



OCEAN RIDGESM CHARITIES ASSOCIATION, INC.

2015 ANNUAL REPORT

FUNDRAISING

- **Raised a record \$52,000 in total monetary and in-kind donations in 2015—a 48% increase over 2014!** Since its inception in 2011, ORCA has raised over \$160,000 in charitable contributions principally from Ocean Ridge residents and our Corporate Sponsors.
- 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 Nite Challenge**—a repeat, sell-out event that earned nearly \$5,000 in donations, and;
 - The **Bistro Nite Cabaret** event attended by 140 Ocean Ridgers that yielded \$3,700.
- Increased the number of ORCA **Corporate Sponsors** and donors to over 160 local businesses that support our efforts through an annual sponsorship or in-kind donation. In 2015, this fundraising program raised slightly over \$8,800 due in part to the addition of new levels of corporate sponsorship at \$50, \$75, \$100 and \$500.
- Generated \$7,100 from the fall Annual Campaign, **Direct Mail Appeal**. Since inception, ORCA has totaled over \$30,000 in five, successive Annual Fund direct mail campaigns.
- In its third year, the **Ocean Ridge Memorial Giving Fund** raised nearly \$4,800 in donations which--when combined with ORCA matching contributions--generated nearly \$10,000 for local charities.
- Retail sales of “**From the Kitchens of Ocean Ridge**” **cookbook** at local businesses and events continued with 144 books sold in 2015 netting \$2,400. Since sales began in 2011, nearly 1,300 volumes netting ORCA about \$12,000.
- From the **Christmas Home Tour**, another \$2,300 was generated from 180 donors for this holiday event.
- 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**.
- The **Opportunity Rocks** band designated ORCA as their charity of choice and donated over \$1050 of their proceeds.
- To support hungry children with backpacks of weekend food, ORCA worked with Matthew’s Ministry and the Old Dominion Dames to solicit from the community 138 backpacks with an estimated value of nearly \$4,200.
- Another \$2,300 was donated via multiple **Miscellaneous Sources** including individuals/groups within Ocean Ridge.
- **Overall, ORCA received monetary or in-kind donations from 350 Ocean Ridge households—an astounding 80% participation rate among full time, Ocean Ridge residents.**
- **The average household gift to ORCA amounted to \$67 in 2015! Moreover, ORCA was the recipient of nearly 1,400 separate and distinct donations last year---an 8% increase over 2014!**

CONTRIBUTIONS

- **Contributed over \$43,575, to county charities and non-profits including:**
 - \$12,000 (\$4,000 each) went to three charities helping kids in crisis—Providence Home, Waves4kids and the Boys and Girls Home at Lake Waccamaw;
 - \$5,850 went to the New Hope Clinic to help them provide indigent health care;
 - \$5,300 was allocated 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 was donated to two charities helping the homeless—StreetReach and The Brunswick County Homeless Coalition;
 - Another \$2,100 went to the Matthew’s Ministry food backpack program for hungry school children, and;
 - \$1,000 or more was contributed to the 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 our own Ocean Ridge-David Kelly scholarship endowment at BCC.
- Overall in 2015, ORCA gave contributions to 22 different Brunswick County charities and non-profits.
 - 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.

FINANCES & BUSINESS OPERATIONS

- **Limited ORCA’s administrative/operational expenses to 8.3% of all funds raised and maintained these expenditures within the limits of the 2015 annual operating budget.**
- Maintained an operating reserve of \$6,000 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 over 20 local charities for completion of our grant application used in the funding evaluation/recommendation process.
- Maintained over 20 Board-appointed liaisons to 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 2015.
- 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), as well as in the publications of recipient charities. The *South Brunswick Magazine* published a feature article about ORCA in their winter, 2015 edition.
- The ORCA website, www.orcharities.org and our Facebook page were dramatically overhauled and reorganized.

PARTNERSHIPS

- Involved 227 Ocean Ridge volunteers in ORCA fundraising and other activities in 2015
- Partnered with the **Old Dominion Dames**, the **Ocean Ridge Singers**, the **Chesapeake Chics** and the *Opportunity Rocks* band as well as other individuals and Ocean Ridge groups on various ORCA fundraising initiatives.
- Provided in-kind support to ORLGA for their fall fundraiser and ORMGA for their First Tee campaign.

GOVERNANCE & COMMUNITY SERVICE

- Welcomed George Briggs and Sally Duffy to the Board of Directors and thanked Beth Michelakis and Liz Cermak for their service. The Board named former board member 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 the *Grants Committee*.
- Individual ORCA Board members continued their service on Boards of Directors or as volunteers with several local non-profits, charities and other organizations including 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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