



THE OCEAN RIDGE CHARITIES ASSOCIATION: A DECADE OF SERVICE AND SUCCESS

By Mike Gildea, Founding President

*“...to identify charitable organizations and efforts within
Brunswick County and to support them through
increased fundraising and volunteer participation”*
ORCA Mission Statement, June 16, 2010

INTRODUCTION Beginning its charitable fundraising work in 2010, within short order the Ocean Ridge Charities Association (ORCA) evolved into a major philanthropic dynamo in Brunswick County, North Carolina. Each year following its creation, this award-winning organization has raised tens of thousands of dollars in charitable donations, grants, commodities and other proceeds, donating them to many of the nearly 40 major local and regional non-profits that serve the county and that have become ORCA partners. By the end of the decade, its fundraising prowess was widely recognized not only throughout Brunswick County, but as well nationally acclaimed among small philanthropic organizations.

Literally thousands of needy citizens have been helped by ORCA’s efforts. Through its fundraising, ORCA has assisted dozens of charitable efforts, including helping to: finance the county’s only local in-patient hospice facility; feed undernourished school children; provide care for veterans in need; find shelter for the homeless; fund Meals-on-Wheels for seniors; underwrite health care services for the indigent; create scholarships at the local community college for prospective nursing students; provide food for the hungry through local food banks; assist teens in distress and the victims of domestic abuse by underwriting sanctuary shelters; and support the victims of Hurricane Florence.

Yet ORCA’s success in philanthropy was far from guaranteed when the concept was first unveiled back in 2009. It would take a colossal effort by a dedicated cadre of volunteer board members to transform this concept into reality.

TRANSITION The notion of creating a neighborhood charity emerged out of what was then Ocean Ridge Plantation’s original homeowners group—the Plantation

Property Owners Association (PPOA). The transition in 2008-2009 of property control in the Ocean Ridge Plantation from the developer to residents paved the way for the developer's Ocean Ridge Management Association to become the HOA for Ocean Ridge. The PPOA was to close up shop and dissolve.

However, with some \$13,000 in surplus funds in the bank, PPOA president, Mike Gildea, saw an opportunity to use these funds as an endowment to create a community charity. The then PPOA board of directors unanimously supported the idea, in particular the PPOA Treasurer, Claudia Piccarelli, and her husband, board member John Piccarelli. In 2009, the three leaders took the question to the PPOA membership, first in the form of a questionnaire and then to a vote of the membership. Nearly 60% of the members backed the concept and Gildea and the Piccarelli's went to work.

2010—Liftoff

The first order of business was to organize a Steering Committee that would share responsibilities for developing the structure of the new charity, as well as a draft business plan. Recruited by Gildea, a committee of eight PPOA activists stepped up to help with the development of the charity. Besides Gildea and the Piccarelli's, they included: Maggy Schlink, Randy Pelton, Grace Loyack, Carol Milnichuk and Mary Wayne. By year's end, the committee had gained 6 additional members and morphed into ORCA's first Board of Directors, with Gildea as President and Claudia Piccarelli as Treasurer. The new members included: Kathy Arancio, Amy Kelly, Mike Lynch, Annamarie Gildea, Ron Sorice and Merrienne Orndoff.

Year one of ORCA was almost all about transitioning a paper organization into a legitimate charity and there was an enormous amount of ministerial work to be done. As to fundraising, that activity was constricted until all state and federal approvals were completed, so in the beginning it was all about "baby steps," i.e., starting slow and building capacity for the future. A summary of major activities for 2010 follows.

Business Operations

- Completed a comprehensive, 11 page set of by-laws and instituted a set of financial guidelines to govern the allocation of PPOA funds. Monthly meeting summaries of board of directors' sessions were produced, accompanied by once-a-month financial reports.

- Gained federal IRS 501c (3) tax exempt status, NC state incorporation, and NC tax exempt status; opened account at a local community bank and transferred in the \$13,000 in PPOA funds; set up P.O. Box and secured a USPS non-profit mail permit for discounted mailings; established an e-mail address, orcharities@gmail.com; designed the ORCA logo/letterhead and began work on an ORCA website, www.orcharities.org
- Initiated contacts with the St. James Service Club and the Brunswick Plantation Service Club; met with leadership of both organizations and received valuable resource support from both; maintained ongoing community outreach through e-mails and existing Ocean Ridge online outlets, while beginning an aggressive external public relations program focusing on local print media.

Fundraising

- ORCA's first fundraising effort was a International (discount) Dining Guide marketed to Ocean Ridge, netting nearly \$1,140. The charity also launched a Corporate Sponsors program. General contributions from the community tallied \$300. Its first event, the Annual Crafts Fair of Ocean Ridge artisans, netted \$310 in table fees. Overall, in less than five months of fundraising, ORCA raised just \$1,754 but also benefitted from a transfer of \$3,550 from the PPOA surplus for a total of \$5304 in contributions to charities.
- Surveyed all 2009-2010 charitable/volunteer activity within Ocean Ridge to identify activists, documented those county charities/non-profits that had been helped by past OR activities, identified those needy organizations that hadn't received assistance and mapped out, based on 2009-10 activities, a generic OR fundraising calendar.

2011—If you build it, they will come

With the organizational framework set in place, ORCA hit the ground running in 2011.

Fundraising

Raised over \$26,000 in total donations in our first full year of fundraising and involved nearly 350 Ocean Ridge households in ORCA fundraising and activities.

- Planned and carried out first major ORCA fundraising campaign, to underwrite the creation of an Ocean Ridge nursing scholarship at Brunswick Community College.

- Hosted first major fundraiser--a Trivia Night Championship-- as the principal fundraising event. The event was a sell out with 120 residents attending. Their ticket sales, plus donations from another 44 residents, aided nearly \$6,000.
- Planned and carried out a second major fundraising campaign to raise \$10,000 over five years for the construction of Brunswick County's first residential hospice care facility. We raised the funds in less than 90 days through a multi-tiered campaign which included ORCA's first memorial fundraising effort that generated nearly \$1600; ORCA's inaugural community-wide, direct mail solicitation that raised almost \$4,000; Hosted our second, fundraising event—Bistro Night—and that raised nearly \$2,400.
- Published an Ocean Ridge cookbook—*From the Kitchens of Ocean Ridge*—with recipes from around the community. The first edition of the book sold 440 copies, generating \$5,500 in proceeds.
- Recruited nearly 50 local businesses to affiliate with ORCA as corporate sponsors at \$50 per sponsor and raised almost \$2,500.
- Marketed the International (discount) Dining Guide within Ocean Ridge, and sold 204, netting \$2,040.
- Raised nearly \$700 at ORCA's second Christmas Arts & Crafts show.

Contributions

Earmarked nearly \$23,000 of our eligible dollars in donations for county charities and non-profits, including several \$500 contributions to local charities: Providence Home, New Hope Medical Clinic, the Boys and Girls Home of North Carolina, and Waves4kids, as well as donations to the Brunswick County Literacy Council and Hope Harbor.

Media

Maintained ongoing community outreach through e-mails, *ORCHIDS* and *Changing Tides*. *Changing Tides* published over a half dozen articles about ORCA in 2011. Generated two flights of press coverage, first, for the scholarship announcement and second, for the presentation of ORCA contributions to selected charities. Provided articles for the Brunswick Beacon, Stateport Pilot (Southport), Myrtle Beach Sun News, the South Brunswick Magazine, as well as for the publications of recipient charities. Developed a press list of local print media contacts and issued press releases and press advisories to these media outlets.

Scholarship Fund

Partnered with the David Kelly Nursing Scholarship and the BCC Foundation to create the endowed Ocean Ridge nursing scholarship. Sponsored community-wide

scholarship presentation reception; over 100 residents attended. Used the net proceeds raised from Trivia Night, plus \$5,000 in PPOA transfer assets, a \$5,000 matching grant from the BCC Foundation and \$5,000 from the David Kelly scholarship account to fund the \$25,000 Ocean Ridge—David Kelly Nursing Scholarship Endowment. Each academic year the endowment will provide a one semester, tuition and textbook scholarship to a second year nursing student with a 3.0 GPA. A \$5,000 funding obligation remains, payable over 5 years.

Projects

Adopted the Medical Dolls initiative as an ORCA project. Signed up several dozen volunteers to create the dolls and presented some 30 dolls to hospice for their patients and dependents.

Governance

Added new Board members Peggy Burris, Barbara Ellenberger and Maggi Edwards to the Board of Directors in 2011 as three other members—Randy Pelton, Ron Sorice and Victoria Schacht—completed their Board service.

2012—Good Omens

Fundraising

Raised \$23,513 in total donations, bringing to nearly \$45,000 the total charitable dollars raised by ORCA since 2011. Received donations from 305 Ocean Ridge households—a participation rate of nearly 55% of all full time households. Average Ocean Ridge, per donor household gift to ORCA amounted to \$63. Highlights included:

- The Annual Campaign, a direct mail outreach to Ocean Ridge residents, collected nearly \$5,500.
- Raised another \$5,000 by doubling the number of ORCA Corporate Sponsors to over 90 local businesses.
- Hosted two major events--the second annual Trivia Night Championship and the Bistro Cabaret –both repeat sell-outs that each generated nearly \$4,000.
- Expanded the marketing of the International (discount) Dining Guide to Ocean Ridge friends and neighbors, netting \$1,560.
- Raised another \$1,200 from multiple miscellaneous sources including random donations and funds raised at the Christmas Crafts Fair and the Ocean Ridge Garden Club Christmas Home Tour.
- Continued the sale of *From the Kitchens of Ocean Ridge* cookbook. By year's end sales neared 800 volumes, netting nearly \$8,100 (including the proceeds from the

cookbook's art auction) since advance sales began in 2011. Retail sales at local merchants and other businesses also started.

Contributions

Earmarked over \$28,000, including 2011 carryover funds coupled with 2012 proceeds, to Brunswick County charities and non-profits including:

- \$10,000 for the construction of the county's first residential care hospice facility resulting in the naming of one of the family counseling rooms in Ocean Ridge's honor.
- \$8,500 to the New Hope (free) Clinic, enabling the purchase of badly needed medical equipment, medications and upgrades to their patient care computer technologies, resulting in naming of the clinic's nursing station in Ocean Ridge's honor.
- \$4,000 in Trivia Night proceeds to Communities in Schools (CIS) for their Shallotte middle school dropout prevention program.
- \$1,800 for the purchase of a cold storage trailer for Brunswick Senior Resources' meals-on-wheels program. For ORCA's effort, BSRI gave us a mobile billboard by painting the ORCA logo and name on the trailer.
- \$500 to the Brunswick Community College Foundation in continuing support for the Ocean Ridge-David Kelly Sr. Nursing Scholarship Endowment.
- \$3,500 in small charitable grants to ten county non-profits: Providence Home, Wave 4 Kids, Boys & Girls Home of North Carolina, Habitat for Humanity, Museum of Coastal Carolina, NC Coastal Land Trust, Cape Fear Red Cross, Streetreach, Hope Harbor, and Brunswick Family Assistance.
- Overall in 2012, ORCA contributed to 15 different Brunswick County charities and non-profits.

Operations

- Created a Grants Committee to refine eligibility criteria for determining which Brunswick County human needs charities and non-profits would be appropriate for ORCA contributions. Outreach efforts by this vetting Committee contacted 19 local charities to solicit funding requests.
- Established an ORCA Board of Directors liaison network with 14 local charities and non-profits. All Board members volunteered to be the point-of-contact with one or more charities.
- For 2012, ORCA's administrative, event and promotional expenses amounted to just 7.5% of all charitable funds raised.

Media

Generated five flights of local media coverage on ORCA's contributions to Hospice, the Communities in Schools (CIS), Brunswick Senior Resources, the New Hope Clinic and the presentation of ORCA grants to selected charities. ORCA news was covered in all local print media, including the Wilmington Star News, Myrtle Beach Sun News, Brunswick Beacon, Stateport Pilot (Southport), South Brunswick Magazine, as well as in the publications of recipient charities. Maintained ongoing community outreach through direct mail, e-mails, *ORCHIDS* and *Changing Tides*, which published nearly a dozen notices and articles about ORCA in 2012. Redesigned and updated new content for the ORCA website.

Partnerships

Transitioned the Medical Dolls initiative to the Hospice Dolls Volunteer Group. Engaged over 50 volunteers in making the Hospice products, and partnered with the Ocean Ridge Quilters to make the heating pads. Presented some 156 dolls, 68 angels, and 50 heating pads to the Brunswick County SECU Hospice House. Partnered with the Ocean Ridge Garden Club and their Christmas home tour, the proceeds of which went to hospice dolls. Worked with the Ocean Ridge Quilt Group on the Hospice dolls support effort. Involved nearly 125 Ocean Ridge volunteers in ORCA activities.

Governance

Welcomed new Board members Mike and Judy Cunningham, Larry Gray, Beth Michelakis and Beth Naylor to the Board of Directors as two other members—John Piccarelli and Merrienne Orndoff—completed their Board service. Created the honorary title of ORCA Board Member Emeritus and designated Merrienne Orndoff as the first Emeritus member.

2013—Momentum building

Fundraising

Raised over \$30,000 in total donations and in-kind contributions in 2013. Received monetary or in-kind donations from nearly 340 Ocean Ridge households—a 62% participation rate among all residents. The average household gift to ORCA amounted to \$70 in 2013. Received over 1100 separate and distinct donations from contributors to ORCA. Key efforts included:

- Increased to 126 the number of ORCA Corporate Sponsors, generating over \$5,000 at \$50 per sponsor. Direct mail outreach to Ocean Ridge residents scored again, as

nearly \$5,000 was raised through this Annual Campaign. ORCA also hosted two major fundraisers--the third annual Trivia Night Championship—a repeat, sell-out event which raised nearly \$4,150 and as another Bistro Night cabaret event which raised about \$4,200.

- 2013 rolled out two new ORCA fundraising initiatives-- a new Memorial Giving Fund that raised nearly \$4,100 from 61 donors in just its first year (ORCA matches individual contributions dollar for dollar up to \$100 per household, per year), and a “Show Your Colors” drive offering red, white and blue bows to residents for display in advance of Veteran’s Day. 169 bows were sold raising nearly \$1,700.
- Retail sales of *From the Kitchens of Ocean Ridge* cookbook at local businesses continued with 143 books sold in 2013, netting \$1,359. Since sales began in 2011, nearly 950 volumes have collected about \$9,000.
- Continued marketing the International (discount) Dining Guide to Ocean Ridge friends and neighbors netting \$1,280 for ORCA-supported charities.
- Raised another \$1,024 from miscellaneous sources, including funds raised at the Christmas Crafts’ Fair.

Contributions

Allocated over \$28,000 (including 2012 carry-over funds) to 18 different local charities:

- Nearly \$11,000 to assist two local organizations--the Veterans Welcome Home and Service Center (Little River) and StreetReach--that help Brunswick County veterans in need. The proceeds came from Bistro Night, the “Show Your Colors” ribbons campaign and direct mail receipts.
- \$4,150 in Trivia Night proceeds to Pretty in Pink to assist women in Brunswick County diagnosed with breast and/or cervical cancer.
- \$3,300 to Matthew’s Ministry in both money (\$500) and in-kind support (\$2,670) for their weekend backpacks for undernourished children.
- \$2,600 to the Lower Cape Fear Hospice facility in nearby Supply and \$1,200 to the New Hope Clinic (the county’s primary free clinic) from donations to our new Memorial Giving Fund.
- \$3,500 through our “small grants” program to a number of other local non-profits including the Habitat for Humanity, Red Cross, Providence Home, Waves4kids, and The Boys and Girls Home of North Carolina.

Projects

Continued to coordinate the work of the Hospice Dolls project, which engaged over 30 Ocean Ridge volunteers in making mini-Angels and Dolls for patients at the SECU

Hospice House in Bolivia. Partnered with Ocean Ridge's Old Dominion Dames to collect weekend backpacks of food for hungry children through Matthew's Ministry. 89 backpacks were collected with an estimated donation value of \$2,670. Overall, ORCA involved nearly 100 neighborhood volunteers in its work.

Other Highlights

- Limited 2013 ORCA's administrative/event/promotional expenses to less than 10% of all funds raised.
- Increased to 20 the number of appointed Board of Directors liaisons to local charities/non-profits that have received ORCA funds.
- Generated several flights of press coverage on ORCA's donations to various charities. ORCA news was covered in all local print media, including the Wilmington Star News, Myrtle Beach Sun News, Brunswick Beacon, Stateport Pilot (Southport), South Brunswick Magazine, as well as in the publications of recipient charities. Over a dozen notices and articles were published in Ocean Ridge community outlets.
- Welcomed Pris Lovell and Phyllis O'Connor to the Board of Directors as another member, Kathy Arancio, completed her Board service; named former board member, John Piccarelli, as the second Board Member Emeritus designee.

2014—Steady growth

Fundraising

Raised over \$35,000 in total cash and in-kind donations. Overall, ORCA received monetary or in-kind donations from 339 Ocean Ridge households—a near 60% participation rate among all full time residents. The average household gift to ORCA amounted to \$67 in 2014. Since its inception in 2011, ORCA has contributed over \$105,000 to local charities and non-profits through the end of last year.

- Hosted three major events which generated over \$10,00—the annual Trivia Night Championship raised nearly \$4,300; the Bistro Night Cabaret event which raised over \$5,500 (284 Ocean Ridge neighbors donated to this effort), and ORCA's first "Spring into Summer" dinner dance with Mike's Garage Band which netted \$1,500.
- The annual Direct Mail Appeal generated nearly \$6,200, corporate sponsorships raised \$5,100; and in its second year, the Ocean Ridge Memorial Giving Fund raised nearly \$6,700 in donations which--when combined with ORCA matching contributions--generated nearly \$10,000 for local charities.

- The Matthew's Ministry weekend backpacks for hungry children hit 123-- a 41% increase over 2013--with an estimated value of nearly \$4,000.
- Retail sales of *From the Kitchens of Ocean Ridge* cookbook netted \$2,350. Since sales began in 2011, over 1,000 volumes worth \$10,000 have been sold.
- 138 International (discount) Dining Guides were sold, netting nearly \$1,400.
- The "Show Your Colors" drive offering red, white and blue ribbons to residents for display in advance of Veteran's Day raised \$770.
- Another \$1,000 came in from multiple miscellaneous sources, including a fundraising partnership with some of the Ocean Ridge Singers at their spring concert.

Contributions

Contributed over \$33,000 (coupled with 2013 carry-over funds) to 20 county charities and non-profits, including:

- \$6,350 Habitat for Humanity and \$6,825 to Hope Harbor Home from the proceeds of the fall campaign.
- \$5,660 to Matthew's Ministry (money and in-kind support) for their weekend backpacks for under nourished children. The Ocean Ridge Old Dominion Dames partnered with ORCA in this effort.
- \$4,300 to the Brunswick County Homeless Coalition.
- \$4,350 to the Ocean Ridge/David Kelly Nursing Scholarship endowment at BCC.
- \$1,600 to the Veterans Welcome Home and Service Center in Little River.
- \$1,500 to Waves 4 Kids.
- Over \$4,000 in "small grants" (\$1,000 or less) to SECU Hospice House in nearby Bolivia, the New Hope (free) Clinic, Warm Home/Warm Hearts, the Boys and Girls Home of North Carolina, as well as Girls on the Run and Stride (for boys).

Projects

- Coordinated the work of the Hospice Dolls project, which engaged 34 Ocean Ridge volunteers in making 238 mini-Angels and Dolls for patients at the SECU Hospice House in Bolivia NC.
- Partnered with both the Old Dominion Dames to collect backpacks with food for hungry children through Matthew's Ministry and with members of the Ocean Ridge Singers Spring concert to raise funds for Brunswick Family Assistance.

Other Highlights

- Limited ORCA's administrative/operational expenses to 6.2% of all funds raised.

- Involved 178 Ocean Ridge volunteers in ORCA fundraising and other activities in 2014
- Maintained aggressive public relations programs both within Ocean Ridge as well as broader community outreach through the five major print media publications.
- Welcomed Liz Cermak to the Board of Directors and welcomed back Ron Sorice. Founding member Grace Loyack retired after four years of service.

2015—Beating the bottom line...again

Fundraising

Raised a record \$52,000 in total monetary and in-kind donations in 2015—a 48% increase over 2014. Overall, ORCA received monetary or in-kind donations from 350 Ocean Ridge households. The average household gift to ORCA amounted to \$67. ORCA was the recipient of nearly 1,400 separate and distinct donations in 2015.

- ORCA events continued to be sell-outs and collectively raised over \$11,300. They included:
 - A second Dinner Dance with Mike’s Garage Band attended by over 130 donors which netted \$2,500;
 - The fifth annual Trivia Night Challenge—a repeat, sell-out event that earned nearly \$5,000 in donations, and;
 - The Bistro Night Cabaret event attended by 140 Ocean Ridgers that yielded \$3,700.
- A fourth major event was added to the schedule—A Christmas Home Tour of several residences graciously hosted by their generous owners. Another \$2,300 was generated from 180 donors for this holiday event.
- Increased the number of ORCA Corporate Sponsors and donors to over 160 local businesses. This fundraising program raised slightly over \$8,800, due in part to the addition of new levels of sponsorships at \$50/\$75/\$100/\$500.
- Generated \$7,100 from the fall Annual Campaign, Direct Mail Appeal, \$4,800 from the Ocean Ridge Memorial Giving Fund and \$2,400 from sales of 144 volumes of *From the Kitchens of Ocean Ridge*, the Ocean Ridge cookbook.
- The Matthew’s Ministry food backpack solicitation generated 138 backpacks with an estimated value of nearly \$4,200.
- Spring and fall participation in the Belk Charity Days produced almost \$1,350 in coupon proceeds from 200 givers.
- \$1,190 was raised from the marketing of the International (discount) Dining Guide.
- \$2,300 was donated via multiple miscellaneous sources, including individuals/groups within Ocean Ridge’

- The *Opportunity Rocks* band designated ORCA as their charity of choice, donating over \$1050 of their proceeds.

Contributions

Contributed over \$43,575 to 22 county charities and non-profits including:

- \$12,000 (\$4,000 each) to three charities helping kids in crisis—Providence Home, Waves4kids, and the Boys and Girls Home of North Carolina.
- \$5,850 to the New Hope Clinic.
- \$2,100 to the Matthew’s Ministry food backpack program;
- \$5,300 to Brunswick Family Assistance for their partnership program with BEMC—Warm Homes, Warm Hearts—and BEMC doubled our donation (to \$10,000) with a dollar for dollar match.
- Over \$3,400 to two charities helping the homeless—StreetReach and The Brunswick County Homeless Coalition.
- \$1,000 or more to Brunswick Senior Resources, the Brunswick Christian Recovery Center for recovering addicts, the Shallotte Lion’s Club for their vision care program, Hope Harbor, the Hospice care facility in Supply and Ocean Ridge-David Kelly scholarship endowment at BCC.

Projects

Coordinated the work of the Hospice Dolls project, which engaged 35 Ocean Ridge volunteers who donated 150 volunteer hours in making over 200 mini-Angels and Dolls for patients at the SECU Hospice House in Bolivia NC.

Other Highlights

- Limited ORCA’s administrative/operational expenses to 8.3% of all funds raised.
- Communications—Numerous ORCA articles and notices published by neighborhood outlets, coverage by the major print media publications including a feature article in *South Brunswick Magazine*, a major overhaul of the ORCA website, www.orcharities.org, along with the creation of an ORCA Facebook page.
- Partnered with the Old Dominion Dames, the Ocean Ridge Singers, the Chesapeake Chicks and the *Opportunity Rocks* band as well as other individuals and Ocean Ridge groups on various ORCA fundraising initiatives.
- Involved 227 Ocean Ridge volunteers in ORCA fundraising and other activities.
- Welcomed George Briggs to the Board of Directors and thanked Beth Michelakis, Annamarie Gildea, and Liz Cermak for their service. The Board named former board members Annamarie Gildea, Maggi Edwards and Grace Loyack as Board Member Emeriti.

- Added a *Fundraising and Special Projects Committee* and a *Communications and Public Relations Committee* to ORCA's standing committees and invited community participation on them as well as on the *Grants Committee*.

2016-- A year of living prosperously

Fundraising

Raised almost \$69,000—a record amount of monetary and in-kind donations, representing a 25% increase over 2015. Since its inception in 2010, ORCA has contributed nearly \$215,000 to Brunswick County charities. Overall, ORCA received monetary or in-kind donations from 344 Ocean Ridge households—an astounding 75% participation rate among full time residents. The average household gift to ORCA amounted to \$124 in 2016. Moreover, ORCA was the recipient of nearly 1,960 separate donations from residents and others---a 40% increase over 2015.

- ORCA events continued to be sell-outs and collectively raised nearly \$16,000. They included:
 - A Dinner Dance with Opportunity Rocks attended by over 130 donors, which netted \$2,750.
 - The sixth annual Trivia Night Challenge—a repeat, sell-out event that earned nearly \$3,400 in donations.
 - Partnered with the Brunswick Senior Resources charity to host the first ever, ORCA countywide Casino Night event attended by over 200 gamers, which, along with 42 event sponsors, yielded \$7,400.
 - From the Christmas Home Tour, another \$2,400 was generated from 240 attendees at this holiday event.
- Nearly 130 Corporate Sponsors and in-kind business donors donated \$11,500, plus another \$1,250 in additional in-kind support. In its third year, the Ocean Ridge Memorial Giving Fund raised nearly \$8,500 in donations which, when combined with ORCA matching contributions, generated nearly \$15,000 for local charities.
- ORCA contributions to charities generated another \$7,750 in Corporate Matching Grants to those charities. ORCA also received its first ever major corporate grant of \$1,000 from All State Insurance Co. and began to tap into its own Corporate Matching Gifts (CMGs), which totaled over \$1,800. Generated \$6,500 from the Fall Annual Campaign direct mail appeal.
- Founding President Mike Gildea and his wife Peggy established a \$10,000 ORCA charitable endowment and ORCA received its first \$500 in proceeds from the endowment in 2016.

- Sales of *From the Kitchens of Ocean Ridge* cookbook at local businesses and events continued with 120 books sold in 2016, netting about \$1,800. Since sales began in 2011, nearly 1,360 volumes netted ORCA about \$14,420. Another \$1,330 was raised from the marketing of the International (discount) Dining Guide, thanks to 133 purchasers. To support hungry children with backpacks from Matthew's Ministry with weekend food, ORCA worked with the Old Dominion Dames to solicit from the community 172 backpacks with an estimated value of nearly \$5,160.
- Participation in Belk Charity Days produced nearly \$1,280 in coupons and other contributions from 181 donors. The Ocean Ridge Quilters donated \$2,200 in proceeds from their quilt raffle, while the *Opportunity Rocks* band again designated ORCA as their charity of choice, donating nearly \$1,500 of their proceeds. Another \$3,265 was donated via multiple miscellaneous sources, including individuals and groups within Ocean Ridge.

Contributions

Contributed over \$55,000, to 24 county charities and non-profits. Major awards included:

- \$12,250 (\$4,000 each) went to three charities helping kids in crisis—Providence Home, Waves4kids, and the Boys and Girls Home of North Carolina.
- \$5,900 in proceeds, principally from ORCA's Memorial Fund, to SECU Hospice Home.
- \$4,850 was contributed to Brunswick Senior Resources for meals-on-wheels and other programs.
- Over \$4,600 went to two charities helping the homeless—StreetReach and the Brunswick County Homeless Coalition.
- \$3,800 to Brunswick Family Assistance was doubled to \$7,600 by BEMC from their Corporate Matching Grant program and was allocated to Brunswick Family Assistance/BEMC partnership program *Warm Homes, Warm Hearts*.
- \$3,800 to Matthew's Ministry food backpack program for hungry school children.
- \$3,500 went to the Communities in Schools (CIS) for their student support programs. This was the proceeds of Trivia Night.
- \$3,200 to Ocean Ridge-David Kelly nursing scholarship endowment at BCC.
- \$2,000 to the Brunswick County Red Cross for disaster relief and fire alarm installations.
- \$1,500 to Computers for Kids, which rehabs home computers for children in need.
- \$1,000 to the Brunswick Christian Recovery Center for recovering addicts.

- \$1000 to the Shallotte Lions Club for their vision diagnostic care program for the poor.

Other Highlights

- Limited ORCA's administrative/operational expenses to 5.5% of all funds raised and maintained these expenditures within the limits of the 2016 annual operating budget.
- Maintained a robust communications program both within Ocean Ridge, as well as externally to Brunswick County, using local print media outlets.
- The Grants Committee continued to review and evaluate the county's human needs charities and non-profits that might be appropriate for ORCA contributions. The committee contacted over 20 local charities for completion of our grant application and funding evaluation process. The Committee also coordinates the work of the over 20 ORCA Board member liaisons to local charities/non-profits.
- Continued coordinating the work of the Hospice Dolls project, which engaged 35 Ocean Ridge volunteers who donated 150 volunteer hours in making over 200 mini-angels and dolls for patients at the SECU Hospice House in Bolivia NC.
- Involved 242 Ocean Ridge volunteers in ORCA fundraising and other activities in 2016.
- Partnered again with the Old Dominion Dames, the Ocean Ridge Singers, the Opportunity Rocks band, the Ocean Ridge Quilters as well as other individuals and Ocean Ridge groups on fundraising initiatives.
- Welcomed Corinne Eisenstein, Kath Larson and Laura Wheaton to the Board; thanked Larry Gray for his service, and named him Board Member Emeritus.

2017—Shattering the records

Fundraising

In 2017, ORCA raised a total of \$108,102—a record amount—in donations, grants, awards and gifts. Overall, ORCA received monetary or in-kind donations from 381 Ocean Ridge households. The average household gift to ORCA amounted to \$126 in 2017. Overall, ORCA was the beneficiary of nearly 1600 distinct donations from all donors.

- Direct mail contributions generated a record \$15,740: \$13,125 from the fall Annual Campaign, along with another \$2,615 in other mail contributions. Since inception, ORCA has raised over \$52,000 via direct mail from Ocean Ridge donors. ORCA events, the Trivia Night Challenge, Dinner Dance and Casino Night, continued to be

well attended and collectively raised over \$14,660. 120 Corporate Sponsors, local small businesses that help support ORCA, gave a record \$13,000 in 2017.

- The Ocean Ridge Memorial Giving Fund raised nearly \$8,245 in donations which, when combined with ORCA matching contributions, generated nearly \$11,500 for local charities. Christmas Holiday fundraising generated \$3,100 in proceeds from the Christmas House Tour, the Holiday Crafts Fair and contributions collected from ORMA's Social Activities Committee Christmas tree ornament donations.
- \$7,065 came to ORCA in various Corporate Grants: \$1,000 from All State Insurance Co.; \$500 from BEMC for ORCA's *Hospice Dolls Project*; a \$3,810 BEMC Corporate Matching Grant for ORCA's donations to the *Warm Homes, Warm Hearts Project*.
- \$1,754 in Corporate Matching Gifts (CMG) tied to donations by Ocean Ridge residents through their employers' CMG programs.
- Sales of *From the Kitchens of Ocean Ridge* cookbook at local businesses and events continued with 172 books sold, netting about \$1,740. Since sales began in 2011, nearly 1,547 volumes netted ORCA about \$18,270.
- Participation in Belk Charity Days produced over \$1,370 in coupons and other contributions from 167 donors.
- Another \$5,948 came in from miscellaneous donations, including the second \$500 gift from the Mike and Peggy Gildea ORCA Endowment.

Contributions

ORCA donated \$93,303 in monetary and in-kind funds to 25 local charities and non-profits in 2017—a 28% increase over 2016 fundraising.

- Major awards included \$9,930 to Brunswick Family Assistance; \$8,200 to the Boys and Girls Home of North Carolina; \$7,595 to Matthew's Ministry in the form of food backpacks and monetary donations; \$6,745 to Brunswick Senior Resources; \$6,500 to the Carousel Center; \$6,100 to the New Hope Clinic; \$5,000 to Brunswick Community College for the nursing scholarship endowment, and; \$4,930 to Providence Home.
- Mid-range allocations were \$3,980 to Habitat for Humanity; \$3,800 for the Warm Homes, Warm Hearts utility assistance program of BEMC; \$3,220 to StreetReach; \$3,150 to the Brunswick County Homeless Coalition, and; \$3,000 to SECU Hospice House.
- Smaller grants were distributed to eight other charities including \$1,740 to Computers for Kids, \$3,100 for the Brunswick Christian Recovery Center, and \$2,050 to Waves4Kids.

Other Highlights

- In 2017, ORCA hosted the first ever community-wide Day of Service, “Make a Difference Day,” in Ocean Ridge. Courtesy of over 150 donors and 100 volunteers, over \$15,481 was collected in golf merchandise—including 26,000 golf balls—for re-sale at six thrift stores of charities that support ORCA charities.
- Collected 252 backpacks with an estimated value of nearly \$4,700 from 100 donors for Matthew’s Ministry backpack program of weekend food for otherwise undernourished schoolchildren.
- 35 Ocean Ridge volunteers donated 150 volunteer hours to the Hospice Dolls project which made over 200 mini-angels and dolls for patients at the SECU Hospice House in Bolivia NC.
- Overall, 323 Ocean Ridge volunteers were involved in ORCA activities in 2017.
- Partnered with the Ocean Ridge Singers, Old Dominion Dames, the Opportunity Rocks band, Men’s and Ladies Golf Associations, as well as other Ocean Ridge groups, on various ORCA fundraising initiatives.
- ORCA’s aggressive P.R. efforts continued to show results with numerous news features and announcements in all of the local North Carolina print media outlets, including the *Wilmington Star News*, *Brunswick Beacon*, *Stateport Pilot* (Southport), *South Brunswick Magazine*, *the Neighbors at Sunset* bi-monthly, as well as in the publications of recipient charities.
- Limited ORCA’s administrative expenses to 5.5% of all funds raised; fundraising expenditures were 15%.

2018—Recognition and a natural disaster

National Award

ORCA won a \$10,000 national award from the Make a Difference Day organization for its 2017 community-wide Day of Service event. ORCA was one of only 13 groups nationwide out of over 800 submissions to win this prestigious honor and the only charity in all of the Carolinas to do so.

Hurricane Relief

In the immediate aftermath of Hurricane Florence, ORCA rolled out a plan authored by President Mike Gildea to support relief efforts in Brunswick County. Its goal: to generate \$50,000 in contributions and commodities. Three months later—thanks to the incredible generosity of Ocean Ridge households—ORCA had accumulated

nearly \$90,000 in donations and commodities. Over the three months of the campaign, ORCA raised the equivalent of \$1,000 per day and exceeded its fundraising goal by nearly 100%! The campaign included two days of commodity collections, revenues from the Annual Campaign direct mail solicitation, two sold out fundraising events, *Change for Charities* monies, and a sizeable Allstate Insurance Foundation grant. Overall, the effort directly assisted 14 local charities and 12 individuals whose homes were destroyed.

Fundraising

Raised a record \$170,000 in donations, commodities, grants, awards and gifts to ORCA in 2018—a nearly 50% increase over 2017. Last year, ORCA was the beneficiary of nearly 1,950 separate donations from all supporters, a 20% year-to-year increase. Overall, ORCA received monetary or in-kind donations from over 400 Ocean Ridge households—a 60% participation rate among full time residents. The average household gift to ORCA amounted to \$66.

- Direct mail solicitations generated a record \$30,408 from the Fall Annual Campaign for hurricane relief and another \$1,030 in other mail contributions.
- Meanwhile, four ORCA events—Trivia Night, the Dinner Dance, the new Murder Mystery, and a benefit dinner at La Cucina restaurant—were attended by some 455 patrons and collectively raised over \$12,152.
- Two corporate partnership programs generated \$18,300: Corporate Sponsors--114 local small business patrons donated \$12,300, while the new ORCA *Change4Charities* initiative (countertop donation boxes) at 90 local merchants yielded almost \$6,000 in just seven months. Corporate grants included \$6,000 from Allstate Insurance Foundation, \$5,210 from BEMC Corporate Matching Grant and \$1,250 in Corporate Matching Gifts tied to donations by Ocean Ridge residents through their employers programs. Overall, 2018 corporate support for ORCA from all sources amounted to \$31,000.
- An additional \$20,250 was raised by ORCA under its new Grant Writing Program, with funds allocated to the Brunswick County Christian Recovery Center to fight opioid addiction. Christmas Holiday fundraising generated \$5,700 in proceeds from the Christmas House Tour, the Holiday Crafts Fair and the Ocean Ridge Quilters. 144 *From the Kitchens of Ocean Ridge* cookbooks were sold, netting \$2,160. Since sales began in 2011, nearly 1,700 book sales have netted ORCA almost \$20,000. Donations to the ORCA's Memorial Giving Fund raised \$4,555 in donations while participation in Belk Charity Days produced nearly \$2,000.

Another \$5,948 came in from miscellaneous donations, including the second \$500 gift from the Mike and Peggy Gildea ORCA Endowment.

Contributions

ORCA awarded the funds collected to 27 local charities—the largest single year allocation in ORCA’s history. Another \$12,000 went to aid people who lost their homes in Hurricane Florence. Major and mid-level awards included:

- \$34,000 to StreetReach.
- \$23,250 to the Brunswick Christian Recovery Center.
- \$16,020 to Brunswick Family Assistance.
- \$14,075 to the Salvation Army.
- \$12,000 in gifts to several individuals who lost their homes in the hurricane.
- \$8,370 to Habitat for Humanity.
- \$8,050 to the Wilmington Area Rebuilding Ministries.
- \$7,855 to Matthew’s Ministry.
- \$6,000 to BEMC’s Warm Homes, Warm Hearts utility assistance program.
- \$5,000 to the Ocean Ridge-David Kelly Nursing Scholarship endowment at Brunswick Community College.
- \$3,500 to the Boys and Girls Home of North Carolina.
- \$6500 to the Carousel Center.
- \$3500 to the Grissettown Longwood Fire Department.
- Small grants of less than \$3,000 were awarded to: the Red Cross (Lower Cape Fear Region), SECU Hospice House, Southport Interchurch Fellowship Food Pantry, the Veterans Welcome Home & Resource Center, and the South Brunswick Interchurch Council. In addition, another \$8,800 of gifts of \$1,000 or less went to another 10 charities

Other Highlights

- Generated several flights of press coverage on ORCA’s activities in the *Wilmington Star News*, *Brunswick Beacon*, *Stateport Pilot* (Southport), *South Brunswick Magazine*, as well as over a dozen articles in the Ocean Ridge monthly *Changing Tides* and a number of news pieces in the publications of recipient charities.
- Meanwhile, ORCA’s website--www.orcharities.org and Facebook page continued to be the mainstays of ORCA’s social media platform and outreach.
- In October, ORCA hosted the second annual community-wide Day of Service in Ocean Ridge. Courtesy of nearly 250 donors and 100 volunteers, \$40,000 in

hurricane relief food and supplies was donated to 6 charities for distribution to hurricane victims.

- ORCA also sponsored a pair of “How To” seminars for local charities attended by nearly 30 representatives from 25 non-profits. The topics included Corporate Matching Gifts and Grant Writing.
- Collected 290 backpacks with an estimated value of nearly \$5,655 from 114 donors for Matthew’s Ministry backpack program of weekend food for undernourished schoolchildren.
- Coordinated the work of the Hospice Dolls project, which engaged 40 Ocean Ridge volunteers who donated over 200 volunteer hours in making over 600 Hospice dolls, angels and hearts for patients at the nearby SECU Hospice House.
- Overall, 300 Ocean Ridge volunteers were involved in ORCA activities in 2018.
- Partnered with the Ocean Ridge Singers, Old Dominion Dames, the Opportunity Rocks band, the Ocean Ridge Quilters, and the Out-To-Lunch Bunch on various ORCA fundraising efforts.
- Welcomed Mary Perno and Nancy Roman to the board of Directors.
- Limited ORCA’s administrative expenses to 7.5% of all revenues raised.

2019—The end of a decade

Fundraising

In 2019, ORCA raised nearly \$90,000 in cash and commodities from multiple sources. Another \$166,000 was generated in grants from foundations and other funding entities and allocated to one of ORCA’s primary charities. Direct and indirect fundraising efforts included:

- Major Initiatives: The Annual Campaign appeal netted \$16,000; \$14,603 came from four events--Trivia, Dinner Dance, Murder Mystery, Christmas Craft Fair and House Tour. Corporate sponsors brought in another \$13,000 from 115 local businesses. Change4Charities garnered \$9,337.52 in small change from 64 merchants with countertop donation boxes.
- Other fundraising: \$6,630 donated by OR residents to ORCA’s Memorial Giving Fund and designated to ORCA charities with a matching contribution by the fund; \$1,620 from the sale of 108 *From the Kitchens of Ocean Ridge* cookbooks; \$1,665 from the sale of 333 Belk Charity Day tickets.

- Corporate Matching Grant monies: \$5,300 donated to BEMC's Warm Homes, Warm Hearts program, which is matched dollar for dollar to provide utility assistance needy customers.
- Grants: Brunswick Christian Recovery Center received \$166,000 in funding from foundations and other philanthropies via grant submissions by ORCA's Grant Writing Program.
- Commodities—Ocean Ridgers donated 295 weekend food backpacks for hungry kids valued at \$8,850 and another \$14,145 in computer equipment that would be refurbished for school kids.

Contributions

ORCA awarded \$83,100 in both cash and contributions to some 32 Brunswick County Charities in 2019. Major awards and mid-level awards included:

- \$8,500 ~~\$8,500~~ \$7500 to StreetReach.
- \$6,250 to Habitat for Humanity.
- \$6,050 to BEMC's Warm Homes, Warm Hearts utility assistance program.
- \$5,150 to the Carousel Center.
- \$5,000 to the Ocean Ridge-David Kelly Nursing Scholarship endowment at Brunswick Community College.
- \$7000 to WARM.
- \$4,875 to the Brunswick Christian Recovery Center.
- \$4,430 to the Boys and Girls Home of NC.
- \$4,200 to Hope Harbor.
- \$4,100 each to Providence Home and the Veterans Welcome Home Center.
- \$2000 to SECU Hospice House.
- Smaller grants of \$1,000 to \$3,000 to: Brunswick Family Assistance; Building Hope Ministries; Computers for Kids; the Literacy Council; Matthew's Ministry; New Hope Clinic, South Brunswick Interchurch Council; Warm Homes, Warm Hearts; Stand Against Trafficking, Waves for Kids, and Tri-Beach Cruisers Toy Run.
- Another 5 awards of \$1,000 or less were given to 5 other charities.

Other Highlights

- Administrative and operational expenses were limited to just 3.8% of all revenues raised.

- Grant writing--In 2019, ORCA significantly expanded its success in grant writing, scoring \$166,000 in awards from foundations and other philanthropies for ORCA supported charities.
- Press coverage continued to be expansive with several flights of print media coverage by local news outlets. Recipient charities have also publicized our support for their organizations, while ORCA's website and Facebook page are the mainstays of ORCA's social media platform and outreach.
- Volunteers—Ocean Ridge residents were not only generous with their donations to ORCA but also with the hours that they gave in volunteer service. Nearly 350 Ocean Ridgers helped at fundraising events, shopping for backpacks, making hospice dolls, etc.
- ORCA Service Club--Development began in 2019 to focus on another important resource, the need of “time,” by taking advantage of the expertise of our neighbors willing to volunteer and matching them with specific skills needs of ORCA and the charities it supports. A volunteer database was developed and volunteers are now being placed.
- Partnered with the Ocean Ridge Singers, Old Dominion Dames, the Opportunity Rocks band, and the Out-to-Lunch Bunch in various ORCA fundraising efforts.
- Welcomed Joe James to the Board of Directors and said goodbye to Mike Gildea, ORCA's founding president, creator and its leader for the past 11 years since ORCA was first conceptualized in 2009.
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ORCA, A TOUR de FORCE

What began as a notion, evolved into a concept, morphed into a structure and became a monumentally successful neighborhood, charitable fundraising organization. By all quantifiable metrics, the award-winning Ocean Ridge Charities Association has far exceeded the expectations of its founders and the community of Ocean Ridge.

Overall, since ORCA began its charitable fundraising in 2010, it has raised over \$835,000 in donations, including over \$215,000 in various grants and over \$86,000 in commodities. These resources were allocated to over 44 local and

regional charities that provide help and assistance to the neediest in Brunswick County.

Yet ORCA's development and its myriad accomplishments could not have been achieved without the extraordinary support of three groups.

First, the residents of Ocean Ridge. Every year since ORCA was launched, 300 to 400 of them have given generously of their time and money. Our neighbors have contributed hundreds of thousands of dollars in donations to help ORCA achieve its fundraising goals and hundreds of hours of volunteer time staffing our events and other charitable activities. Without the encouragement and financial support of the families of Ocean Ridge, there simply would be no ORCA.

Second, the patronage of the local business community. Over the years, nearly 200 of them have supported ORCA either through the corporate sponsorship program or by sponsoring point-of-sale, countertop donations boxes at their place of business. Taken together, these two business assistance programs provided to ORCA its largest element of outside monetary support.

Finally, the ORCA Board of Directors: over the last decade, thirty five Ocean Ridge super volunteers came together as a team, took leadership positions in the organization, and provided the time and talent to guide the work of ORCA and make it the phenomenon that it is.

The ORCA success story is tale of the determination, vision and creativity that it took to build from scratch a charitable fundraising powerhouse whose work has affected the lives of literally thousands of disadvantaged Brunswick County residents. If its future is anything like its past, ORCA will be making a big impact for years to come.