­­­Development Committee Minutes

March 9th, 2022 1530 – 1630

Via Zoom Conference

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| **Committee Members** | **Guests/Staff** |
| Brittany Faber, Committee Member | Emma Price, *Donor Relations Specialist* |
| Chuck Smith, Board Member  Martha Johnson, Board Member Paul Hasty, Committee Member  Sam Adams, Committee Chair | Iain Probert, *Director of Strategic Partnerships*, Lead Staff Advisor  Laura Williams-Parrish*, Assistant Director of Strategic Partnerships*  Sarah Bunch, *Donor Relations Manager,* Staff Advisor |
| **Unexcused Absences** |
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**Opening**

Chuck opened the meeting at 1532 with prayer.

**Review of Minutes**

February minutes were approved.

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

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

* Individual giving 122% above budget for the month of February, 22% above budget for FY22 to date
* Corporate giving 452% above budget for the month of February, 10% under budget for FY22 to date
* Grants 13% above budget for the month of February, 24.3% above budget for FY22 to date
* Iain reminded everyone that March concludes Q3
* Chuck asked why February was budgeted for $400,000 in FY2020
  + Laura and Iain think it was because we were expecting a $400,000 grant from the city for the Dale St. Project that we hadn’t received as of February FY2020
  + Iain is going to look into this funding and let the committee know why there was such a variance\*
* Sam asked if there was something special about this year that was contributing to the big jump in budget compared to FY2020 and FY2021. Was unsure if there was something big/unusual about this year.
  + Iain, Laura and Sarah are going to look into some of the funding we’ve received earlier this fiscal year to provide specifics on the jump in the budget\*

\* Included with a restated Dashboard for February 2022 the following email was sent on 3/30/22

Dear Development Committee,

Attached please find attached a restated Dashboard for the month of February 2022. You may recall that some of you asked a couple of questions related to (1) FY20 budget (noted on the dashboard) and to specifically clarify the fundraising goal of $392,450 in said budget for February 2020; (2) to further clarify the actual receivables on the YTD grant line for FY22:

1. Development revenue for all of FY20 was budgeted at $1,042,500 which equates to:

* $542,000 contributions (individual and corporate)
* $500,500 grants, including $306K of the $400K CHDO (City HOME funds) for Dale St, and $105K for the Capacity Building grant. Timing wise it was predicted for a large part of the grants to be received in February 2020, but as is often the case fundraisers can sometimes be stymied by delays in funds being paid out, in particular when it comes to government originated monies.

1. The grant receivables actual line was misstated by just over 100,000. This was due to an error in assigning to the dashboard a gift received from El Pomar, which had already been allocated elsewhere to pay down the mortgage of ReStore Northeast as per the donor’s wishes.

The minutes of this month’s meeting will reflect the restating of the dashboard and results from research conducted in to the February 2020 fundraising goal of $392,450

With thanks,

Iain

**Annual Board of Directors (and Development Committee) Thank-A-Thon Reminder (Sarah)**

* Now called the donor thank-a-thon
* March 14th-28th
* Call notes submitted by March 29th
* Sarah provided a recap of how the thank-a-thon will work
  + Sarah will provide a call list assignment with the donor’s name, contact info, and some notes that might be important about the donor. There will also be a section for committee members to leave notes about the call
  + Sarah will also provide a thank you call prompt that will serve as a guide to use when making the thank you calls. This is simply a guide and does not need to be recited word for word.
  + If unable to make calls within the 2-week period, please let Sarah know.
* Paul asked about days of the week/hours to make calls
  + Sarah advised corporate and organizations be called 10 AM-4 PM on weekdays
  + Individual/family donors can be called 9 AM-7 PM on weekdays. Weekends can be utilized, if necessary, but weekdays are preferred.

**Earth Day Corporate Sponsorship (Iain)**

* Friday, April 22nd
* No corporate sponsor at the moment
* Iain has contacted Triton Roofing, Boecore and Edward Jones
  + Brittany reached out to Phelan Gardens and got in contact with their event coordinator, Kristin. Will email contact information to Iain
  + Brittany also connected with Don’s Garden Shop and Landscaping and spoke with Pam. Pam said she needs some time to think about it but Brittany will provide Iain with the contact information so he can follow up
* Britany asked if there was any other kind of company we would be interested in contacting.
  + Iain shared that we are open to any company- does not need to have a direct connection to Earth Day
* Chuck asked for a flyer with more specific information on the sponsorship and shared that Weisburg Landscaping could be a potential prospect for the corporate sponsorship

**Committee and Sub Committee member recruitment (Sam)**

* Sam asked the committee to think about individuals they know that they could ask to join the Development Committee or any of the sub committees
* Martha emphasized the need to present joining a committee as an opportunity to be a part of something bigger and make a difference in the community
* Sam suggested thinking about the people at work, the gym, church, and any other sphere of influence we might have to consider asking to join
* Brittany asked about other sub committees other than the gingerbread home build
  + Iain wants to develop a marketing and communications sub committee as well as a planned giving sub committee
* Iain would ideally have a banker, builder, media representative, and someone from the aerospace industry on the committee
* Sam suggested asking people we know to consider people they know who might be interested
* Chuck and Martha emphasized the importance of planned giving
* Chuck suggested we get more hammer lapel pins to give to people we speak with to serve as a takeaway to remind them of the conversation. This will hopefully result in them getting more involved and potentially joining a committee

**Strategic Plan Update (Iain)**

* FY23 – FY25 (July 2022 – June 2025)
  + Board Goal #3 – Strengthen and Expand Donor Relations
    - Create and implement a planned giving program
      * Chuck volunteered to be on the sub committee
      * Shared that the owner of his law firm, Kevin Forbush, has agreed to volunteer to present information on estate planning should we ever hold an event to explain this option to donors
    - Create and implement a signature fundraising event
      * Would need a sub committee
      * Iain will share the findings from the research PPHFH conducted 2 years ago about fundraisers. He also highlighted that December is the best month to consider because there are no other fundraisers going on
      * Iain shared that donors have asked that we do something different than traditional fundraisers
      * Martha reminded everyone that we want to bring in a top sponsor(s) to cover the cost of the event so that all the proceeds from the event can go directly to PPHFH
      * These sponsors need to be head quartered in Colorado Springs so that we aren’t fundraising in other affiliate areas
      * Sam suggested an event at the build site that would be the opposite of black tie. Could be dirty and involved digging in the dirt to find something
      * Sam suggested a brainstorming session to come up with ideas about a signature fundraising event
    - Initiate and conduct at least one yearly Global Village trip each year and possibly one yearly Thrivent International Build
    - Continue strengthening the development of strategic corporate relationship; maintaining existing and developing new individual supporters

**Other business**

* Iain shared that we have reopened our Veteran Build homeowner application and asked that we socialize this within the veteran community if possible

**Closing**

Sam closed the meeting in prayer at 1642

**Date of next meeting:**

Wednesday, April 13th - 1530 to 1630 via Zoom with key topic being FY23 Fund Development Plan