



OCEAN RIDGESM CHARITIES ASSOCIATION, INC.

2014 ANNUAL REPORT

FUNDRAISING

- Raised over \$35,000 in total cash and in-kind donations 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.
- Generated \$11,700 during ORCA's **fall fundraising campaign** to support the local chapter of Habitat for Humanity and Hope Harbor Home. The campaign included two elements:
 - The **Bistro Nite Cabaret** event which raised over \$5,500. 284 Ocean Ridge neighbors donated to this effort;
 - The annual **Direct Mail Appeal** generated nearly \$6,200. Since inception, ORCA has raised nearly \$25,000 in five direct mail campaigns.
- In its second year, the year old **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.
- Increased the number of ORCA **Corporate Sponsors** and donors to over 160 local businesses that support our efforts through an annual \$50 sponsorship or in-kind donation. The sponsorship program raised \$5,100 to help under-write ORCA expenses, the Memorial Fund match and other charitable giving.
- Hosted the fourth annual **Trivia Nite Championship**—a repeat, sell-out event attended by over 120 “Ridgers”. The event raised nearly \$4,300 in donations for the Brunswick Homeless Coalition..
- To support hungry children with backpacks of weekend food, ORCA worked with Matthew’s Ministry to solicit from the Ocean Ridge community 123 backpacks—a 41% increase over 2013--with an estimated value of nearly \$4,000.
- Retail sales of “**From the Kitchens of Ocean Ridge**” **cookbook** at local businesses continued with 147 books sold in 2014 netting \$2,350. Since sales began in 2011, over 1,000 volumes have netted ORCA nearly \$10,000.
- ORCA’s first “**Spring into Summer**” **dinner dance** with Mike’s Garage Band netted \$1,500 for 3 local charities.
- Continued marketing the **International (discount) Dining Guide** to Ocean Ridge friends and neighbors. Sold 138, netting \$1,380 for ORCA-supported charities.
- The “**Show Your Colors**” **drive** offering red, white and blue ribbons to residents for display in advance of Veteran’s Day raised \$770 for the Veterans Welcome Home and Service Center in Little River.
- Raised another \$940 from multiple **Miscellaneous Sources** including a fundraising partnership with some of the Ocean Ridge Singers at their Spring concert.
- **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.**
- **Over 1,300 separate and distinct donations were made to ORCA last year—a 15% increase over 2013!**

CONTRIBUTIONS

- Contributed over \$33,000, (coupled with 2013 carry-over funds) to 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 Old Dominion Dames partnered with ORCA in this effort;
 - \$4,300 in Trivia Nite proceeds to the Brunswick County Homeless Coalition;
 - \$4,350 to the Ocean Ridge/David Kelly Nursing Scholarship Endowment at BCC;

(over)

- \$1,600 to the Veterans Welcome Home and Service Center in Little River and \$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 at Lake Waccamaw as well as Girls on the Run and Stride (for boys).
- Overall in 2014, ORCA gave contributions to 20 different Brunswick County charities and non-profits.
 - 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 and partnered with the Lower Cape Fear Hospice to honor veterans by creating a veteran angel given to the survivors of these patients.

FINANCES & BUSINESS OPERATIONS

- **Limited ORCA’s administrative/operational expenses to 6.2% of all funds raised and maintained these expenditures within the limits of the 2014 annual operating budget set in November of 2013.**
- Maintained an operating reserve of \$7,000 from the funds originally transferred in 2011 from the dissolved PPOA.
- The ORCA Grants Committee continued to review and evaluate the county's human needs charities and non-profits that might be appropriate for ORCA contributions. As part of their outreach, the committee contacted nearly 20 local charities for completion of our grant application used in the funding evaluation/recommendation process.
- Appointed Board of Directors liaisons to over 20 local charities/non-profits which have received ORCA funds.

COMMUNICATIONS & PUBLIC RELATIONS

- Maintained ongoing community outreach through direct mail, e-mails as well as *ORMA On-Line* and *Changing Tides* which published over a dozen notices and articles about ORCA in 2014.
- Generated several flights of press coverage on ORCA’s activities. News about ORCA was covered in all major, local print media--the *Wilmington Star News*, *Myrtle Beach Sun News*, *Brunswick Beacon*, *Stateport Pilot* (Southport), the *South Brunswick Magazine* as well as in the publications of recipient charities.
- Updated and added new content to the ORCA website, www.orcharities.org and the ORCA Facebook page.

PARTNERSHIPS

- Involved 178 Ocean Ridge volunteers in ORCA fundraising and other activities in 2014
- 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.
- Continued participation in the *Coalition of Brunswick Neighborhood Charities (CBNC)*—an ORCA-founded alliance of neighborhood-based charities to help encourage the development of neighborhood charity organizations in other Brunswick County communities and provide a forum for informational exchanges about best practices in fundraising, financial management, governance and compliance, etc.
- Provided in-kind support to ORLGA for their fall fundraiser and ORMGA for their First Tee campaign.

GOVERNANCE & COMMUNITY SERVICE

- Welcomed Liz Cermak to the Board of Directors and welcomed back Ron Sorice. Founding member Grace Loyack retired after four years of service while the board named former board members John Piccarelli, Kathy Arancio and Annamarie Gildea as Board Member Emeriti.
- ORCA Board members continued their service on Boards of Directors or as volunteers with several local non-profits, charities and other organizations including the Brunswick Community College Foundation, The First Tee, the Brunswick County Community Foundation, Union Elementary School, St. Brendan’s, the General Federation of Women’s Clubs South Brunswick Islands, Matthew’s Ministry and the Old Draw Bridge Preservation Society .

Submitted by: Mike Gildea, President

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