

Fundraising Budget Overview

Unrestricted Fund Allocation	FY24 GOAL	FY24 ACUTAL	FY25 GOAL	CHANGE FROM FY24 ACTUAL
Board Gifts	\$162,000	\$162,500	\$110,000	-32%
Foundation/Business	\$98,200	\$89,845	\$166,000	84%
SeaWorld	\$500,000	\$500,000	\$500,000	0%%
Major Gifts	\$65,000	\$81,705	\$100,000	22%%
Special Events	\$270,000	\$184,390	\$30,000	-83%
Individual Gifts	\$70,000	\$21,475	\$78,300	264%
HFOF Proceeds	\$334,800	\$296,808	\$315,700	6%
Legacies & Bequests	\$25,000	\$25,632	\$0	-100%
Total:	\$1,525,000	\$1,362,355	\$1,300,000	
Restricted Fund Allocation				
Foundation/Business	\$1,105,000	\$474,964	\$625,000	32%
Major Gifts	\$370,000	\$183,911	\$375,000	103%
Total:	\$1,475,000	\$658,875	\$1,000,000	
Grand Total:	\$3,000,000	\$2,021,230	\$2,300,000	14%

FY24 Total = \$2,021,230, 67% of \$3M Goal

FY25 Goal = \$2,300,000, 14% Increase

FY25 Strategy Highlights

KEY STRATEGIES

Increased Giving
Personalized Donor Interaction & Recognition

Targeted Outreach & Engagement

Expand Donor Database
Targeted Campaigns

Open Events to Attract & Retain Donors

Grow Corporate & Foundation Relationships
Increase Proposals

Event Sponsorships

Focus on Communication
Impactful Messaging

Custom Engagement

IMPLEMENTATION & TIMELINE

Q1 JUL - SEP

Re-engagement Sponsorship Program
Friends of Hubbs CA Event

Q2 OCT - DEC

Year End Giving
Giving Tuesday CA Event
Annual Campaign
State Appropriations

Q3 JAN - MAR

FL Event
CA Event
Dolphin Month Planning
Federal & State Appropriations

Q4 APR - JUN

Ocean Month Campaign
Major Gift Outreach
FY End Efforts

Ongoing

DFO Efforts
Prospecting Grant Submissions
Sponsorship Outreach

EVALUATION & REPORTING

Reporting Cadence

Monthly Reports
Quarterly Board Updates
Impact Reports

Performance Metrics

Funds Raised
Donor Acquisition
Retention
Grant Success

KEY STRENGTHS

Experienced Leadership
Strategic Focus
Strong Partnerships

OPPORTUNITIES

Increased Philanthropic Engagement
Digital Transformation
New Strategic Partnerships
Public Enthusiasm



FUNDRAISING STRATEGY

IDENTIFYING SOURCES OF FUNDING THAT ALIGN WITH THE ORGANIZATION'S MISSION



MAJOR INDIVIDUAL DONORS

Philanthropists with Environmental Interests: Individuals that support environmental causes, marine conservation, and scientific research.

Alumni & Affiliated Researchers: People with a personal connection to the marine sciences, possibly alumni of related academic programs or researchers who have collaborated with the institute.

Local Community Leaders: Individuals in the San Diego area with a history of supporting local non-profits and community projects.



FOUNDATIONS & TRUSTS

Environmental & Conservation Foundations: Foundations specifically focused on environmental conservation, marine ecosystems, and scientific research.

Community Foundations: Local and regional foundations that support a variety of causes, including environmental protection and education.

Research & Science Education Foundations: Organizations that fund scientific research and the promotion of science education among the public.



CORPORATIONS & BUSINESSES

Environmental Companies: Businesses that benefit from ocean resources or promote outdoor activities, such as surfing, diving, and boating companies, which might have corporate social responsibility (CSR) interests aligned with marine conservation.

Biotech & Pharmaceutical Companies: Firms that rely on marine biodiversity for research and development of new products.

Local Businesses: Companies in the San Diego area that are interested in supporting local initiatives and enhancing their community involvement and image.



GOVERNMENT GRANTS & PROGRAMS

Federal & State Grants: Look for government programs that fund environmental research and conservation projects.

Local Government Support: Explore funding opportunities from local government agencies interested in promoting science, education, and environmental initiatives.



SPECIAL INTEREST GROUPS & ASSOCIATIONS

Marine Conservation Groups: Organizations and clubs with a focus on marine life protection and ocean conservation.

Professional Associations: Groups within the marine science and broader scientific community that may offer grants or partnership opportunities.

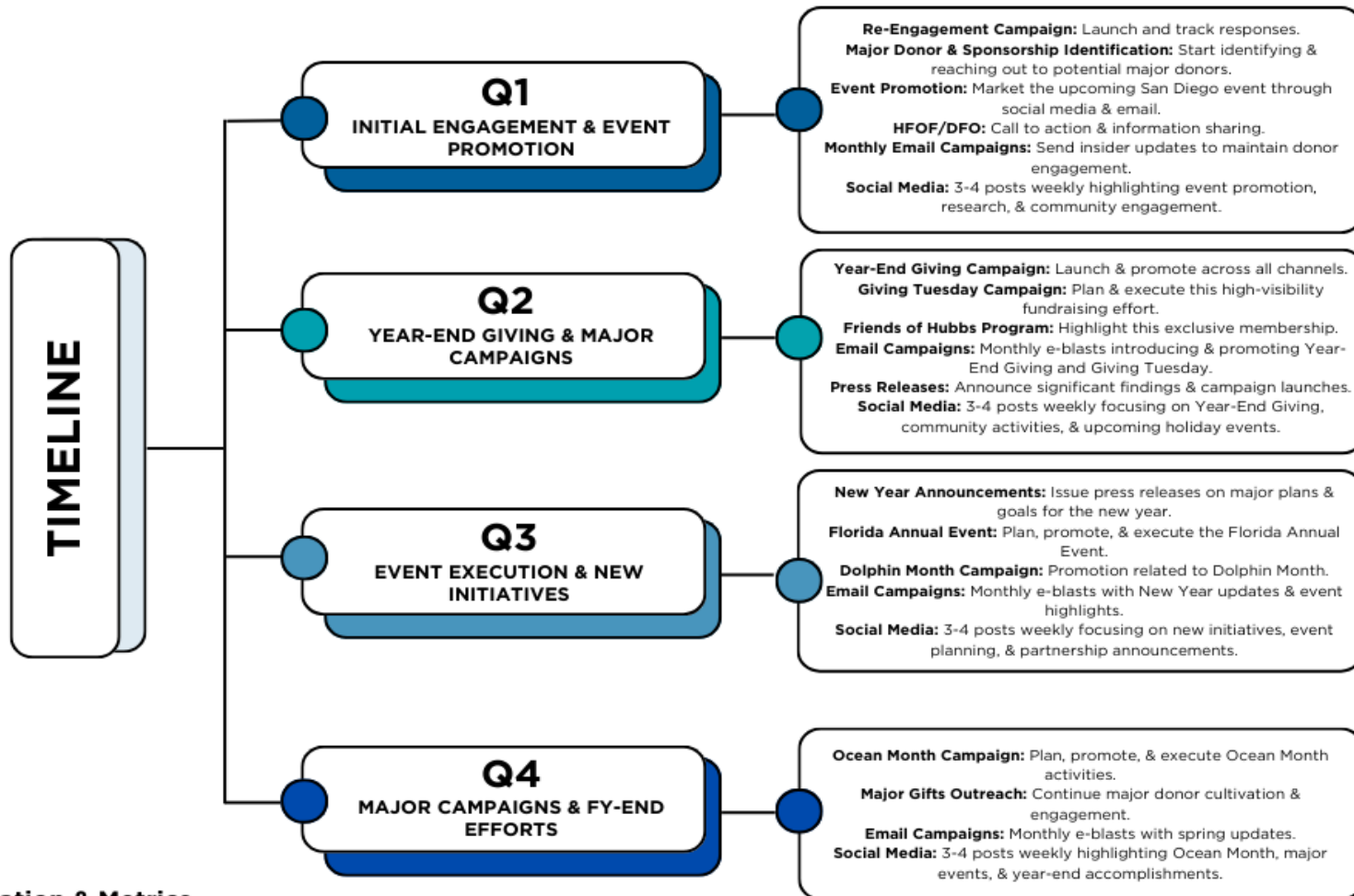
Key Strategies for Engagement:

Personalized Outreach: Customize approach to each potential donor, highlighting the alignment between the institute's work and their interests or goals.

Leverage Existing Networks: Utilize the board members, staff, and existing donors' networks to identify and reach out to potential new donors.

Engage in Community and Industry Events: Participate in relevant conferences, workshops, and community events to raise awareness and meet potential donors.

Implementation Timeline for Communications & Marketing Efforts



Evaluation & Metrics

Engagement Metrics: Track social media interactions, email open rates.

Fundraising Impact: Monitor funds raised, donor acquisition, retention rates.

Media Coverage: Measure media mentions & press coverage.

Event & Outreach Success: Evaluate event attendance and fundraising outcomes.

Hubbs-SeaWorld Research Institute
Proposed Operating Budget for Fiscal Year 2024
July 1, 2024 to June 30, 2025

	Research Projects	General & Admin	Fund Raising	FY25 Budget	FY24 Unaudited	FY24 Budget	FY23 Actual
Income							
Unrestricted contributions	0	500,000	454,300	954,300	741,443	920,200	708,163
DFO license plate	217,000	39,500	59,200	315,700	296,808	334,800	316,173
Special events	0	0	30,000	30,000	184,390	270,000	0
Contract revenues	5,058,900	118,700	0	5,177,600	3,980,997	3,925,000	3,406,952
Total Income	5,275,900	658,200	543,500	6,477,600	5,203,638	5,450,000	4,431,288
Expense							
Salaries	2,365,100	1,048,400	256,600	3,670,100	3,251,441	3,077,100	2,790,527
Fringe benefits	0	508,800	0	508,800	430,179	373,700	365,541
Fringe allocation	723,600	(823,700)	100,100	0	0	0	0
Outside services	363,300	121,500	6,000	490,800	274,292	395,000	316,290
Supplies	459,600	77,000	31,200	567,800	523,840	481,300	593,731
Equipment	200,200	82,200	3,600	286,000	288,123	191,100	298,461
Occupancy	418,200	161,800	0	580,000	414,746	342,800	353,625
Capitalization	(275,400)	(53,600)	(3,600)	(332,600)	(173,866)	(109,000)	(288,608)
Travel	79,600	29,500	10,800	119,900	74,761	80,800	63,407
Indirect billed by contracts	1,145,200	0	0	1,145,200	821,230	891,500	682,731
Transfer indirect to G&A	0	(1,145,200)	0	(1,145,200)	(821,230)	(891,500)	(682,731)
Matching expenses	6,500	0	0	6,500	12,543	5,500	12,289
Depreciation	99,700	298,300	0	398,000	382,755	369,400	355,471
Business expenses	13,500	160,400	2,400	176,300	215,618	174,800	158,593
Special event expense	0	0	6,000	6,000	24,000	67,500	0
Total Expense	5,599,100	465,400	413,100	6,477,600	5,718,432	5,450,000	5,019,327
Net Operating Income	(323,200)	192,800	130,400	0	(514,794)	0	(588,039)