



## **OCEAN RIDGE<sup>SM</sup> CHARITIES ASSOCIATION, INC.**

# **2012 ANNUAL REPORT**

### **FUNDRAISING**

- Raised \$23,513 in total donations, bringing to nearly \$45,000 the total charitable dollars raised by ORCA in since 2011.
- Doubled the number of ORCA Corporate Sponsors to over 90 local businesses that support our efforts with an annual \$50 per sponsorship donation. Raised nearly \$5,000 to help underwrite ORCA expenses and increase our charitable giving.
- 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 like the Ocean Ridge (property) Sales Office began in the last six months of 2012.
- Direct mail outreach to Ocean Ridge residents scored again in 2012 as nearly \$5,500 was raised through this fundraising method. The combined, two year total generated from direct mail amounted to nearly \$11,000. Expenses for both campaigns were \$426--an expense-to-dollars raised ratio of just 4.2%.
- Hosted the second annual Trivia Nite Championship—a repeat, sell-out event attended by nearly 120 “Ridgers”. The event raised nearly \$4,000 in donations.
- Sponsored the year’s second major ORCA fundraising event—the Bistro Deux cabaret which raised almost \$4,000 in charitable support. Over 120 Ocean Ridge neighbors donated to this effort.
- Continued marketing the International (discount) Dining Guide to Ocean Ridge friends and neighbors. Sold 156 in 2012, netting \$1,560 for ORCA-supported charities.
- Raised another \$1,200 from multiple miscellaneous sources including random donations and funds raised at the Christmas Crafts’ Fair and the Garden’s Christmas Home Tour.
- Received donations from 305 Ocean Ridge households—a participation rate of nearly 55% of all residents.
- Average Ocean Ridge, per donor household gift to ORCA amounted to \$63 in 2012!
- For 2012, ORCA’s administrative, event and promotional expenses amounted to just 7.5% of all charitable funds raised.

### **CONTRIBUTIONS**

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

- Made the \$10,000 Ocean Ridge contribution for the construction of the county's first residential care hospice facility. For its donation, one of the family counseling rooms was named in Ocean Ridge's honor.
- Allocated over \$8,500 to the New Hope (free) Clinic enabling the organization to purchase badly needed medical equipment, medications and upgrade their patient care computer technologies. For its donation, the clinic's nursing station was named in Ocean Ridge's honor.
- Allotted \$4,000 in Trivia Nite proceeds to the *Community in Schools*, for their Shallotte middle school, drop-out prevention program.
- Responding to an emergency public appeal in less than 48 hours, ORCA financed the \$1,800 cost for a the purchase of a cold storage trailer for Brunswick Senior Resources' meals-on-wheels program. For its effort, BSRI gave us a mobile billboard by painting the ORCA logo and name on the trailer.
- Contributed another \$500 to the Brunswick Community College Foundation in continuing support for ORCA's first major (2011) ORCA fundraising campaign--The Ocean Ridge-David Kelly Sr. Nursing Scholarship Endowment.
- Awarded over \$3,500 in 2012 funds to small charitable grants to ten county non-profits: Providence Home; Wave 4 Kids, Boys & Girls Homes of NC, 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 gave to 15 different Brunswick County charities and non-profits.
- Transitioned the Medical Dolls initiative to the Hospice Dolls Volunteer Group and added angel dolls and rice bag heating pads to the mix of ongoing support for hospice patients and families. Engaged over 50 volunteers in making the Hospice products, and partnered with the Ocean Ridge Quilters to make the heating pads. Some 156 dolls 68 angels and 50 heating pads were presented to the Brunswick County SECU Hospice House during 2012.

### **FINANCES & BUSINESS OPERATIONS**

- Met or exceeded nine of ten of the three year goals developed from the 2011 strategic planning process.
- Developed a 12 month annual operating budget.
- Reduced ORCA's administrative expenses by over 10%.
- Maintained an operating reserve in excess of \$7,000, i.e. the remaining funds transferred from the dissolved PPOA.
- Began development of a policy for the investment of a portion of the ORCA reserve.
- 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.
- Created 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.

### **COMMUNICATIONS**

- 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.

- Generated five flights of press coverage on ORCA’s donations to Hospice, the Community in Schools, 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), the South Brunswick Magazine as well as in the publications of recipient charities.
- Redesigned, updated and added new content to the ORCA website, [www.orcharities.org](http://www.orcharities.org)

## **PARTNERSHIPS**

- Involved nearly 125 Ocean Ridge volunteers in ORCA activities.
- Created the *Coalition of Brunswick Neighborhood Charities (CBNC)*—an alliance of neighborhood-based charities to help encourage the development of similar organizations in other Brunswick County communities and provide a forum for informational exchanges about best practices in fundraising, financial management, governance, compliance, etc.
- Maintained contacts with ORCA’s sister organization--the *St. James Service Club*--as well as nearly 30 other community charities and non-profit organizations.
- Provided in-kind support to ORLGA for their fall fundraiser and ORMGA for their First Tee campaign.
- Partnered with the Ocean Ridge Garden Club and their Christmas home tour, the proceeds of which went to ORCA for hospice dolls. Worked with the Ocean Ridge Quilt Group on the Hospice dolls support effort. Continued to actively seek fundraising and other partnerships within the community.

## **GOVERNANCE**

- Welcomed new Board members Mike and Judy Cunningham, Larry Gray, Beth Michelakis and Beth Naylor to the Board of Directors in 2012 as two other members—John Piccarelli and Merrienne Orndoff—completed their Board service.
- Created the honorary title of ORCA Board Member Emeritus and designated former Board of Directors member John Piccarelli as the first emeritus’ member.
- ORCA leadership continued their service on the Boards of Directors of several local non-profits and charities including the Brunswick Community College Foundation, The First Tee of Brunswick county and the Brunswick County Community Foundation.

Submitted by: Mike Gildea  
President