



The Family Tree

**Development Committee Meeting
Tuesday, May 4, 2021
Gary Marino & Tom Peltier, Co-Chairs**

- 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



The Family Tree

Development Committee Meeting

Tuesday, February 9, 2021

Minutes

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

Members excused: Tom Hauser, Sean Murphy, Elizabeth Wurster, Brian Weatherford

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 January – Mary
- IV. Fundraising Plan – Development Staff
 - a. Completed Actions Through January
 - b. Priorities February - April
- V. Fall Event Update – Kelley
- VI. Communications Update – Allie
 - a. Annual Report, Impact Report, Volunteer Newsletter, Blog
 - b. Social Media
 - c. Hubspot
- VII. Strategy to Fill the Gap – Tom
 - a. Help Cultivate Major Donors
 - b. New Family Foundations
 - c. Identify your “One Thing” for this quarter
- VIII. Next Meeting: Tuesday, May 4, 2021

Important Dates

Tuesday, April 13, 2021 – General Board Meeting, Zoom

Recorder: Allie Cook

ISSUE #1 – Welcome & Approval of Minutes

SUMMARY OF DISCUSSION: Gary Marino Welcomed everyone to the meeting and asked them to review the minutes. Gary Marino asked for a motion to approve, John Meyerhoff moved, Sally Bauer seconded.

ISSUE #2 – Mission Moment

SUMMARY OF DISCUSSION: Pat Cronin spoke about how we have received \$290,000 for our Healthy Families program to help the families we serve secure a stable housing. Pat Cronin also spoke about the United Health Care grant for Baltimore and Prince George's Counties which requires us to incorporate one-on-one sessions and help connect them to other resources. We modeling after from Family Connects Maryland. One parent was excited to just have another adult to speak with and was also connected to Kids Care Plus. She needed childcare for her youngest so she could focus on schoolwork with her other kids, and KCP gave her this option. Pat Cronin also told the board to look at the blog about Tracy who completed Family Connects Maryland a few years ago.

John Meyerhoff asked about the Healthy Families grant and what the limitations are. Pat said we are still working out the details, but it will include security deposits, rent, utilities, comcast and could even go as far as helping with food security. Tom Peltier asked when and how we found this. Family League provided these funds. We think it is part of the CARES act. This is a 6-month contract but could roll over for 2 years.

ISSUE #3 – Fundraising progress through January

SUMMARY OF DISCUSSION: Allie shared her screen so the committee can review the contributions through January. Mary spoke about the recent \$25,000 gift from Ellen and Linwood Dame and Sylvan Laureate Foundation. Sylvan usually supports Great Chefs' and at a lower level. This gift was general operating. Mary reviewed fundraising progress to date. So far, we have raised \$456,526 for contributions with \$418,474 left to raise. Foundations have raised \$337,334 with \$87,666 left to raise and for events we have raised \$427,450 with \$422,550 left to raise. As far as events go, we will need to figure out how to handle situations moving forward with how strange this year has been. Thankfully, we are at a similar point to last year, but next quarter will be where we see the dip, seeing as there is no Great Chefs'. Pat updated the committee about the PPP loan. We have applied for forgiveness, and hope to hear back soon. Our second application has been completed and if received it would come in 2021, forgiven in 2022.

ISSUE #4 – Fundraising Plan Update

SUMMARY OF DISCUSSION:

Contributions- Connie

Connie updated the committee on amount raised for different appeals. For Giving Tuesday we raised \$6,955 compared to \$8,300 in FY20. We think this was lower because we had just completed our Lace Up virtual run/walk. For fall appeals, we raised \$5,970 compared to \$2,000 in FY20. Board solicited appeals raised \$52,894 compared to \$46,000 in FY20. For staff giving, 27 members of our staff are participating. We have applied for our CITC grant application but do not have a timeline of when we will hear back from them. Our annual report mailing has gone out, we sent the full report with a personal message to our over \$500 donors and mailed post cards to our lower donors asking them to look at the report online. John Meyerhoff said he has been getting more post cards from organizations, he likes them because he can look at it right away. Jeanne agreed, she recently received a postcard from OneLove and she looked at it right away. These are harder to ignore because you see the call to action right away. Priorities through April include mailing our Mid-Year Impact Report. Our spring appeal will go out soon but will exclude recent donors. We will follow up the Spring appeal with an e-appeal. We are setting up meetings with small family foundations. Our thank you letters to United Way

donors as we do each year. We will be updating our donation page to reflect best practices and adding a Peer-to-Peer fundraising page to our website. Connie is also working on more planned giving stories like we did with Charlene throughout the next year.

Major Gifts - Connie

We had a very successful Evening to Give thanks, sent our Annual Report with a Holiday personal message. Pat and Mary make thank you and follow up calls to all major donors.

Priorities through April include, mailing the Mid-year impact report with a personal note. Scheduling follow up calls or zoom meetings with Major donors. We are working to confirm FY21 board leadership gifts for those who are not part of the 3-year pledge. WE will continue to work to identify and meet with new major gift prospects as well as market our legacy society. Finally, we are working to confirm our next round of 3 year asks.

Sally asked about the PPP loan, will this change the pie chart when it comes to how much government funding we receive, will it lean harder on the government and how will that impact our donors? To said we are going to footnote this and will explain it is the PPP loan. Mary said we will be doing a foot note and they will have their own line. Mary said donors, especially foundations, look mostly at overhead percentages.

Events – Kelley

We decided that Great Chefs' will be moved to April 2022 and we have confirmed that we will be having a fall event. We are looking at Sagamore, and they have said that we could use their facilities, but we need to confirm a tour. We are hoping to confirm chairs for this event, possibly the Newhalls. We are working to confirm details so we can get the sponsor asks out as soon as possible. We will work with marketing on the messaging for this event. In addition to Sagamore we will look at other venues like Shawan Downs. Linwood's will be catering and we are using a deposit from Great Chefs'. Tom Peltier asked who is connecting us to Sagamore, Mary said Scott Robinson. He is setting up a time for us to visit, they do have approved vendors to work with but Linwood's is approved. Josh asked what other groups are doing for events scheduled in spring, summer and fall events. We are seeing mostly virtual for spring and summer but Fall seem to be scheduled for in person, some are even inside. We have not put any deposits yet, so we are not sure what the cancellation clauses are, but we will be sure to look closely.

We probably won't have Famfest this year, since permits are not being issued in the city. We are hoping to have next years Lace Up event in person. Expenses for this event will rise as we will need to hire a timing company to help with that and the course. Most groups are doing virtual events now, so it is not just us.

Foundations: Yvette

Yvette spoke about her numbers. We are recognizing \$337,334 in foundation income and have \$195,500 pending in nine foundation grants. We have \$40,000 pending in one government grant (for ACE Interface/Suicide Prevention Training). They have asked for additional information, so we know we are moving forward. We had a meeting with Christina Lopez with the Richman Family Foundation, we have had a lot of contacts with them, but we are not sure if we interest them. We have a proposal pending with the Weinberg Foundation. If we do not receive the \$19,000 that we applied to Weinberg for equipment, we will likely take a break from applying to them, our last four applications were not accepted. On the government side, we have a few small grants pending, plus a big one that Pat mentioned. Maryland Family Connects and BCCCRC for an 18-month project with PG County and Montgomery County working with child care providers to introduce a business and financial management component to them. Usually informal, so hopefully we can help them. Maryland Family Network will use a fee for

service. Kids Care Plus we received a rejection for \$45,000 from government money, denied. January had 12 or so reports due. For our Community Development Blog Grant submittal, we hope to receive \$36,000 for direct service. We have a meeting set up with Thalheimer, they held back giving due to COVID but finally got a meeting set up for our CDA program in the BCCCRC. This program helps providers get credentialing, elevates them professionally and helps with quality of care, finally they can help the provider get government scholarships. Pat Cronin said that the BCCCRC compliments our services really well. We had to lower the cost of the fee's due to COVID, but hopefully we will get those back up to normal soon.

Next Gen Network – Allie

Allie spoke about Next Gen. She has been working with Hunter, Brad and Sean to help identify new members to help expand the group when COVID dies down. Through April, we will work to continue identifying members and try to build the network back up. We will need to think of a Fall event to really engage a group and get this program back off the ground.

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 – Communication Plan

SUMMARY OF DISCUSSION: Allie updated about the website. We have added a news and media section and will work on a peer-to-peer section soon, as Connie mentioned before. In the next few weeks we will launch a board only section, so be on the look out for an email from Kelley who is helping collect board biography's for that section. This is to help board members get to know each other as well as packets and other forms you might need. We are also working on a staff section and a resources section. Allie also spoke about our Communications updates; we are continuing to grow our social media following and publish blogs.

ISSUE #7 – Strategy to fill in the gap

SUMMARY OF DISCUSSION: We looked over the list of major donors, we really need to focus on bringing in new people and cultivating our donors to continue to support. We have a big gap from not having Great Chefs' in this fiscal year. If you know someone on this list, reach out, you can never thank someone enough! If you have any names to add, let Mary know. Tom Peltier asked about the Cary Foundation, did we ever reach out? Sally asked if we looked at other organizations annual reports to see if there are names we can steal. Mary said we do, but most nonprofits do not send the donor section to nonprofits or publish online, if you receive any, please send our way. Tom Peltier also said to reach out to Mary and get zoom meetings set up. Send new donors our way, but don't forget to thank people for past support. Gary Marino said this is the year to introduce new people, don't wait. Mary said that the staff is here to help with anything you need.

Mary said we are publicly announcing Pat's retirement today. After that, the position will be posted.

Next meeting: Tuesday, May 4, 2021

Meeting adjourned at 9:02am.

FY21 Fundraising Budget -- Progress as of April

General Operating	FY21 Goal	FY21 Raised as of 4/22/2021	Left to Raise	FY 20 FYE Results	Fy19 FYE Results	FY18 FYE Results
Contributions - Annual Fund	\$691,931	\$622,016	\$69,915	\$1,002,199	\$875,122	\$921,257
a. Board 3 yr pledge	\$178,600	\$178,600		\$177,110	\$184,110	
b. Board 1 Year	\$26,000			\$26,800	\$19,890	
b. Annual Fund	\$80,000			\$69,000	\$54,000	
c. Grand Oak	\$547,400			\$486,000	\$617,122	
d. GO Board Program	\$43,000	\$43,000		\$243,000		
Foundations	\$427,334	\$371,833	\$55,501	\$487,450	\$451,000	\$321,000
Special Events (net total)	\$100,771	\$79,050	\$21,721	\$742,550	\$745,321	\$775,733
a. Lace Up to End Child Abuse 5K	\$40,000	\$57,000		\$21,100	\$23,446	\$47,087
b. FamFest	\$10,000	\$22,050		\$57,057	\$53,111	\$55,642
c. Great Chefs	\$800,000	\$0		\$664,392	\$668,764	\$673,004
General Operating Totals	\$1,220,036	\$1,072,899	\$147,137	\$2,232,199	\$2,071,443	\$2,017,990

Contributions as of 4/22/2021	\$400,416	*Includes \$95k From GC to Ann	Lace Up 5K as of 4/22/2021	\$49,500
Pledged in Past FY for Fy21	\$221,600		Pledged in Past FY for FY21	\$7,500
TOTAL	\$622,016		TOTAL	\$57,000

Foundations as of 4/22/2021	\$326,833		FamFest as of 4/22/2021	\$0
Pledge in Past FY for FY21	\$45,000		Past FY for FY21	\$22,050
Total	\$371,833		Total FamFest	\$22,050



The Family Tree

FY21 Fundraising Plan Update April 2021

Contributions – Connie

A. Completed

1. Two mid-year Impact reports completed and mailed this fiscal year. Combined returns: \$30,360 compared to \$17,823 this time last year.
2. Spring Appeal, a new type of appeal with a special landing page on the website. So far has raised \$1,460, including follow-up e-appeal. Last year at this time the spring appeal had not yet mailed, due to Covid.
3. Wrote text for new e-newsletter subscriber welcome series and new donor welcome series.

B. Priorities through June

1. May appeal with seed packet to coordinate with PCAA messaging.
2. E-appeal follow-up to May Appeal
3. Thank you letters to United Way donors
4. Update donation page on the website, text completed
5. Add Peer-to-Peer fundraising page to the website, text completed
6. Complete Fundraising Plan for FY22

Major Gifts – Connie

A. Completed

1. One-year leadership invoices Board Members
2. Special appeal from Pat to key donors, LYBUNTS mailed April 29.

B. Priorities through June

1. Three-year leadership invoices to Board Members
2. Finalize FY22 strategic plan and FY22 asks to the Board
3. Complete Fundraising Plan for FY22

Events - Kelley

A. Completed

1. Confirmed April 2022 Date for Great Chefs'
2. Confirm Date, venue and chairs for Sip and Savor
3. Convened Sip and Savor Chairs
4. Finalized Sip and Savor Sponsor levels
5. Reached out to current GC sponsors re: transferring support to Sip and Savor.

B. Priorities through June

1. Send all Sip and Savor Sponsor letters
2. Confirm Sip and Savor logistics - theme, vendors, possible auction etc.
3. Evaluate the possibility of having Lace Up in late October as an in person run/walk and review location options for timing companies.
4. Finalize all Event plans for FY22

Grants (Private & Public) - Yvette

A. Completed

1. Recognizing \$371,833 in foundation income and have \$162,500 pending in seven (7) foundation grants and one (1) pending government grant for an undetermined amount of money. The latter is pending with MSDE for our KCP program. It is a COVID child care relief grant. We also reapplied for \$34,850 in community development block grant money. This is money that we get every year for various Family Tree programs.
2. Had four (4) funder meetings, one each with the Weinberg Foundation, Hearst Foundation, Krieger Fund, and Wright Family Foundation. We are also in the process of setting up a meeting with the Macht Family Foundation.
3. Since February 2020, we received three (3) small foundation grants totaling \$32,000 (Macht – 12k, Carozza – 5k, and PNC- 15k) and received one (1) government grant rejection. The latter was a 40k request to MSDE to do ACE and Suicide Prevention trainings.

B. Priorities through June

1. Apply to the Hearst Foundation, reapply to the Maryland Family Network for the BCCRC (which is about 260k in sustainable support), work on the FY22 Funding Plan, and submit one or two other foundation requests, including the Richman Family Foundation.
2. Complete Foundations & Grants Plan for Fy22

Next Gen Network - Allie

A. Priorities through June

1. Start working on building this back as things open.
2. Identify new members.
3. Schedule an event.

Internal Capacity Building - Allie

A. Completed

1. Working with Blackbaud to improve and clean up our data.

B. Priorities through June

1. Continue to take trainings to learn the best ways to utilize all NXT has to offer
2. Use phone, email and address finder in NXT to improve our data and get new information.
3. Expand Hubspot to include more referral agencies/partners.
4. Launch our first email series in Hubspot



REVEL IN COMMUNITY • THE FAMILY TREE

Sip & Savor Fact Sheet

- DATE:** Saturday, October 9, 2021
- TIME:** 6 pm to 10 pm
- VENUE:** Sagamore Farms, Reisterstown, MD
- GOAL:** To revel in community and celebrate the resiliency we demonstrated throughout the pandemic. The event will focus on the future and how The Family Tree will respond to the critical needs of Maryland's families as they recover, regroup and restart. The event will also celebrate our retiring Executive Director and introduce the organization's new leader. A fun, safe evening time to connect, cultivate and celebrate.
- Net TBD to support The Family Tree's programs and services.
 - Raise money to support the Cronin Fund for Families
- CHAIRS:** Becky & Ashton Newhall, Susan & Steve Shaw, Kim & Mohan Suntha
- BUDGET:** TBD
- SPONSORSHIP:** Sponsorships range from \$100,000 to \$2,500.
- FORMAT:** A casual, outdoor event on the front & side lawns of the Sagamore House overlooking Worthington Valley, featuring various food stations, specialty drink bars, craft beer and wine. Highlighting musical entertainment on the expansive front porch. Casual seating, cocktail tables, and a built-in fire pit area will allow guests to enjoy the stunning ambience of the farm and views of the valley at sunset.
- MATERIALS:** Invitations, Event Signage
- BOARD/COMMITTEE MEMBER RESPONSIBILITY:**
- Personally, support the event
 - Help identify possible ticket buyers or sponsors



Sponsorship Opportunities

Co-Chairs: Becky & Ashton Newhall, Susan & Steve Shaw, and Kim and Mohan Suntha

Presenting Sponsor

\$100,000

- Recognized at Presenting Sponsor of the event
- Receive 10 event tickets
- Reserved table for gathering with wait staff
- Premier Recognition as a Presenting Sponsor at the Event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, thank you ads and our annual report.

Cornerstone Sponsor

\$50,000

This sponsorship will provide 600 home visits to vulnerable mothers teaching them how to raise a healthy baby.

- Opportunity to underwrite one of our specialty food or drink stations.
- Receive 10 event tickets
- Reserved table for gathering with wait staff.
- Premier Recognition as a Cornerstone Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, thank you ads and our annual report.

Reveler Sponsor

\$25,000

This sponsorship will provide 150 positive parenting sessions for at-risk mothers and fathers.

- Receive 8 event tickets
- Reserved table for gathering
- Special Recognition as a Reveler Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

Connector Sponsor

\$10,000

This sponsorship will provide 170 family education sessions for children and their parents.

- Receive 6 event tickets
- Reserved table for gathering
- Recognition as a Connector Sponsor at the event
- Your name or company logo will be featured on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

Merrymaker Sponsor

\$5,000

This sponsorship will provide 24/7 helpline support for 150 callers needing information, support or crisis counseling.

- Receive 4 event tickets
- Recognition as a Merrymaker Sponsor at the event
- Your name or company logo will be recognized on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

Gather Sponsor

\$2,500

This sponsorship will provide the community with 190 hours of child abuse prevention training.

- Receive 2 event tickets
- Your name or company logo will be recognized on the invitation, event website, social media, event signage, e-newsletter, thank you ads and our annual report.

To confirm your sponsorship contact Kelley Harrison at 410-889-2300.



Sip & Savor - Revel in Community

Saturday, October 9, 2021

RESPONSE FORM

- | | |
|--|-----------|
| <input type="checkbox"/> Presenting Sponsor | \$100,000 |
| <input type="checkbox"/> Cornerstone Sponsor | \$ 50,000 |
| <input type="checkbox"/> Reveler Sponsor | \$ 25,000 |
| <input type="checkbox"/> Connector Sponsor | \$ 10,000 |
| <input type="checkbox"/> Merrymaker Sponsor | \$ 5,000 |
| <input type="checkbox"/> Gather Sponsor | \$ 2,500 |

Name _____

Please print name as you wish to be listed on the event invitation and program.

Address _____

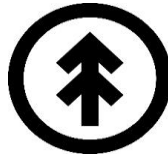
City/State/Zip Code _____

Email _____ Telephone _____

Please make checks payable to The Family Tree, 2108 N. Charles St., Baltimore, MD 21218

Fax: 410-637-8385

The Family Tree is a 501(c) (3) nonprofit, tax-exempt organization.
Contributions to The Family Tree are tax deductible to the fullest extent allowed by law.



The Family Tree

Sip & Savor Sponsors

Sponsors	Amount
Sherman, Betsy & George	\$100,000
Cowie, B.J. & Bill	\$50,000
Taco Bell/Aarsand & Company	\$50,000
Gore, Paula & Kyle/CGA Capital	\$15,000
Aarsand, Jeanne & Kurt	\$10,000
Nachbahr, Erik	\$10,000
Brinkley, Doug & Ellen	\$7,500
Macks, Larry & Ellen	\$7,500
Murphy, Sean/T-Rex Solutions, LLC	\$7,500
Graul, Dennis/Graul's Market	\$5,000
Peltier, Laurel & Tom	\$5,000
Shaw, Susan and Steve	\$5,000
Bauer, Sally & Woods, Sarah	\$2,500
Exchange Club of Baltimore	\$2,500
DeCosta, Eric & Lacie	\$2,500
Hayes, Charlene & Floyd	\$2,500
McDonald, Tom & Jamie	\$2,500
McIntyre, Hunter	\$2,500
Roebuck, Charles and Lee	\$2,500
Waesche, Xandy & Roger	\$2,500
TOTAL	\$292,500



The Family Tree

Raising families up.

FY21 Communications Update

Important Metrics to Note:

- Audience is continuing to grow
 - Facebook – 2,396, 46% to goal of increasing by 50%
 - Instagram – 800, 68% to goal of increasing by 30%
 - Twitter – 1,368, 3% to goal of increasing by 25%
 - LinkedIn – 428, 27% to goal of increasing by 25%
- Number of “impressions” (people who saw our posts in the last 30 days):
 - Facebook: 6,511
 - Instagram: 3,026
 - Linked In: 467

Blog Updates:

Check out our blog: www.familytreemd.org/blog

- Published 9 Blogs from February 6 – May 3
 - February 9, Announcing Pat’s Retirement
 - February 18, Focus on Healthy Relationships
 - February 26, Celebrate Black History Month by Raising Anti-Racist Children
 - March 4, Children’s Social and Emotional Health
 - March 11, Women’s History Month
 - March 24, Selecting Appropriate Child Care
 - April 2, Healthy Ways to Discipline your Child
 - April 22, The Family that Volunteers together Stays Together
 - April 26, Problem Gambling and Child Abuse

Child Abuse Prevention Month Recap:

- 22 Social Media Posts
- Reach:
 - 4,511 people on Facebook
 - 2,015 people on Instagram



YOU'RE INVITED

*The Family Tree
Annual Board
Meeting*

June 1, 2021 5:30pm -7:30pm
Irvine Nature Center
11201 Garrison Forest Road

JOIN US AS WE GATHER SAFELY
OUTSIDE TO CELEBRATE THE
FAMILY TREE'S RESILIENCY AND
ACCOMPLISHMENTS THIS YEAR.

Due to COVID-19 protocols, we
request no guests. Please RSVP to
Allie Cook by May 25.
acook@familytreemd.org or
443-834-5053