DONOR SPOTLIGHT: ANN REYNOLDS

Dedicated WNED | WBFO supporter Ann Reynolds of Stratford, Ontario lives a life of service to those in her community. Reynolds says that she began giving to WNED | WBFO because of the impressive quality of programming. In fact, “Brideshead Revisited” was the first program she enjoyed, leading to the purchase of her first television. Reynolds finds that the WNED-TV programs cover an incredibly wide selection of topics, from travel and nature to science and the arts. With little to no interruptions for advertising, she feels as though the development of each program is second to none. Reynolds encourages others to simply “watch and appreciate” the programming offered.

Learning more about why each individual decides to contribute to WNED | WBFO is just as important as understanding why they felt attracted to these stations in the first place. Reynolds believes deeply in the mission of WNED | WBFO.

“Reynolds’ love for theatre prompted her to ‘raid’ the costume warehouse. The cause matters because our world has changed, and continues to change at a rapid rate,” she stated. “There is a need for certain linchpins in society that can be relied on to preserve and support programs that viewers can learn and be educated from.”

Reynolds is passionate and kind, living her life so that others may benefit from her service which manifests in the time she gives to Stratford Festival Theater. Reynolds spends one to two days a week volunteering and completing administrative tasks for the organization. She became involved with the Festival when realizing her interest for music and theatre was much deeper than simply attending the shows (which she still continues to do regularly). Reynolds finds herself consistently drawn to classical music, and says it’s a vital and enriching aspect of her life. She has given music programs for many groups, including classical, opera, and lighter styles. She enjoys the pleasures her audiences experience while listening, and knowing that she can share with them through music.

Photo Credits to Irene Miller Photography
PLEDGE behind the Scenes

WNED | WBFO has planned a series of shorter pledge drives this year — but Courtney Helinski and Joe Cannizzaro won’t be feeling any of those changes.

“We start planning for a pledge drive about two months ahead,” says Helinski, the station’s development producer. She works with Cannizzaro, Senior Director of Fundraising and Special Projects, to orchestrate pledge drives across all three of WNED | WBFO’s stations. The two are responsible for raising 30% of the station’s membership goal.

They determine the pledge schedule, she says, based on program availability and audience trends. And a big part of that decision involves listening to audience feedback. WNED | WBFO began its fiscal year with a two-day pledge drive on WBFO-FM 88.7—and the new format was successful, netting the station over 140 sustaining members in just those forty-eight hours.

“We’ll definitely stick with it if it keeps going well,” says Cannizzaro of the strategy. “Listeners want less of pledge, so we’ll keep trying that as long as it works.”

Helinski and Cannizzaro are two of the station’s staff most uniquely attuned to what the audience wants, and they know how to deliver it well. Both have extensive backgrounds in the production industry.

“I lived in Hollywood for fifteen years,” says Cannizzaro, who has a degree in television and movie production.

“I started here in fundraising, and it kind of took off from there.”

For Helinski, who has a background in television production and previous experience at WGRZ, this job was her first that involved fundraising; she’s now been a producer for almost four years.

Working behind-the-scenes as fundraising producers, they rely on others to spread their messaging on-air. “Ninety percent of our pledge talent are internal employees with a passion for public media,” Cannizzaro says. “It’s much easier to pitch if you have that preference.”

As promised the September Classical 94.5 WNED pledge drive was cut from its usual eleven days to just five and still met its fundraising and new sustaining members goals!

Current Breakdown of Leadership Members

Founder — 1403 members
Leader — 275 members
Benefactor — 49 members
President — 30 Members
Chairman — 12 members

Membership Dollars

Membership dollars are used across the organization to fund projects and programs. Examples include:

- The average cost per hour of documentary programs is $1,174
- The average cost per hour of children’s programs is $1,832
- An episode of Inspector Morse is $620, while an episode of Doc Martin is $518
- Morning Edition on NPR is $165 per hour
- Fresh Air is $434 per week
- This American Life is $11,860 per year
- Classical Programming is $18,500 per year

To learn more about how you can leave a legacy, contact Colleen Miller at cmiller@wned.org or by calling 716.845.7031 or 1.80.678.1723

Leaving a Legacy

Since 1959, WNED | WBFO has utilized the miraculous instrument of public media to enrich and change the lives of our families, friends and neighbors in Western New York and Southern Ontario. This important work has been made possible through the years because of loyal members and supporters like you. You can continue making Western New York and Southern Ontario a better place to live, learn and grow by establishing a planned gift to support the future of public media in our community.

To date, 142 individuals have made a legacy gift to WNED | WBFO.

Last fiscal year, WNED | WBFO realized $272,559 in Legacy donations.

Since inception, $6,341,726 has been realized from legacy gifts.

What to Give

- Cash
- Appreciated stock
- Retirement assets
- Life insurance
- Real estate
- Will and Trust
- Tangible personal property
- Beneficiary Designation
- Charitable Remainder Trust
FISCAL YEAR 2020 Projects

WBFO

Your annual memberships will fund WBFO’s comprehensive coverage of the upcoming race for Erie County Executive. As NPR tackles the 2020 presidential election, your support will ensure in-depth reporting from a range of local analysts as the campaign moves forward. Additional funds will also assist WBFO in its ongoing efforts to produce in-depth reports to supplement our station-wide initiatives.

Classical

Your annual memberships will guarantee Classical 94.5 WNED’s quality local programming, including JoAnn’s Classical Corner, where JoAnn Falletta shares the latest news on the Buffalo Philharmonic Orchestra. Additionally, because of you, the Classical station will deliver carefully curated playlists, hosted by our knowledgeable on-air staff, and continue community outreach efforts with Buffalo schools and beyond for our “Music in the Schools” program.

TV

You will help bring the programs you love on WNED-TV like Magical Land of Oz, NOVA, Poldark, and more.

Education

You will allow our education team to connect teachers, students, and families using outreach efforts and media platforms like our Reach Out: Recognize Relationship Abuse initiative. We can develop a teacher curriculum of resources that will complement our WNED-TV production The Warrior Tradition that airs nationally on November 11, 2019 at 9:00 P.M.

VOLUNTEERS WANTED

Join the many volunteers who help make WNED | WBFO come alive through station promotion, community outreach and fundraising activities. Join this dynamic group of people to give a hand or learn new skills. Work with fantastic people and contribute to a valuable community resource, your PBS station WNED | WBFO. It’s fun! It’s challenging! It’s creative!

In Fiscal Year 2018, which ran from July 1, 2017 – June 30, 2018, WNED | WBFO was gratefully supported by 225 volunteers. Together they worked a total of 7,603.5 hours, equivalent to $183,548.49 in savings for us. Volunteers must be 15 years of age or older.

YOUR OLD RIDE is making a difference at our station.

Thinking about selling your car, boat, motorcycle, truck or other vehicle? Donate it to WNED | WBFO instead. Select which station you would like to support, call the toll free number or click to fill out the web form and the rest is taken care of, including pick-up, at no cost to you. Once your vehicle has been sold, you’ll be sent a receipt for your tax records, and the sale proceeds will be donated to the station of your choice.

For more Information, email volunteers@wned.org, call 716.845.7000, or visit our website at www.wned.org.

Dona't just leaf it ... Donate it!

Drive more hours of the programming you love when you donate your vehicle to WNED | WBFO. The pickup is free and your gift is tax-deductible.

To learn more, call Mary Russo
716.845.700 x308 | www.wned.org
If you have any questions or comments regarding your membership, please contact:

Colleen Miller by phone
716-845-7031
or by email
cmiller@wned.org