Philanthropic Feasibility Study Final Report:

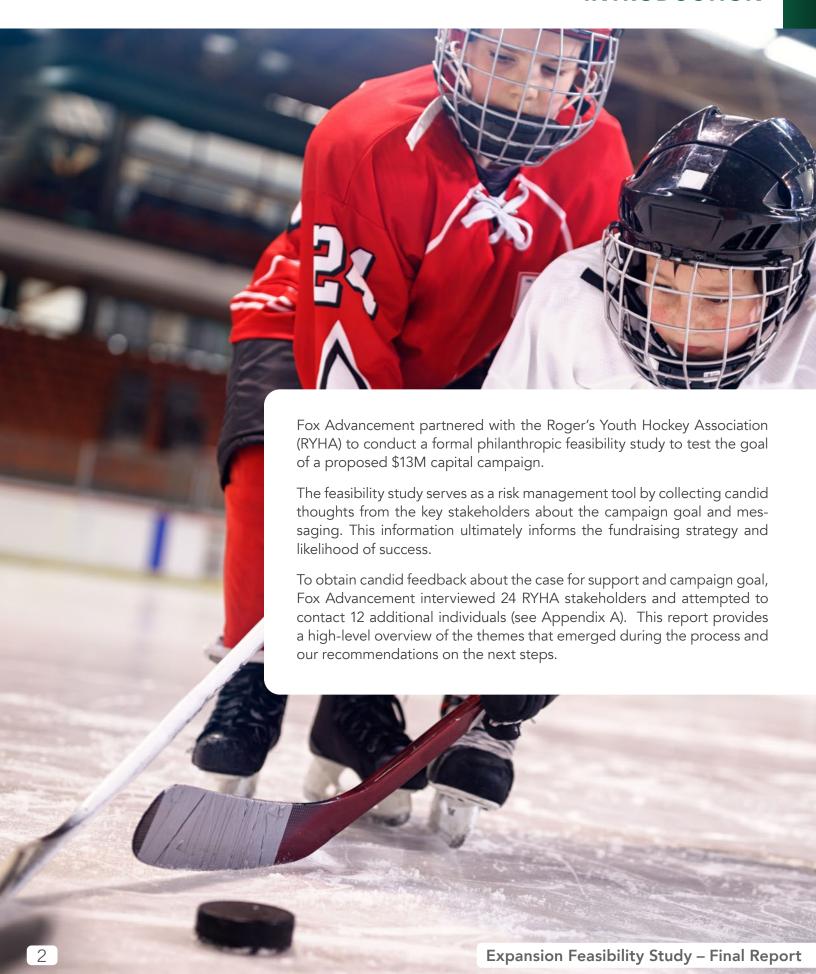
Rogers Activity Center Expansion Project







INTRODUCTION





The community is overwhelmingly supportive of including a second sheet of ice with the Activity Center expansion. They feel that it will bring these benefits to the community:

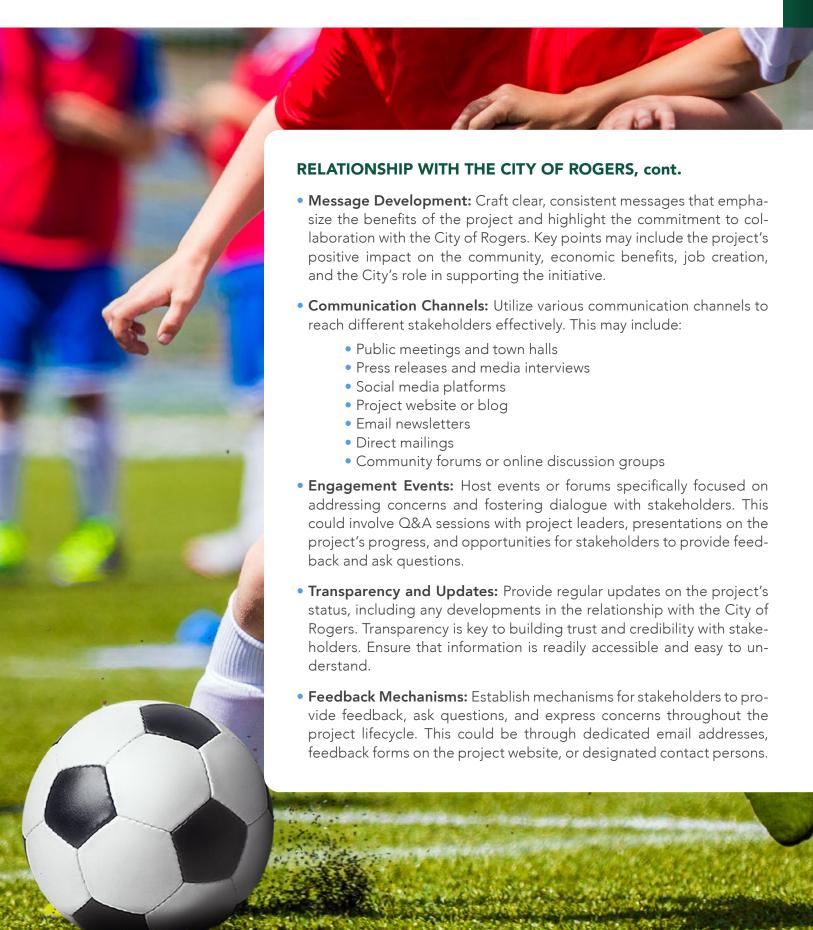
- More opportunities will be available for hockey players of all ages and skill levels to practice and play games. This can lead to increased participation in the sport and foster a stronger community among players and fans.
- A second sheet of ice would alleviate the necessity for families to travel to other communities for ice time. The situation is currently untenable.
- Hosting tournaments and events would become more feasible, bringing economic benefits to local businesses such as hotels, restaurants, and shops. The increased foot traffic from visiting teams and spectators can boost the local economy while showcasing the community as a hub for hockey activities. This strengthens the community by creating job opportunities and fostering a sense of pride among residents.

Investing in a second sheet of ice in the Rogers Activity Expansion is not just about providing spaces for physical activity; it's about building a vibrant community where people of all ages can come together, stay healthy, and form lasting connections through their shared love for sports.

RELATIONSHIP WITH THE CITY OF ROGERS

There remains skepticism surrounding the working relationship with the City of Rogers and the likelihood of seeing a completed project. To address these concerns, reassure stakeholders about the project's progress. Develop a comprehensive communication plan. Here's a suggested outline for such a plan:

Identify Stakeholders: Determine all stakeholders involved in or impacted by the project. This includes community members, local businesses, government officials, project partners, and any other relevant parties.





RECOMMENDATIONS

Since the City is now in favor of moving forward with the project and has agreed to provide \$10M, we recommend that RYHA work collaboratively with the City instead of building a separate facility. With the \$7M commitment from RYHA, there is a \$3M gap in funding. Our recommendation would be to secure this funding through these sources:

\$3M COMMUNITY FUNDRAISING PLAN

- \$1M: Major Donor Engagement: Our comprehensive interview process identified the potential to raise up to \$1M from a select group of major donors. We identified a subset willing to contribute between \$500,000 and \$1M with the right cultivation.
- \$1M: Corporate Sponsorships and Grants: There is an opportunity for RYHA to cultivate support from corporations and foundations to drive this fundraising forward. Corporations, however, are more inclined to support the effort compared to foundations because of two specific activities in which RYHA is engaged. Foundations typically shy away from supporting nonprofits engaged in grantmaking or gambling activities, which RYHA is a part of. By strategically aligning with corporations that share the values and vision, you can secure the necessary resources to propel RYHA's mission and create a lasting impact in the community. See Appendix B for a list of potential prospects.
- \$1M: Broad-Based Community Campaign: Given the range of contributions mentioned during interviews (\$100 to \$10,000), a broad-based community fundraising campaign should be the third pillar of fundraising. This could include crowdfunding initiatives, direct mail appeals, fundraising events, and online donation platforms to solicit support from a broad cross-section of the community.

Donors at all levels should be offered recognition opportunities to acknowledge their contributions and foster a sense of ownership in the project. This could include naming rights for facility components, commemorative plaques, VIP experiences, exclusive events for major donors, and public acknowledgment and appreciation for all contributors.

By leveraging the City and RYHA contributions as foundational support and mobilizing the community through strategic fundraising efforts, it's possible to bridge the funding gap and ensure the successful realization of the second sheet of ice project in Rogers. Effective communication, community engagement, and stewardship of donor relationships will be vital in achieving fundraising objectives and securing the necessary financial support. See Appendix C for a sample \$3M gift chart.



APPENDIX B: CORPORATE AND FOUNDATION GIVING PROSPECTS

FUNDER OFFER SPONSORSHIPS

TEGNA Community Grants No - but checking in w/ local employee may help

Allianz Life Insurance Company

No - but checking in w/ local employee may help

Fingerhut Family Foundation Unknown - contract foundation

Carmax Foundation Yes - Home Office grant program

Clif Family Foundation No

Deutsche Bank of AmericasUnknown - reach out to foundation or local employee

Foundation

The Amcor Cares Foundation Yes

3M Foundation Yes

Minnesota Power Foundation Yes

Patagonia No event sponsorships - campaign unknown

Hormel Foods Corporate Yes

Charitable Trust

Midcontinental Foundation Yes - through local employee connection

The Luther Family Foundation Unknown - reach out to foundation

The Toro Company Yes - with employee connection or product donations

Mckesson Foundation No - but checking in w/local employee or office may help

Mosaic Company Foundation Unknown - reach out to foundation or local office

Deluxe Corporate FoundationNo - but checking in w/local employee or office may help

The Comcast NBC Universal

Yes - through local affiliate

Foundation

Foundation

Century Link - Clarke Williams Yes - through employee match or connection

Chubb Charitable Foundation Yes - through employee connection

AT&T Foundation Yes - through local store or employee



APPENDIX C: \$3M GIFT CHART



GIFT LEVEL	# OF GIFTS	# OF PROSPECTS	AMOUNT
\$500,000	1	3	\$500,000
\$250,000	2	6	\$500,000
\$100,000	4	12	\$400,000
\$50,000	8	24	\$400,000
\$25,000	16	48	\$400,000
\$10,000	32	96	\$320,000
\$5,000	64	192	\$320,000
\$1,000	160	480	\$160,000
Total Raised			\$3,000,000