

**DEVELOPMENT**  
impact  
**REPORT**  
2022

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# Introduction

Development creates meaningful connections based on shared values and common goals.

We know that our donors, advocates, colleagues, and clients all want the same thing:

*for youth and families to thrive.*

So we take a three-pronged approach to ensuring that people have access to care:

- **Connecting people** to resources + causes they care about
- **Building trust** and partnering for impact with donors and funders
- **Cultivating a culture** of awareness and education to impact the larger system of care

# philanthropy

## engagement

2022 included 7458 donor actions.

This means tours, phone calls, handwritten notes. Lunch meetings, mass mailings, invitations, connections, and partnerships.

We hosted more events in 2022 than ever before, inviting opportunity to enrich your experience of Cathedral Home.

## giving

This was our largest fundraising year to date.

By helping funders to see the value in supporting kids and families, we raised \$1,917,889

When you give to Cathedral Home, you are investing in health. You are giving access. You are ensuring that everyone has what they need to thrive.

## advocacy

Whether attending events, tracking legislation, dropping off treats, or sending notes of support, advocates engage with our cause + invest in the future for kids and families.

We have 255 registered Advocates, but know the list is so much larger.

Whether or not you can give financially to Cathedral Home, you can make an impact.

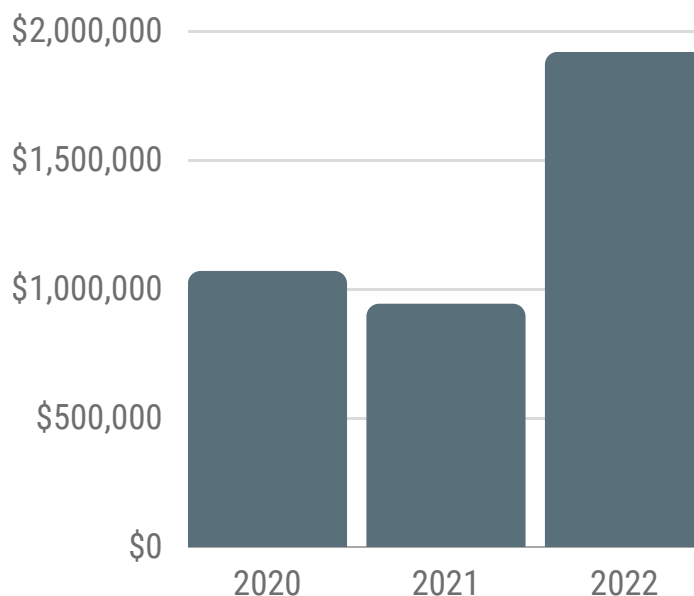
There's a place for everyone in the work of hope.

**49%**  
INCREASE IN  
**FUNDING**

# a look at giving

## Who are our donors?

- Of the 351 donors who gave in 2022, 132 of those also gave to us the year prior, resulting in \$275,326 in funding support
- 31 new donors joined our mission in 2022, resulting in \$11,000 of additional revenue.
  - 8 of these are corporate partners while the remaining 23 are individuals
- 28 donors returned to giving at Cathedral Home after a period of 3-5 years of not giving.
  - these supporters invested \$23,430 in kids and families after their passion was reignited



351

donors who supported mental health in 2022

\$5464

average gift amount

03

half-million dollar asks submitted & secured

Our overall total for individual donors was down by almost half this year, on pace with national trends. Still, it was our biggest year yet for transformational gifts (those that impact the trajectory of the organization)

# communications

Our team serves multiple audiences:

Our responsibility is to ensure that each of these audiences has the information they need to take action, whether that be giving, seeking services as a client, attending an event, or applying for a job.

## existing

donors, granters  
advocates  
clients  
employees

## prospective

donors, granters  
advocates  
clients  
employees

Purpose	Activity / Project	Data / Outcome
Client access of resources + support	<ul style="list-style-type: none"><li>outpatient infrastructure</li><li>clinically based, free resources for schools and families</li><li>residential client storybook</li></ul>	<ul style="list-style-type: none"><li>95% increase in clients seeking services</li><li>11,906 web visits in search of clinical services</li></ul>
Awareness + Advocacy for youth mental health	<ul style="list-style-type: none"><li>corporate + community partnerships</li><li>prospect development</li><li>press releases and brand awareness</li></ul>	<ul style="list-style-type: none"><li>31 new donors</li><li>1825 advocacy emails</li><li>2995 handwritten notes &amp; phone calls</li><li>106 community partner connections</li></ul>
Philanthropy + Ambassadorship	<ul style="list-style-type: none"><li>increased major + transformational gifts</li><li>enhanced donor enrichment opportunities &amp; events</li></ul>	<ul style="list-style-type: none"><li>highest recorded gifts in one year, nearly \$2 million!</li><li>more than 7000 donor touchpoints</li></ul>

# vision

We cast a big vision for 2022...

aiming for Cathedral Home to become the hub of care in Wyoming

## So how far did we get?

We set out to make residential treatment more available and less financially restrictive for families by growing our Health Access fund..

We set the intention to say YES to everyone whose needs we could meet and thus welcomed 60 new clients through Community Counseling.

We championed our special purpose school and expanded opportunities for career skills.

We partnered with public schools to forge a collaborative approach to mental health.

We reached more clients in the community, increasing the Resource Center's caseload from 180 in 2021 to 220 in 2022.

We invited funders to impact client spaces to maximize comfort, well-being, safety, and healing.

We focused on our caregivers -- prioritizing employee wellness in every possible instance.

We championed justice and practiced agency-wide how to intervene and disrupt harmful language, systems, and dynamics.

We published resources to help adults support youth in exploring difficult topics from violence to suicide.

We shared food with our community, committed to our mission that health means more than just doctor visits.

We dove deeper into trauma-informed care, seeking the expertise of our front-line staff to demonstrate how it looks day-to-day.

We swung for the fences and made big asks -- six counselor salaries, operating funds for our Community Resource Center, facilities & environment of care improvements.

# values in action

We are fundraising for **change**.

Our shared mission is that kids and families have everything they need and that care is easy to get.

We believe in dignity and justice and form donor relationships based on shared values.

1

## **health**

By promoting health in all forms and advocating for policy change, Development enriches the well-being of youth & families throughout Wyoming. Mental health *is* health and deserves to be prioritized.

2

## **access**

Development furthers health by eliminating cost barriers. This expands opportunities like residential care regardless of a family's ability to pay, launch of outpatient and telehealth offerings, expanded prevention programs in the community.

3

## **equity**

We pursue justice for youth & families by expanding awareness of trauma and advocating for funding, services, and systems change that fosters well-being for all.

4

## **compassion**

From crisis shelters to scholarships, there is always a way to connect donors to causes they care about. Each of us has an opportunity to impact the system, and Development helps spread that message.



# a look at 2022

Black 14 food delivery  
Community Food Shares  
play therapy video  
Giving Tuesday

Laramie Middle School Family Wellness Night  
admin refresh  
updated signage for community services  
University of Wyoming Restorative Justice Partnership  
our why videos  
family room  
environment of care proposals  
open barn  
Christmas no Grinch Could Steal  
tour guide  
open door  
cultivating culture  
cowboys for CHC tailgate  
annual appeal  
play therapy room  
community counseling Tiers2 outreach  
community counseling open house  
annual appeal follow-up  
group therapy room  
prospecting research  
prospecting research  
speaking opportunities research  
client open house  
Social Justice Partners in Hope prospect Partners in Hope appeal  
Advisory research  
UW High Altitude Pathway Program  
Group lapsed donor postcard Walk to Remember for Suicide Prevention  
stewardship swag - window cling  
building trust  
data (internal) cache updates  
Health Access fund  
SPARK tank partnership + State Lands Board, ARPA Capital Construction Request  
presentation press releases Church of Jesus Christ of Latter Day Saints tour and request  
database updates  
Partners in Hope roundtable  
Black 14 Social Justice Institute ACRC Leadership - prospect follow-up  
legislative advocacy Client Dignity in swag - clothing  
employee mentorship Branding moec graduation invites  
legislative toolkit Outpatient resource creation/share - *Helping Kids Cope*  
client storybook Counseling Partner brunch  
grant research Funding website Cathedral Cup Appeal  
Albany County ARPA Request Partners in Hope Hughes Charitable Foundation Request  
John P. Ellbogen Foundation Request recognition event United Way Albany County Request  
Community Partners Funding Request Mae Olson Trust Request  
LYCC Remodel Considerations Guthrie Family Foundation Request  
connecting people  
thanksgiving postcard Cathedral Home info line  
our voices video development of  
suicide prevention classes for partners Client Services Mental Health is Health poster  
cathedral cup Advocate position swag - MHIH stickers  
community counseling Tiers1 outreach donor wealth screening  
resource center logo update University of Wyoming Social Work Career Fair art afternoon  
data (external) cache updates University of Wyoming Big Job Fair  
Home Team weekly newsletter agency social media  
Partner Post monthly newsletter  
Advocates in Action monthly newsletter

# 2023 goals

## 1 broaden outreach to fill donor pipeline

The majority of our current major gift donors (\$2000 or more dollars per gift) have been supporters for 10 years or more.

We will continue to prioritize the stewardship of those relationships while also inviting prospects to join our mission, thus ensuring sustainable funding for the future.

## 2 increase awareness of available services and expertise

Though Development is traditionally seen as fundraising, it encompasses numerous efforts to ensure the organization and its mission are successful.

Therefore, it's important to our team to spread the word about available services and work to dismantle barriers that prevent youth and families from accessing needed care.

## 3 enrich agency culture and boost retention

We want Cathedral Home to be known as the Wyoming leader in youth mental health. Cementing this reputation will result in increased donor commitments, highly qualified staff, and ideal outcomes for children and families with mental health needs.

## **TERESA ARENS**

### OUTREACH & OPPORTUNITY

Leading informative outreach that guides significant and thoughtful impact from individuals, corporations, and foundations to enrich the well-being of youth and families.

## **RACHEL LEBEAU**

### ADVOCACY & ACTION

Cultivating passionate support of youth and families through strategic communications, advocacy initiatives, and fund development that influence the system of care.

## **KATHERINE RATIGAN**

### PHILANTHROPY & ENGAGEMENT

Building meaningful, lasting relationships through effective and sincere expressions of gratitude and demonstrated appreciation for the impact of philanthropy on youth and families.