriptions of all of the Auction items to Cause4Auction. Cause4Auction was very user-friendly with excellent reporting

We had a total of 301 Bidders sign up for the Auction. The availability to sign up for the auction ran all the way through the very last minutes of the auction

A formula was used to determine starting bids (40% FMV) and bid increases were uniform based on the item's value. We had 3 trips not sell and 2 'consignment' trips not sell.

We also had 3 Donate Now options available. One each for the Foundation, DHP and University Programs. Foundation received \$656.00, DHP received \$550 and UP received \$300.

This was a great addition that we could add through the auction site that we have not done at previous in-person auctions.

	Actual 2020	Actual 2019	Actual 2018	Actual 2017
Total Income	\$68,741	\$101,685	\$75,645.00	\$81,211.00
Expenses	(\$4,623)	(\$20,278.37)	(\$20,278.37)	(\$22,832.76)
Total Expenses				
Net Income	\$64,118	\$79,057.53	\$55,366.63	\$61,002.24

Employee Campaign:

A new employee campaign was undertaken this year and was well received. The duration of the

campaign was two weeks. The kickoff was an ice cream social and the celebration at the conclusion was Smokin' Gringos Taco Truck. The campaign was well received by the employees with every department having 100% participation which was the ultimate goal. The total amount raised to help fund Health and Wellness and Jenny Cook was over \$6,200. The Employee Campaign will remain an annual event.

Officers

George Davis, Chair
Bob Collins, Vice Chair
Fred Hardman, Treasurer
Ben King, Secretary

Trustees

Bart Briggs
Cele Cameron
Karen Chambless
Karlos Finley
John Goodloe
Robert Greer

Board of Directors

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Marc Whitehead
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Honorary Trustees

Dr. George Crozier
Dr. E.O. Wilson

DISL Representatives

Dr. John Valentine
Dr. John Dindo
David England

Advisory Committee

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Marty Stapleton
Bryan Thames
Amy Thompson
Alan Tolson
Richard Tremayne
Bud Urquhart
Patrick Wilson

New This Year

Development Policies and Procedures Finalized

DISLF Committees were formed and activated:

Grants Committee

Finance Committee

Nominating Committee

MEAL Selection Committee

CWC Corporate Solicitation Committee

Cocktails for the Critters

A Prioritized Needs List was compiled by the Department Heads and approved by Dr. Valentine
An Honor Roll of Donors was published recognizing donors from years 2018-2019

Prospect Lists was compiled consisting of individuals, Corporations and Foundations
An Employee Campaign was successfully undertaken
An Alumni Association was started for the DISL

Tours have been given for:

Ben King

Karen Chambless

Brooks Hieronymus

Rodney Yanker

Respectively Submitted,

Helene Hassell Executive Director

