

C.G. Jung Institute of Chicago - CSJA Meeting - 9/10/22 Development Committee Report

Opening Remarks:

In reflecting on the current situation within the CSJA and the Institute, it seems to me that we have been caught in polar opposite positions emotionally driven by expansive excitement and restrictive fears. One side emphasized the need for “out-reach and growth” lest we die and the other side emphasized the need for “living within our means” lest we exhaust our resources (people & money) prematurely. Both sides tended toward extremes. My sense is, however, that both sides want the best for the Institute and all its programs.

Going forward, my hope is that we can envision a unified approach for the future of the CSJA and the Institute that links these two positions. Can we engage the process of fundraising and programing in ways that both value the preservation of our long-term financial stability as well as the process of out-reach and growth in order to arrive at a unified approach that supports “Sustainable Growth.”

Fundraising Campaigns 2021/22:

During this past year, thanks to the efforts of Stephanie Buck, President and George Didier, Chair of the Development Committee, along with DC members Kevin Davis, Marty Manning, and Jerry Weiner as well as the invaluable help of Ben Law, the Institute raised the largest amount since moving to Chicago that included:

\$23,820.00	Year-end Giving Campaign
\$14,320.00	Spring Fundraiser
\$6,382.00	Additional donations including Community Membership Dues

\$44,522.00 Total donations

These latest figures were provided by our Treasurer, Grady Vaughan.

We also need to recognize Stephanie and Ben Law for their work to revise the donor categories and updates to the website to reflect changes in soliciting donations.

In addition, the Institute was awarded a \$35,000 anonymous grant – again due to the efforts of Past President, Stephanie Buck. The future of this grant will be addressed by the incoming President Dyane Sherwood in collaboration with the Program and Development Committees.

The Incubation of the Membership Committee within the Development Committee:

The Membership Committee is currently being incubated within the Development Committee. The Membership Committee was founded to engage current Members of the Institute primarily made up of JPP/JSP graduates. It was also intended to help grow membership numbers and to develop a volunteer list to help the Institute with various tasks including fundraising.

A survey of members was conducted with the results showing that members requested more online offerings and more social engagement. These requests were addressed with more on-line courses and an on-line Gala created by Debbie Stutsman with Peter Demuth and Marty Manning. According to Kevin Davis, many members have expressed concern about the general lack of engaging the participants in the JPP/JSP after graduation. Addressing this lack continues to be a challenge to be addressed by members of the Development Committee as well as the larger Institute community. I wish to thank Kevin Davis and George Didier for their input into this report.

Additional Topics to be Addressed by the Development Committee:

The Development Committee 2022-23 Annual Work Plan developed by Marty Manning outlines a number of additional tasks that need to be addressed by The Development Committee in collaboration with the Institute Board. These items include: Optimize Relations with the Foundation; Grant Seeking; Optimize Institute Scoring with Charity Rating Organizations; Develop and Utilize Donor Data Base; Pursue non-cash gifts; as well as Donor Recognition and On-Going Engagement. Other tasks to be addressed include: The Development of Impact Statements (testimonials to be used in advertising) and The Development of Soliciting Legacy Gifts in coordination with the Foundation.

Respectfully submitted by

Mary Dougherty, Chair of the Development Committee