

Development Committee Minutes
July 13th, 2022 1530 – 1630
Via Zoom Conference

Committee Members

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

Guests/Staff

Chelsy Offutt, *Communications Manager*
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

Martha Johnson, Board Member

Opening

Sam opened the meeting at 1533 with prayer.

Review of Minutes

June minutes were approved by the committee.

FY22 Contributions: June and FY22 year end (non-audited) (Iain)

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

- Individual giving 3% over budget for the month of June and 22% over budget end of FY22
- Corporate giving 77% under budget for the month of June and 2% over budget end of FY22
- Grants 26% over budget for the month of June and 14.6% over budget end of FY22
- We ended FY22 14% over total budget
- Iain let the committee know that we have been mentioned in someone's will but we aren't sure what the amount is.
 - Chuck confirmed that it will likely be anywhere from \$200,000 to \$300,000
- Iain reminded the committee that this time last year we were made aware that Thrivent would no longer be sponsoring a build. Before knowing this information, we had budgeted for a \$120,000 donation from Thrivent, but only received \$60,000 (this was a generous donation to help ease the funding transition). This left us with \$60,000 to make up on the cooperate budget line.
- Iain also reminded the committee that the grant line does not include the \$100,000 grant from El Pomar. It was used to pay off the mortgage for ReStore northeast.

Guest Introduction: Chelsy Offutt (Laura)

- Chelsy is the new communication manager of PPHFH
- Previous work experience includes Colorado Springs Convention and Visitors Bureau and Pikes Peak International Raceway, both in Director of Communication roles
- Colorado Springs native

The Ridge at Sand Creek Community Celebration (Iain and Emma)

- Event to recognize and thank LeRoy Landhuis and Love In Action for the donation of 30 lots, which is the largest donation this affiliate has ever received. Event also served as a way to highlight that affordable homeownership housing can reside within existing mixed neighborhoods
- Event was very successful. Karla mentioned that as a direct result of this event Kris is meeting with two county commissioners to talk about affordable housing initiatives, the county assessor, and a local representative for Senator Hickenlooper's office.
- 30-40 guests
 - Notable guests included
 - Mary Bradfield, Colorado State Representative
 - Cami Bremer, El Paso County Commissioner
 - Dave Donelson, Colorado Springs City Council Member
 - Longinos Gonzalez, Jr., El Paso County Commissioner

- Dennis Hisey, Colorado State Senator
 - Paul Lundeen, Colorado State Representative
 - Yemi Mobolade, Colorado Springs Mayoral Candidate
 - Andres Pico, Colorado State Senator
 - Steve Posey, Community Development Division Manager, City of Colorado Springs
 - Steve Schleiker, El Paso County Assessor
 - Stan VanderWerf, El Paso County Commissioner
- Emma will send the energy efficiency booklet that was distributed at the event to all committee members in PDF format

FY23 “The Year Ahead” (Sarah)

Document provided before meeting and shared on screen during meeting

- Sarah went through the appeals that make up the various campaigns that go on throughout the year
- MLK Day of service
 - Individual goal \$150, corporate goal \$2,500 for a combined goal also \$2,650
 - Tied into the Advancing Black Homeownership Initiative as well as our volunteer program. HFHI recently launched this initiative as well as the Building the Beloved Community. This day of service is PPHFH physical implementation of this initiative by bringing people to the construction site and ReStores to talk about our advocacy and make an effort to make people aware of these initiatives.
 - People are able to donate via Dipjars at the construction site and we are hoping to secure a corporate sponsorship
- Home is the Key Campaign
 - HFHI campaign that we participate in here at PPHFH
 - Digital as well as physical campaign
 - Physical part of the campaign happens at the ReStores where customers are encouraged to purchase house pin-ups
 - Digital piece is website, email, and social media
 - Individual goal is \$1,000
 - Last year we garnered \$527
- Earth Day
 - Appeal to connect our sustainability focus at the ReStore but also the sustainability of affordable homeownerships and repairs
 - Digital and physical promotion of the appeal
 - Mass emails
 - Social media
 - Website
 - Banners at the ReStores
 - Individual goal \$500, corporate goal \$2,500 for a combined goal of \$3,000
- Fall Print Appeal
 - We were not able to execute this appeal last year due to capacity
 - One of our two mailed appeals each year
 - Individual goal \$8,000
- World Habitat Day
 - Individual goal \$1,000, corporate goal \$2,500 for a combined goal of \$3,000
 - Digital as well as physical campaign
 - Physical part of the campaign happens at the ReStores where customers are encouraged to purchase house pin-ups
 - Digital piece is website, email, and social media
 - This falls in the year-end campaign
- GivingTuesday
 - Global initiative that we take part in locally
 - Individual goal \$7,000, corporate goal \$5,000 for a combined goal of \$12,000
 - We are currently looking for a matching gift sponsor
 - Digital appeal
 - Last year we garnered a little over \$9,000
- Gingerbread Home Build

- Peer to peer online event
 - In person aspect comes into play through the delivery of the gingerbread homes
- This event is restricted to the Veterans Build
 - This year will directly benefit our 5th Veterans Build
- There are various sponsorship opportunities
- Individual goal \$15,000, corporate goal \$12,000 for a combined goal of \$27,000
- Colorado Gives Day
 - Local day of giving in Colorado
 - We will be securing a matching gift sponsor for this appeal
 - Individual goal \$12,000, corporate goal \$5,000 for a combined goal of \$17,000
 - Last year we garnered \$17,283
 - Digital appeal
 - Platform that we use is changing this year. Hopefully will be a more user-friendly experience
- Year End Appeal
 - Mailed appeal
 - Hoping to get this appeal out earlier this year and tailor our messaging to specific audiences to increase donor participation
 - Last year we had a goal of \$17,000 and only garner \$2,300
 - Individual goal \$12,000, corporate goal \$3,000 for a combined goal of \$15,000
- Sarah clarified that these individual goals make up a large goal, and although we might not have met all these goals, we still met our monthly goals. It can just be difficult to calculate exactly which appeal the funding will come from.
- 12 Days of Christmas
 - Digital appeal
 - Asks donors to fund items that support our operations at the construction site, ReStores and business office
 - We plan to push across content from a recent tool drive that we benefited from to show how these kinds of items can be put into action and how they aid in our daily operations
 - We put out a wish list and solicit funding to purchase those items
 - Last year's goal was \$4,500 and we garnered a little over \$3,200
 - This year's goal is \$3,500 from individuals. There is no corporate goal for this appeal
- Off the Clock (Happy Hours)
 - Nothing projected as of now
- Women Build
 - Individual goal \$860, corporate goal \$4,000 for a combined goal of \$4,860
 - Individual donations will be solicited at the volunteer sites on the planned women build days
- Donor Appreciation Event
 - Soft ask with a projected goal of \$0
 - Engaging event with exciting messaging about donor impact. Goal is to inspire donors to understand the mission and connect them with homeowners, staff, and each other
 - This will hopefully influence donors to support the year end campaign
- General donations and recurring
 - Includes Hope Builders that donate on a monthly, quarterly, or annual basis
 - Lump sum goal \$267,000 that we are expecting to bring in outside of these planned appeals

Sponsorships (corporate) needs (Iain)

Document provided before meeting and shared on screen during meeting

- Iain shared a list of previous companies that have done adopt-a-days to generate ideas of new companies to reach out to

Planned Giving Subcommittee Update

- Chuck and Sarah will be meeting next week and then begin meeting on a recurring basis with the rest of the committee
- Chuck has recruited two members
 - Retired military fighter pilot who is now a wealth advisor with first command
 - Well established realtor
- Sarah will be sending out the committee member role description and has asked that we direct her or Chuck to anyone we think would be a good fit for the subcommittee.

Other Business

- All committee members have been asked to put September 21st on their calendar for the Donor Appreciation Event
- AFP Annual Summit will be held Friday, September 23rd. All committee members are invited to join

Closing

Paul closed the meeting in prayer at 1635

Date of next meeting:

Wednesday, August 10th - 1530 to 1630 via Zoom with key topic being Giving USA 2022 Report snapshot; FY22 Annual Report

APPROVED