



OCEAN RIDGE CHARITIES ASSOCIATION, INC.

2016 ANNUAL REPORT

FUNDRAISING

- **Raised almost \$69,000—a record amount of monetary and in-kind donations in 2016. This represents—a 25% increase over 2015! Since its inception in 2010, ORCA (as of 12/31/16) has donated 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 and distinct donations last year from residents and others---a 40% increase over 2015!**
- ORCA events continued to be sell-outs and collectively raised over \$13,500. They included:
 - A **Dinner Dance** with Opportunity Rocks attended by over 130 donors which netted \$2,750
 - The sixth annual **Trivia Nite Challenge**—a repeat, sell-out event that earned nearly \$3,400 in donations, and;
 - Partnered with the Brunswick Senior Resources charity to host the first ever, countywide **Casino Night** event attended by over 200 gamers which along with 42 event sponsors yielded \$7,400.
- Increased the number of ORCA **Corporate Sponsors** and in-kind business donors to over 127 local businesses that support our efforts through an annual sponsorship or other support. In 2015, this fundraising program raised \$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 donations to charities generated another \$7,750 in **Corporate Matching Grants**.
- Generated \$6,500 from the fall **Annual Campaign, Direct Mail Appeal**. Since inception, ORCA has totaled over \$36,500 in six, successive Annual Fund direct mail campaigns.
- To support hungry children with **Backpacks** from Matthew's Ministry with weekend food, ORCA worked with and 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 near over \$1,280 in coupons and other contributions from 181 donors.
- From the **Christmas Home Tour**, another \$2,400 was generated from 240 attendees at this holiday event.
- The Ocean Ridge Quilters donated \$2,200 in proceeds from their quilt raffle.
- 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 netting ORCA about \$14,420.
- **Began securing Corporate Matching Gifts (CMGs) which totaled over \$1,800 matched from 5 ORCA donors.**
- The **Opportunity Rocks** band designated ORCA as their charity of choice donating nearly \$1,500 of their proceeds.
- \$1,330 was raised from the marketing of the **International (discount) Dining Guide** thanks to 133 purchasers.
- **ORCA received its first ever major corporate grant of \$1,000 from All State Insurance Co.**
- **Received the first gift of \$500 from the Mike and Peggy Gildea endowment.**
- Another \$3,265 was donated via multiple **Miscellaneous** sources including individuals/groups within Ocean Ridge.

MAJOR CONTRIBUTIONS

- **Contributed over \$55,000, to 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 at Lake Waccamaw;**
 - \$5,900 in proceeds principally from ORCA's Memorial Fund went to **SECU Hospice Home;**
 - \$4,850 was contributed to the **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 was doubled to \$7,600 by BEMC from their corporate matching program and was allocated to **Brunswick Family Assistance/BEMC** partnership program *Warm Homes, Warm Hearts;*
 - Another \$3,800 went to the **Matthew's Ministry** food backpack program for hungry school children;
 - \$3,5000 went to the **Communities in Schools** for their student support programs;
 - \$3,200 went to our own **Ocean Ridge-David Kelly nursing scholarship** endowment at BCC;
 - \$2,000 was contributed to the **Brunswick Co. Red Cross** for disaster relief and fire alarm installations;
 - \$1,500 went to **Computers for Kids**--volunteers that rehab home computers for children in need, and
 - \$1,000 each to the **Brunswick Christian Recovery Center** for recovering addicts the **Shallotte Lion's Club** for their vision diagnostic care program for the poor.
- Overall in 2016, ORCA gave contributions to 24 different Brunswick County charities and non-profits.

FINANCES & BUSINESS OPERATIONS

- **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 an operating reserve of \$5,300 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 and funding evaluation process. The Committee also coordinates the work of the over 20 Board 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 2016.
- Generated several flights of press coverage on ORCA's activities in the *Wilmington Star News*, *Brunswick Beacon*, *Stateport Pilot* (Southport), as well as in the publications of recipient charities.
- The ORCA website, www.orcharities.org and Facebook page are the mainstays of ORCA's social media outreach.

PARTNERSHIPS

- Involved 242 Ocean Ridge volunteers in ORCA fundraising and other activities in 2016.
- Partnered 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 various ORCA fundraising initiatives.

COMMUNITY SERVICE & GOVERNANCE

- 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.
- Several Board members volunteered their time to help rehabilitate two local homes as part of our new partnership with the Wilmington Area Rebuilding Ministries (WARM)
- Welcomed Corinne Eisenstein and Kath Larson to the Board of Directors and thanked Larry Gray for his service.

Submitted by: Mike Gildea, President

FOR THE COMPLETE 2016 ANNUAL REPORT, GO TO WWW.ORCHARITIES.ORG