

October 2017

TO: County Agriculture Literacy Coalitions

FROM: Susan Moore, IAA Foundation Director



The IAA Foundation is proud to serve as the fund raiser for Illinois Agriculture in the Classroom. Through special events and major gift solicitation, the Foundation works to meet the annual budgeted needs of the IAITC Program. This includes printing Ag Mags, providing teacher grants, reimbursement for Summer Ag Institutes, and funding County Coalition Grants. This year grants increase to \$625,500 distributed to 77 coalitions. This is yet another all time high for grant funding and number of counties served.

Major gifts play a vital role in supporting coalition grants. Our funders appreciate the grassroots model of IAITC, and the effectiveness of your efforts. Donor confidence and retention is greatly impacted by showing gratitude, and showing results! *You can assist on both of these fronts.* Please continue to share success stories, photos, and detailed numbers through monthly and annual reporting AND through social media and local news channels. Be sure to mention funding through donations to the IAA Foundation, as well as tagging us in any posts. (SEE REVERSE)

You are to be congratulated on the quality of your programs and the fundraising you do locally for these matching grants. The job you do with your schools, teachers and students is critical to the financial growth and overall success of Illinois Agriculture in the Classroom.

Keep up the great work!

## Donor Stewardship Means

- ✓ Creating Meaningful Recognition
- ✓ Showing the Value and Impact of a Gift

## How Can YOU Help Steward Gifts?

- ✓ Post What's Happening and TAG us on Social!
- ✓ Send teacher and student comments
- ✓ Send photos, drawings
- ✓ Send links to local articles



GREAT EXAMPLES we can share with Donors!

**After a day filled with farm fun and learning, Cook County AITC asked 3<sup>rd</sup> graders: *What are you going to tell your family about agriculture?***

- 🍎 agriculture is really important
- 🍎 pigs are in most stuff we use
- 🍎 agriculture is about people, animals, and plants
- 🍎 there are different kinds of corn
- 🍎 they use special machines to take out the corn and soybeans
- 🍎 oil for trucks comes from soybeans
- 🍎 boy cows are called bulls
- 🍎 plants grow into vegetables and fruits
- 🍎 agriculture includes farm animals
- 🍎 animals grow fast
- 🍎 agriculture is not just a word, it's farming and taking care of animals
- 🍎 I'm telling them I had the best day ever!



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