



# American Ethical Union

*Inspiring Ethical Communities*

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## **ANNUAL COMMITTEE REPORT**

### **Committee Report for: Fundraising Committee**

Chair: Richard Koral

**Please provide brief updates on the following areas of your Committee that occurred or developed during 2020:**

Fundraising remains an important part of the AEU's source of revenue. While Society apportionments are the backbone of the Union's cash flow, these funds are supplemented by donations, bequests and gifts from individuals who recognize the special role that the Union fulfills on behalf of the Ethical Culture Movement.

The AEU Fundraising Committee continued its efforts to develop sources of income from committed members, interested friends and followers to supplement the Society apportionments. To the Annual Fall Drive was added an additional request in the Spring and a Giving Tuesday drive on December 1, 2020, which raised new funds from non-members.

The previous year, the Committee had developed a full color flyer to encourage Society members to consider the AEU in their estate planning. However, the flyer did not achieve the hoped-for distribution or discussion at the Society level. To buttress that campaign, the Committee resolved to prepare a powerpoint or multi-media program that Societies can show to their membership to encourage long-term estate planning for both the Society's own benefit as well as for the Ethical Movement as a whole through the AEU. It is intended that it be prepared for this coming Fall. This program may be paired with other informational offerings such as end-of-life advice to garner more attention.