**Friends of SDPB Report – End June 2023  
Prepared for the Educational Telecommunications Board  
By Ryan Howlett, Friends of SDPB  
July 21, 2023**

I am going to approach this report as a quick look back at FY23 and looking forward to FY24.

**FY23 Year-End Financial Review:**

As of this writing we do not have our FY23 Year End Financial finalized. The early numbers are strong with current year giving, expectancy giving was well short of the past few years. A few notes:

1. Underwriting sales crossed the $1 million dollar mark for the first time ever. A huge milestone, obviously. Eric, Jennifer, and Laura, have set forth a very clear sales process, set high goals and achieved them. Their success in selling local programs has been identifying clear sales packages for clients to review and have focused on local programming sales. It has gone really well, and they are humble about their successes attributing to “just hard work” when it really is a lot more strategic than that.
2. Endowment giving (gifts to the endowment mainly from realized estate gifts) was significantly off from the last four to five years. After multiple six to seven figure years in received gifts, we finished below $100,000 in total estate giving. Obviously, this type of giving hard to predict, so we do not have any major red flags, development staff is focused on enrolling more families into the SDPB Legacy Society. These gifts are directed to endowment, so there are not current year cashflow implications.

We did adjust the SDPB Magazine to 24 pages down from 32. This was a resources-based decision on both the financial cost of producing the magazine as well as the time cost from marketing. We are gathering feedback from the audience and will evaluate around the first of the calendar year. The negative feedback that we have heard so far is the members don’t like the slimmer program listings.

**FY24 Preview:**

Here are the things that will be keeping the Friends staff busy in the new fiscal year. First, welcome to the new Friends Board Members who began their terms on July 1.

·    Lindsey Meyers, of Sioux Falls. Lindsey is a marketing executive with Avera.  
·    Matthew Moen, of Vermillion. Matt is a professor emeritus of political science at USD.  
·    Matt Rama, of Pine Ridge. Matt is the Assistant Superintendent at Red Cloud Indian School.

Sustainer Focus  
We are projecting that at some point in FY24 that we hit $83,333 in monthly sustainer income. This has been a growing focus for us since FY14 and getting to that mark will mean $1 million in annual revenue from sustainers. The average gift is $17 per month, so hitting $1M would be a huge accomplishment.

Focus Funds  
The Friends Major Gifts team is concentrating their efforts on the following fund that are focused on support for SDPB.

1. Explore South Dakota – goal of $150,000 to support entertainment and documentaries.
2. Report South Dakota – goal of $150,000 to support journalism.
3. Education – goal of $200,000 to support the education department.
4. Legacy Society. Goal of 15 new members in FY24.
5. Matches for Membership Drives.

Staffing   
The headline of FY24 will likely be changes to the Friends staff. We have three departures and three other opportunities. First the departures.

* Meg Hentges, East River gift officer, is leaving her position with Friends on July 28 for another opportunity.
* Carol Johnson, West River gift officer, is approaching retirement at the end of calendar year 2023.
* Theresa Schake, Mid-Level giving officer, is going part time on January 1, 2024, with the intent to retire at some point in 2024.

We currently have Carol’s job posted and are accepting resumes. We are looking to hire Theresa’s replacement as soon as possible and will keep Meg’s position open for a bit longer as we restructure some of the duties, but hope to fill it by the end of the calendar year. Lots of moving parts on the development team.

Other staffing changes that we anticipate are:

* West River Outreach and Experiences Manager. This long discussed (and long overdue) position would be in the Friends budget as support for the SDPB Network. The job description is currently posted.
* Southeast South Dakota Underwriting Salesperson. This would be a new position at Friends that would focus on underwriting sales for emerging clients in and around Sioux Falls. We hope to post this job description in the first quarter of calendar year 2024.
* Accounting support. SDPB & Friends CFO, Laura Peterson and the Friends Board Finance Committee, would like to end our contract with NETA for accounting support. We feel that we can do these duties more efficiently and at essentially the same cost by bringing these lower-level financial duties in-house. We do not have a time frame for this change, but sometime this fiscal year is likely.