

Development Committee Minutes
May 11th, 2022 1530 – 1630
Via Zoom Conference

Committee Members

Brittany Faber, Committee Member
Chuck Smith, Board Member
Martha Johnson, Board Member
Paul Hasty, Committee Member
Sam Adams, Committee Chair

Guests/Staff

Emma Price, *Donor Relations Specialist*
Iain Probert, *Director of Strategic Partnerships*, Lead Staff Advisor
Karla Probert, *Executive Assistant to the ED/CEO*
Laura Williams-Parrish, *Assistant Director of Strategic Partnerships*
Sarah Bunch, *Donor Relations Manager*

Excused Absences

Opening

Sam opened the meeting at 1535 with prayer.

Review of Minutes

April minutes were approved by the committee.

FY22 Contributions: April and FY22 to date (Iain)

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

- Individual giving 23% under budget for the month of April and 21% over budget of YTD
- Corporate giving 300% over budget for the month of April and 6% over budget for YTD
- Grants 95% under budget for the month of April and 6.9% under budget for YTD
- We are 6% over total budget for YTD
- Sam asked about the variance of \$25,000 on the grants line and what we were projecting for this month that would make up the deficit. Iain came back with this information-
 - Yesterday Sam had asked about the \$25K that was budgeted under the grant line for April 2022. This amount was a projection that I included for potential funding from Lowe's (\$5K) and Colorado Springs Utilities Community Focus Fund (\$20K). As we both know, Lowe's changed its direction with Women Build to focus on repairs this year, and because we already had funding for repairs from Myron Stratton Foundation and The Home Depot Foundation, we opted not to pursue the Lowe's grant this year. As for the CS Utilities funding, the application cycle was delayed this year due to budget planning logistics with the City, and they just recently began accepting applications on April 25 with a deadline of May 20. We've already submitted our request for \$41K (although no guarantee that we will receive this amount) to cover the cost of tap fees for three homes.
- Laura shared that we have been approved for two \$20,000 grants that will be showing up in the grants line by the end of FY22
- We have been approved for another \$20,000 grant for the repair program. This, however, will not show on the Strategic Partnerships dashboard, but will be reflected on the repairs budget sheet.

Planned Giving sub-committee (Sarah and Chuck)

- Sarah introduced the agenda for the first year of the planned giving sub-committee
 - Prospect planned giving donors/volunteers
 - Develop the marketing tools necessary (details on website, email solicitations, social media posts, print materials for donor meetings, etc.)
 - Build referral connections
 - We want to be able to hand off our donors to professionals in the community that we have already laid the groundwork with and that our donors can trust. These professionals will assist with the mechanics of the donor's specific situation
 - These professionals will also be the individuals we are hoping to have on the sub-committee
- Martha asked if we are looking for attorneys to do pro-bono work or if normal fees will be involved
 - Chuck's response was that not many attorneys would be willing to do pro-bono work

- Chuck shared that one of his clients that he has helped over the past few years has put PPHFH in her plan and that we may be seeing that money in 3-6 months. This was simply because Chuck shared our mission with her. She had no previous connection to PPHFH. Anywhere from \$100,000 to \$300,000.
- Chuck listed off ideal individuals for the sub-committee
 - Legal world
 - Financial advisor (already secured)
 - Life and health insurance professional
 - Realtors (already secured)
- Chuck would like to have an event before the end of the year to educate donors on estate planning.
 - Sarah is excited for potential event but needs to look at all the details before committing to having the event this year.
- Chuck is hoping to have the first sub-committee meeting in July

The Ridge at Sand Creek Community Celebration (Iain)

- Invite only
- June 17th 11:45-1 PM
- This event is to thank LeRoy Landhuis and Love In Action for the largest donation this affiliate has ever seen – \$1.75 million worth of land, and also to demonstrate to others that Habitat housing can coexist in mixed neighborhoods
- Invitation has gone out to builders, land developers, politicians, mayoral candidates, etc.

Earth Day Donation Drive 2022 Review (Emma)

- ReStore South
 - 301 donations for the week of 4/18 - 4/23 versus 281 for the same period of time in 2021
 - 53 donations on Earth Day (4/22) versus 44 on Earth Day 2021
- ReStore South numbers for Earth Day are even more impressive when taking into account that it was the only ReStore that was open in El Paso County during Earth Day 2021. Factoring now the following 2022 Earth Day Event stats from the newly opened (September 2021) ReStore Northeast, things become even more inspiring:
 - 271 donations for the week of 4/18 - 4/23
 - 46 donations on Earth Day (4/22)
- Brittany asked if we knew the monetary value that the donations brought in
 - Emma responded and let her know we wouldn't have those numbers until all of those items are sold

Sponsorships (corporate) needs (Iain)

Document provided before meeting and shared on screen during meeting

- Iain shared that we will move forward with a George Hammond Build in FY23, which means we will need a \$2,500 corporate sponsor.
- Now is the time to begin thinking about corporate sponsorship for FY23, with special emphasis on Adopt-A-Days. Reason being, adopt-a-days can often lead to companies being more interested in other sponsorship opportunities
- Iain drew attention to the print newsletter and the electronic newsletter sponsorship opportunities. We have never secured these sponsorships before and are hoping this year will be different.
- Chuck shared that we should put this information in front of the board* more often and ask them to consider bringing their own group of individuals out on site for a day. Could be colleagues, family, friends etc.
 - Sarah shared that if co-workers of board members are coming to site, we should place an emphasis on getting the individuals who are in charge of community outreach. This will hopefully put us in the minds of the individuals who are making budget decisions and strategizing for this kind of social outreach opportunity.
 - Chuck also expressed that he believes getting people on site is more important in the long run, than companies meeting the \$2,500 threshold for an adopt-a-day
 - Chuck plans on bringing this up at the next board meeting*

* Iain made mention that items for board meeting agendas need to be run through Executive Committee for review first

Other business

- Dates to be aware of
 - Business office and ReStores will be closed on Monday, May 30th in observance of Memorial Day
 - Fundraiser at La Rosa Southwestern Dining in Palmer Lake June 12th 4:30-6:30
 - The Ridge at Sand Creek Community Celebration June 17th 11:45- 1 PM

Closing

Paul closed the meeting in prayer at 1638

Date of next meeting:

Wednesday, June 8th - 1530 to 1630 via Zoom with key topic being Donor Appreciation

APPROVED