­­­Development Committee Minutes

January 12th, 2022 1530 – 1700 (Extended Meeting)

Via Zoom Conference

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| **Committee Members** | **Guests/Staff** |
| Chuck Smith, Board Member | Iain Probert, *Director of Strategic Partnerships,* Lead Staff Advisor |
| Martha Johnson, Board Member Paul Hasty, Committee Member  Sam Adams, Committee Chair | Sarah Bunch, *Donor Relations Manager,* Staff Advisor  Emma Price, *Donor Relations Specialist*  Karla Probert*, Executive Assistant to the ED/CEO* |
| **Excused Absences** |  |
| Brittany Faber, Committee Member |  |
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**Opening**

Iain opened the meeting at 1534 with prayer.

**Introduction of new committee member, Paul Hasty**

* Paul introduced himself
  + Owner of Tint Technologies
  + Previous military- preventative medicine
  + Originally from Detroit, but grew up in New York
* Everyone else on the call did a quick introduction

**Review of Minutes**

December minutes were approved.

**Gingerbread Home Build Event (Sarah)**

Results provided before meeting and shared on screen during meeting

* Overview
  + Event started in 2019 with an idea from Sam and Melanie Adams
  + Shifted from in-person event to fully virtual, peer-to-peer fundraiser
  + Proceeds always benefit our Veterans Build
  + Builders decorate a pre-built gingerbread home that we provide. They can also purchase a building permit to enhance their gingerbread homes. They are also welcomed to use whatever items they would like as long as they are family friendly and appropriate.
  + Ideally, we have a Veteran partner family to highlight but we were unable to secure a Veteran Build partner family in our last application cycle. Builders were assured that the money will be restricted to the Veterans Build once that partner family is secured.
  + The application for the Veterans Build opens January 18-January 31
  + Chuck asked how we have expanded our reach to ensure we are able to secure a Veteran Build partner family this cycle
    - Karla shared that her and Janet have sent the application to VFW Posts directly, 20-30 other locations, as well as the traditional methods that we have used in the past. She shared that we have already successfully had two applicants from these methods.
    - Iain and Chloe have shared the application with some churches who have connections to Veterans
    - Paul has shared the application with Fort Carson, Schriever, and Mt. Carmel Veterans Center
  + Builders can be individuals, organizations, companies, churches. etc.-as long as they reside within El Paso County
    - Registration fee depends on what kind of builder is registering
  + Once gingerbread home is decorated, the builder shares photos of the home online and encourages people within their network to vote (donate) for their home
  + We provide builders with supporting documentation so they can confidently fundraise
  + Title sponsor is top tier sponsor, followed by our presenting sponsor, then our media sponsor
    - Title sponsor: ANB Bank
    - Presenting sponsor: Five Guys
    - Media Sponsor: Mountain Country Radio
  + Although we haven’t gotten a ton of feedback in the past, we have gotten positive feedback
* Results
  + Goal of 37 builders; realized 14
  + Registration goal of $9,600; realized $5,400
  + Donation votes goal $26,420; realized $19,797.76
    - Considering there were only 14 builders, we are very satisfied with this result
  + Building permits went over very well. 10/14 builders purchased a building permit
  + Overall goal of $36,000; realized $25,827.76
  + We are confident that we can do better next year but are overall pleased with the results from this year.
* Marketing and Communications
  + Event website, home page, all our social media (Facebook, Instagram, Twitter, ReStore Facebook account) mass emails, press releases, Fox21 did a feature story, and Iain promoted the event on Mountain Country Radio
* Conclusion
  + If you would like to be more involved and hear more specifics, talk to Sarah about joining the event committee. The goal is to solicit more builders for the event in the future.
  + Iain pointed out that we received 131 donations through this event, with many of those donors being first time donors.

**FY22 Contributions: December and FY22 to date (Iain)**

Dashboard Financial overview provided before meeting and shared on screen during meeting

* Individual performance slightly underperforming for the month of December but still overperforming for the YTD
* Corporations made up some ground in the month of December but still significantly underperforming for the YTD
* Grants reflect underperformance for the month of December as well as the YTD, but with the deposit of the $100,000 El Pomar grant, that will change on the January Dashboard
* Overall, for the month of December we have a variance of $58,535, and a variance of $91,903 for the YTD, but that will correct because of the El Pomar grant
* December marks the end of Q2

**2021 Year End Funding Campaign Results (Sarah)**

Campaigns in Review provided before meeting and shared on screen during meeting

* Year End Campaign General Overview
  + We have a large budget projected for this time of year and these appeals help us achieve that
  + Staff shortages prohibited us from getting as many communications out as we had initially hoped for, but we are happy with the overall results
  + Anticipate better results next year
* Giving Tuesday Appeal (November 30)
  + Digital appeal
  + Secured a $5,000 matching gift from Ent Credit Union
  + Funding is typically designated toward the Veterans Build but because we haven’t secured a Veteran Build partner family, we left it general this year
  + Goal $12,000; realized $9,226.70
  + 11 donors vs 18 donors in 2020
  + Sarah spoke to our reasoning for participating in both Giving Tuesday and Colorado Gives Day given they are a week apart
    - Giving Tuesday is recognized nation-wide with pre-made messaging that makes it easy for us to promote
    - Colorado gives day allows us to tie in local messaging
    - Traditionally we designate Giving Tuesday donations to the Veterans Build and Colorado Gives Day toward our general fund
* Colorado Gives Day Appeal (December 7)
  + Digital appeal
  + Secured a $5,100 matching gift from ANB Bank
  + Goal $20,000; realized $17,283
* Year End Mail Appeal (hit mailboxes week of December 27)
  + Don’t have results yet. Will continue to track those donations through February 12
* 12 Days of Christmas Appeal (December 25- January 5)
  + Digital appeal
  + 40% open rate on this email
  + 4 donors to this campaign, including a matching gift
  + Goal $4,500; realized $3,203.50
  + Monitors for the ReStore will be purchased with a portion of these donations

**Other Business**

* Paul asked about ways he can help spread the word and encourage people to donate
  + Sarah said she would share all our social media handles with him and invited him to share our posts on his social media accounts. She also said he will be included on all email communications for future campaigns that describe ways committee members can help.
* Sam shared that although our numbers for these campaigns are slightly down compared to last year, that’s not necessarily a reflection of us because of COVID and the influx of media coverage last year compared to this year.

**Calendar dates to be emphasized (Iain)**

* Veteran Homeownership Program application window open January 18th-31st
* Five Ground Blessings and Home Dedication on January 22 at The Ridge at Sand Creek
* UN World Interfaith Harmony Week February 1st-7th
  + PPHFH UN World Interfaith Harmony Week event February 6th (more details to follow)

**Closing**

Chuck closed the meeting in prayer at 16:48

**Date of next meeting:**

Wednesday, February 9th - 1530 to 1630 via Zoom with key topic being FY23 Income Plan