



# The Family Tree

## Development Committee Meeting

Tuesday, May 4, 2021

Minutes

**Members Present:** Tom Peltier, Gary Marino, Sally Bauer, Jeanne Aarsand, Stephanie Adler, John Meyerhoff, Sarah Kahl, Josh Slater, Elizabeth Wurster, Brian Weatherford

**Members excused:** Tom Hauser, Sean Murphy

**Staff Present:** Pat Cronin, Mary Francioli, Yvette Rose, Connie Anderton, Kelley Harrison, Lindsay Jacks

- I. Welcome & Approval of Minutes - Gary
- II. Mission Moment - Pat
- III. Fundraising Progress through April - Mary
- IV. Fundraising Plan Update - Development Staff
  - a. Completed Actions Through March
  - b. Priorities Now - June
- V. Special Events - Kelley
  - a. Sip & Savor – Revel in Community
  - b. Lace Up to End Child Abuse
- VI. Communications Update – Allie
  - a. Content Marketing
  - b. Website
  - c. Child Abuse Prevention Month
- VII. Questions & Comments – Tom
- VIII. Next Meeting: TBD

### ***Important Dates***

Tuesday, June 1, 2021 – Board Meeting, Irvine Nature Center

**Recorder:** Allie Cook

### **ISSUE #1 – Welcome & Approval of Minutes**

**SUMMARY OF DISCUSSION:** Gary welcomed everyone to the meeting and thanked them all for coming. He asked if everyone has had a second to review the minutes. He asked for a motion to approve John Meyerhoff moved, Sally Bauer seconded.

### **ISSUE #2 – Mission Moment**

**SUMMARY OF DISCUSSION:** Pat Cronin shared a mission moment. Our programs are coming back in person. Parenting Ed has started a few weeks ago. Home visiting is still virtual, but the staff is pleased with how the families are responding. KCP is moving along, we have about 8 kids a day. We get a government food program over the summer too, so that will be really helpful. Pat thanked Lindsay for helping with interns. She was thankful to see BCCRC have an intern, they had never had one before in 30 years. Josh came from Bouie State and has now enrolled in UMD School of Social Work to learn more. Pat updated that our staff is welcome to come back during the summer and after Labor Day we will have a required hybrid schedule. Mary added how it was so wonderful to see all the parents in the lobby.

### **ISSUE #3 – Fundraising progress**

**SUMMARY OF DISCUSSION:** Mary read the number while Allie Cook shared her screen. Our contributions are at \$622,061 total for annual, \$371,833 total for foundations and grants, \$79,050 for special events. Total to date we have raised \$1,072,899 and have \$147,137 left to raise. As you can see, we are a little down from last year because we have not been able to make the big asks and we have not had many events. Connie will update later on our strategies to close the gap. Mary said that Yvette and Kelley will both be updating on grants and events later on. Liz asked where the PPP loans fall on this chart, they are listed as government grants so reflected differently. These loans are the reason we were able to cancel Great Chefs'. Hopefully with Sip and Savor the next year will help us even out.

### **ISSUE #4 – Fundraising Plan Update**

#### **SUMMARY OF DISCUSSION:**

#### **Contributions- Connie**

Connie updated about her impact report mailings with a return of \$30,000 to \$18,000 last year. A lot of people like this mailing, we do not do a specific ask but we send a reply envelope. We just sent a spring appeal that is different from what we have done in the past. We usually tell a story about how we help a parent and then ask others to help too. This time we did, here is a parent right now that needs your help. Parenting Class costs \$43 per hour, per parent, and we asked them to give in those increments. This is coming in now with a special landing page for the ask so the ask amounts matched. Last year our COVID spring appeal was successful. We have created 8 follow up emails when people sign up for our newsletter, at the end of the series, we give them an opportunity to make a gift. We have a donor version as well for new donors to really bring them on board and encourage them to become monthly donors. The next mailing, will be all about community gardens and growing healthy children, connecting this back to the Child Abuse Prevention Month theme. We are doing a mailing with a packet of black eyed susan seeds. We have never done anything like this before and we will have a follow up email afterwards. We have United Way thank you notes coming up, we are updating the donation page, and updating a peer-to-peer page. Completing plan for FY22. We have sent the one-year leadership invoices to board members and will shortly send to three-year board members. We

sent a special appeal to key donors from Pat to those who have not given this year, but we sent a softer ask to those who have already given with no specific amount requested. We will see how this does, this is a very honest ask that says contributions are down and we need help. Sally gave a shout out to the staff who give each week. John Meyerhoff asked what peer-to-peer fundraising is. Connie said it is a way that people can take their own initiative with Facebook fundraisers, a walk or potluck, chili cook off or anything creative. Sarah Kahl helped with a lot of the legal aspects around these events and what we are responsible for. We hope to have this up by next week. We want to tell stories on others who have done things like this before like Kappa Delta's, or others who had teams at Lace Up.

### **Events – Kelley**

Kelley updated on Special events; Great Chefs' is moved to next April in 2022. Most of our effort is focused on Sip Savor, we have the logistics worked out and we are focused on sponsors. We will be getting letters out soon. We have a meeting tonight to go over some more logistics. Mary & Pat have reached out to those who committed to Great Chefs' 2021 to move the money and we will get letters out to those who have traditionally sponsored Great Chefs'. As far as the walk, we talked about October 30, and hoping to have it in person. We do not need to have it at Lake Montebello, we are looking at other locations that might be cheaper. We have had to change our fundraising goals because of all the changes over this year and last year. When we separated Lace Up and Famfest, we gained the opportunity to move this to a park or location outside the city. A venue that might have a natural 5K route, so we do not need to close roads. Sally said that Sagamore hosts walks on Belmont, and its 1.8 miles each way, it is beautiful, we should talk to Joclyn. It is great for kids and baby carriages. It could be virtual and in person, let's keep thinking of other locations.

### **Foundations: Yvette**

Yvette updated on grants. We are recognizing \$371,833 and we have \$162,500 pending in foundation asks. We also have one government grant that is pending. This is part of a covid relief program, if you are chosen, they will tell you what you are getting. We sent an LOI to Weinberg, so that bumps this up a bit more. All our pending grants are very strong prospects, we have been funded by 4 out of the 7 pending before. This includes a foundation based in Florida that we applied to several years ago. They just established a new foundation and reached out to Yvette and invited them to submit, which is rare. Pat said that Yvette has a great relationship with our local foundations. Last week we met with Krieger, and after just one conversation they called back and said they would fill the gap we needed. Yvette said that recently things have gotten more competitive in recent years. We had an hour meeting with the Knott foundation for a \$19,000 ask for equipment we need for the building. She really examined every aspect of the organization. She examined budget line items, board giving, what do we expense in occupancy. This is just one example but not the first time this has happened. Mary said that this committee and the board as a whole have been so helpful, even if they do not know it. Josh with Knott, John with PNC and Sarah with Venable if you are in the meeting or not, your name and connections really help. We applied for our \$34,000 CDBG, which we have gotten for a long time and use for a variety of programs and services. We have 4 funder meetings, and we are setting one up with Macht who have given \$10,000 for the last 20 or so years, but we asked for \$15,000 this year and they gave us \$12,000. Since February, we have received several small grants totaling about \$30K. We received one government rejection, which was hard. It was for MSDE to do ACE trainings and suicide prevention trainings. This would help us expand into a different area, which we are equipped to handle. We got the highest score on the

proposal, but they chose another vendor who scored less on their proposal but asked for less money. Moving forward the two biggest things are to get an application out to Hearst foundation, we have been invited to submit for \$150,000, we have received about \$75,000. We don't expect to get the full amount, but hopefully we will get at least some. We are looking to submit for the BCCRC, to MFN about \$400,000. We are just waiting on the RFP. This year with everything going on in childcare, we can expect some changes. We are also working on our foundation plan for next year. Pat said the government has received a lot of money from federal funding, so we are trying to figure out where that will go. We are working with Lisa Harris Jones, we think a lot of the money will go to MSDE, who is looking for a new secretary. So, we need to wait and see who to connect with in that department. Most of our funding has shifted from DHR to MSDE, so we need to figure this out.

### **Next Gen Network – Allie**

Allie spoke about Next Gen. We are hopeful to get an event on the calendar to get this committee back up and running.

### **Internal Capacity building – Allie**

We are always working to improve our data. Through April we will work on continuing the trainings NXT has to offer. Additionally, we will expand Hubspot to include more referral agencies and partners. We will also launch our first email series in Hubspot. Thanks to Connie and Erik for managing that.

### **ISSUE #5 – Special Events**

**SUMMARY OF DISCUSSION:** Kelley said there is a fact sheet and sponsor levels in the packet. We are meeting tonight and hopefully planning the final sponsor asks. Ashton and Becky are working on a band. Linwood's is helping with the catering, with some specialty foods to come in. This is not a sit-down meal it will be stations. Mary wants this committee's help with sponsors. There has not been a lot of live events, so this will really help get names out there for the first time in a year. This will be a fun and exciting event; our chairs will help us bring in a great group of people as well as our usual supporters. New companies or people who would be interested? The chairs have big goals, they really want to be successful with this. The good news is that we have already almost raised \$300,000 in sponsorships from transitioning from GC. We just finished up the sponsor docs, so we will send those out soon. We might have a few auction items, but just one or two. It is a really beautiful venue so we are approaching this differently. An idea is to sit on stage with the band, possibly hot balloon rides during the event. This format is different, but this will be a signature event. People will be talking about this event and it will be something people want to come to! Tom Peltier said they are trying to get a nationally recognized band, Ashton really wants this to be successful, it is a personal mission of his. We will announce the band soon and get the save the date out. Linwood's and four to five other food restaurants. We will have a video and motion graphics being on loop and a video during the program with a fund a need concept.

Liz asked when the last time we looked at the ticket amount that comes with sponsorships. We look at this all the time, but this year we went back and forth more than usual. We can only have 330 people total right now with COVID restrictions, which is why the amount is lower. The ticket price is going to be high. Mary has really been thinking about this, and we have board members on each side of this issue. All companies are different, some just want the recognition and some want the tickets. We will be changing the benefits as the event evolves and restrictions lift. John

asked what the comparison is to GC, we are at about \$300K now, but for GC usually around \$575K.

**ISSUE #7 – Communications Update**

**SUMMARY OF DISCUSSION:** Allie updated on communications. We are growing on social media following every day although we have not met our goals. We have posted 9 blogs since our last meeting and are working very closely with program staff in order to be more creditable. Allie also updated on our Child Abuse Prevention month numbers.

**ISSUE #8 – Annual Meeting**

**SUMMARY OF DISCUSSION:** This meeting will be at Irvine, we are looking forward to seeing each other in person. We really hope everyone can join us! We will have food, wine and beer, this will be just board and staff to keep our numbers down.

Meeting adjourned at 9:06am.