



**Pikes Peak  
Habitat  
for Humanity®**

**BOARD OF DIRECTORS  
Monthly Meeting**

**FY 24-2: October 2, 2023**

**~ ~ PLEASE NOTE NEW LOCATION ~ ~**

**Pikes Peak Habitat Business Office  
2802 North Prospect Street, Conference Room**

also offered virtually via [\*\*Zoom\*\*](#)

**AGENDA**  
**PPHFH BOARD OF DIRECTORS**  
**Business Office Conference Room**  
**(2802 North Prospect Street)**  
also offered virtually via [Zoom](#)

**October 2, 2023 at 5:45 p.m.**



**CALL TO ORDER, Eric Stolp**

**OPENING DEVOTIONS, Paul Hasty**

**INTRODUCTION OF FUTURE HOMEOWNER (Tonya Dillard), Janna Mulder**

**BOARD MEETING MINUTES, Eric Stolp**

Approval of August 7, 2023 Meeting Minutes

**ITEMS REQUIRING DISCUSSION AND/OR VOTE, Eric Stolp**

- Ratification of Crisis Communication Plan
- Ratification of Gift Acceptance Policies and Procedures

**UPDATES AND INFORMATION**

- Update on “Morning Sun” land purchase, **Joe DesJardin**
- Board members to update those not attending the board retreat, **Eric Stolp**
- **Joe, David, and Bill** share “messaging triangle” from retreat

**ADDITIONAL INFORMATION:**

- **A reminder of next board build volunteer opportunity, see Appendix for details.**
  - **Saturday, October 14** - both morning and afternoon shifts available

# Board Minutes

**PPFH Board Meeting**

**August 7, 2023**

**MINUTES – Draft** (submit for approval at October 2 Board Meeting)

(Virtual and in-person at the ReStore Northeast.)

Meeting minutes prepared by Kris Lewis, executive director/CEO and reviewed by Janna Mulder, Board Secretary

**Attendance:**

**Board Members:**

Carlson, Jay (Z)

Guinta, Rob

Hasty, Paul

Mohling, Ryan

Mulder, Janna (Z)

Panariso, Ryan

Trowbridge, Tim

Tutt, Tye (Z)

Vandenberg, Candy

Wall, Bill

Hilts, Peter (A)

Stolp, Eric (A)

Warner, Dave (A)

**Staff:**

White, Jeff

Lewis, Kris

**CALL TO ORDER:**

Meeting was called to order by Joe DesJardin, vice president, at 5:45 pm.

- Mr. DesJardin explained that Mr. Eric Stolp, president, is on extended medical leave.
- Mr. Tim Trowbridge, PPHFH returning board member, was introduced to the board.

**OPENING PRAYER & DEVOTION:**

- Mr. Ryan Mohling led the devotional centered around Luke 4 and asking us to answer what does this scripture teach us about God and about ourselves.

**APPROVAL OF MINUTES:**

Motion made, seconded and approved to accept the Minutes of the June 5, 2023 board meeting as stated.

**ITEMS REQUIRING DISCUSSION AND/OR VOTE:**

- Mr. Mohling presented future homeowner applicants for approval by the Board. Ms. Candy Vandenberg and Ms. Janna Mulder and Mr. Jeff White shared some stories from the family visits. Motion made, passed and approved to accept the Family Selection Committee's 10 recommendations as presented.
- Mr. Ryan Panariso presented amended and restated PPHFH Bylaws recommended by the Governance and Executive Committees. Motion made, seconded, and passed to accept the revised bylaws as presented.

- Resolution 2023-002 was presented to the Board for ratification of Executive Committee's approval to sell three homes to PPHFH homeowners. Motion made, seconded and passed to ratify the Resolution 2023-002.
- Ms. Kris Lewis reported that there have been no reportable violations or policy changes to the Anti-Money Laundering, Red Flag or Whistleblower Policies. Motion made, seconded and passed to accept the annual report as presented.
- Resolution 2024-001 authorizing Board officers, Eric Stolp, Joe DesJardin, Rob Guinta, and Janna Mulder, as well as key staff, including Jeff White, Kris Lewis, Laura Williams Parrish to be authorized signers for PPHFH bank accounts. Motion made, seconded and passed to accept Resolution 2024-001 as presented.

#### **UPDATES AND INFORMATION:**

- Mr. Joe DesJardin provided an overview of a 9.0 -acre parcel PPHFH Site Selection Committee is recommending for acquisition and development. PPHFH is negotiating to acquire from School District 3 for PPHFH to develop and build or place 41-43 single family homes. Also presented is a draft agreement between School District 3 and PPHFH with PPHFH committing to at least 14 homes being sold to School District 3 employees who qualify for PPHFH homeownership with all qualifications being equal with other PPHFH program participants with the exception that School District 3 employees will receive one extra point on the qualifying rubric. Financing of acquisition will be discussed by Finance Committee at the August 21<sup>st</sup> meeting. Executive Committee will review the project in more detail at the August 8<sup>th</sup> meeting. Next steps include drafting a purchase agreement to be presented to School District 3 Board for their consideration at their August 15<sup>th</sup> meeting; drafting an agreement with Careers in Construction Colorado to acquire student-built homes meeting yet-to-be established requirements and place them on developed PPHFH-owned lots; receiving consultants' reports regarding layout, soils, traffic, detention pond, and the like. The PPHFH board expressed excitement regarding the proposed project.
- Mr. Jeff White provided an update regarding the eCommerce venture. We continue to take it slow, steady and quiet as we work out capacity logistics. It is live and slowly ramping up in number of sales items being placed on the website.
- Ms. Lewis was very pleased to share under the leadership of Mr. Iain Probert, the record-hitting Strategic Partnership Team's FY23 fundraising results. The Team brought in \$1.4 million, exceeding budget by \$360k! The board received the news with enthusiasm and loud congratulations to the SP Team.

#### **CLOSING STATEMENTS:**

- Mr. DesJardin reminded all that the Board Retreat is September 9<sup>th</sup> at The Ent Credit Union Corporate Headquarters. The focus will be how to transition a governance board to a fundraising board.

Meeting was adjourned by Mr. DesJardin.

# **Items for Discussion/Vote**



Pikes Peak  
**Habitat**  
for Humanity®

# Crisis Communication Plan

DOCUMENT LOCATION:

"U:\SHAREDDOCS\BOARD OF DIRECTORS\GENERAL BOARD INFORMATION\CRISIS COMMUNICATION PLAN\_SEPTEMBER 2023.DOCX"

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## Introduction

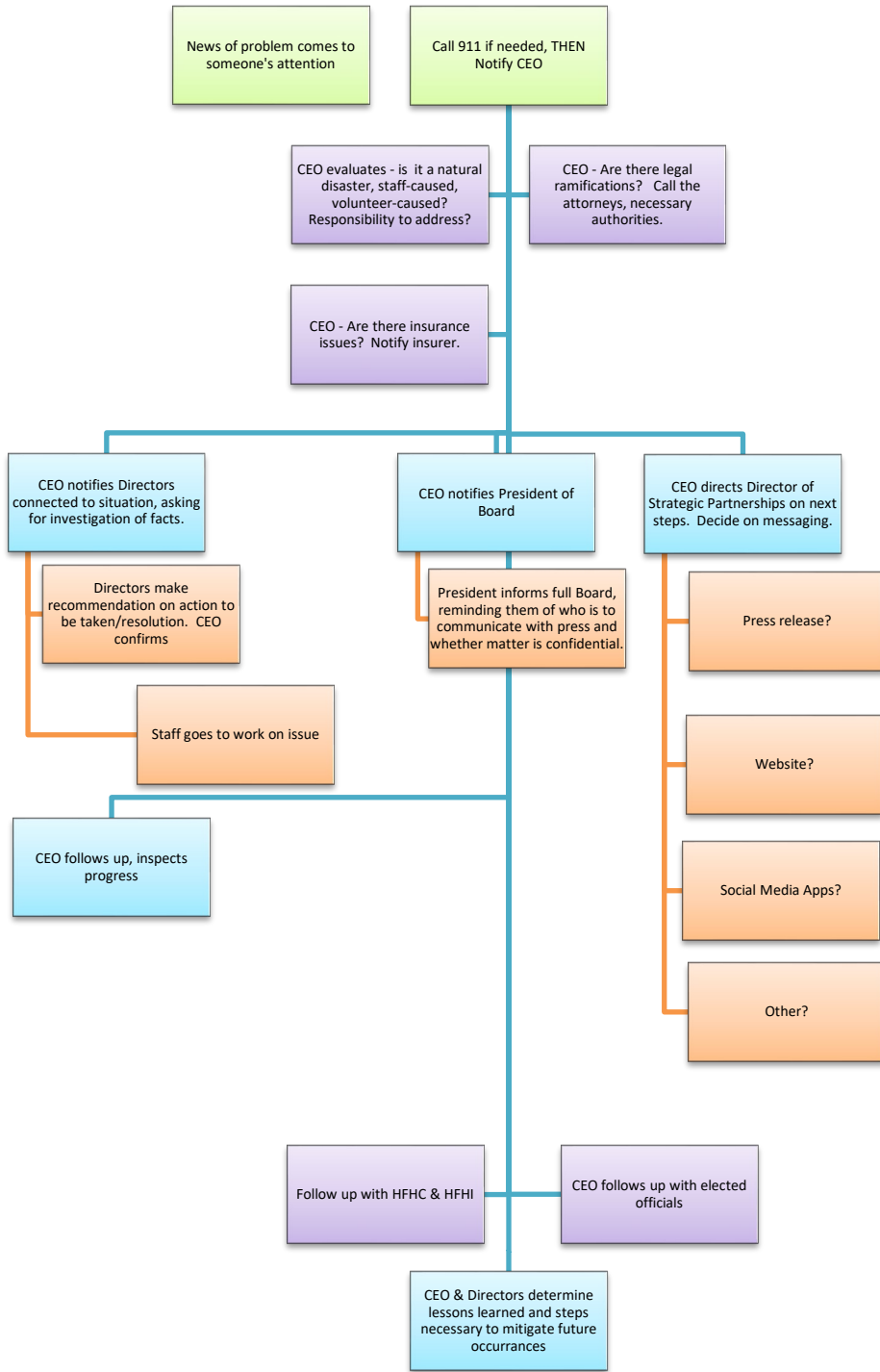
The purpose of a crisis communication plan is to effectively manage communications through a formal, clearly defined channel in order to mitigate crisis, or serious negative repercussions for Pikes Peak Habitat for Humanity and maintain a reputation of leadership and transparency on vital issues and breaking news.

## Objectives

The objectives of this crisis communications plan are as follows:

- Prepare Pikes Peak Habitat staff and Board to effectively manage crisis communications;
- Help staff respond in a unified, professional manner that reinforces leadership and creates loyalty;
- Strategically enhance the organization's brand/role and the public understanding of the value provided by our organization and the nonprofit community;
- Manage the distribution of critical, often sensitive, information to the media, donors, homeowners, volunteers and the public;
- Inform constituents of Pikes Peak Habitat's position to help shape a consistent sector-wide response, if necessary.

Figure 1: Flow Chart of Communication



## Overview

- Anything that could reflect poorly on PPHFH needs to be checked out before commenting.
- It's not a matter of whether you will respond to the public during an emergency -- prepare yourself as if it is only a matter of time and during the earliest stages of an event.
- Separate fact from suspicion. Tell reporters, constituents and interested parties only what you know to be true, not what you've heard or assume to be true.
- Set your own agenda. You must know why you are talking with reporters/the public and be prepared to bridge back to your agenda, including the positive steps your organization is taking.
- Take control of the interview and do not let the reporters/audience control you.
- Have an agenda and gracefully, but firmly, quit talking when you have run out of facts.
- There is no long-term downside to telling the truth.

### Do:

- Prepare
- Sort fact from suspicion
- Know Who, What, When, Where, Why & How
- Take control
- Tell the truth

### Don't:

- Lie
- Speculate or guess
- Be defensive
- Relinquish control
- Keep talking after you're out of facts

## Crisis Communication Policy

1. All crises should be reported to the CEO immediately.  
(see Appendix 2 for crises examples/information)
2. Only the chief spokesperson and back-up spokespeople are authorized to release information to the media and to the public. Currently this is the CEO and the Director of Strategic Partnerships. All other staff, board and committee members should be professional and helpful to the media by connecting them with the spokespeople, but will neither speak to the media, nor provide any information.
3. There should be one designated crisis management lead person, directing and coordinating all aspects of the organization's response including managing the messages and the media. There should also be one designated spokesperson who actually interacts with the media and other inquirers. In some cases, particularly in the event of a "small crisis," the two may be the same person. In others, the jobs may be divided to facilitate efficient handling of the situation. The CEO and Director of Strategic Partnerships are the two contacts.
4. All comments should be guided by professionalism and transparency and serve to mitigate the crisis.
5. "No comment" is never an acceptable response. If an answer is unknown or cannot be immediately answered, make note of the question, tell the inquirer you will get back with him/her, and do so. If the question cannot be answered due to a policy (such as sharing personnel information, etc.) let the inquirer know that.
6. Personnel matters and lender information are to remain confidential.
7. When possible, responses should be proactive, responsive and action-oriented.
8. Pikes Peak Habitat recognizes the importance of media relations to gaining public trust. In times of crisis, maintaining effective media relationships will be particularly critical in bolstering public confidence.

## Crisis Communications Checklist Overview

This is a brief overview of crisis management steps.

- Safety – Ensure safety of all staff and site. Call 911 if needed.
- Notification – Notify the CEO immediately.
- Crisis Communications Team – Key staff and, if needed, the Board president, then Executive Committee members, and if needed, all board members, will convene to strategically review the situation and manage the communications surrounding the issue.
- Before Going Public
  - Determine crisis communications lead person who is responsible for ensuring all tasks are completed. (Usually the CEO and Director of Strategic Partnerships)
  - Determine the crisis communication spokesperson who will answer all media and other inquiries. (Usually CEO)
  - Assess the situation to determine the facts.
  - Determine appropriate response/action.
  - Create plan of action for internal and external communications.
  - Develop factual, detailed messages that reflect the status of the crisis, PPHFH’s response, and, if possible, proactive steps to resolve the situation.
  - Prepare talking points and provide a script for receiving incoming calls.
  - Determine if a press release, web and/or voicemail updates are necessary.
  - Assess what resources are necessary to manage the crisis (i.e. cell phone availability, press conference needs, on-location resources – signs, lectern, visuals, etc).
  - Appoint staff to:
    - Serve as the official spokesperson and manage media;
    - Keep the Board and staff informed (all emails are confidential – do **not** forward);
    - Contact partners, allies, constituents, etc. and assist with talking points, if appropriate; and
    - Record crisis details, actions taken, external responses, resolution.
- Going Public
  - Begin placing telephone calls to critical internal audiences, including staff, board and/or volunteers, homeowners, etc.
  - Begin media and other external audience outreach, use press release if appropriate.
  - Update website and organization voicemail, if needed.
  - Evaluate message effectiveness as the situation progresses.
  - Implement methods for updating key audiences with ongoing information.
  - Distribute post-crisis communications.
- Evaluate crisis communications efforts

## Emergency Phone Tree: Internal Use Only

Person responsible for updating: Human Relations and Risk Management Manager

Date updated (at least quarterly): August 2023

If the crisis occurs when staff are not in the office and disseminating the information is either critically time-sensitive or jeopardizes the safety of the office, a phone tree will be used to communicate the information.

Your job of calling is not done until you reach the next person on the list and have assurances that he or she will continue the tree. The last person on the tree is responsible for calling Director of Strategic Partnerships to ensure that calls are complete.

### **Staff/Board President List**

1. Kris Lewis – W: 719.475.7800; C: 303.656.3574
2. Iain Probert – C: 719.494.9725; C: (personal) 719.650.0230
3. Jeff White – W: 719.475.7800; C: 719.460.7907
4. Eric Stolp (president) – C: 719.466.3448

### **Board**

As soon as practical in a crisis, the board president or designee will alert the Executive Committee, who will alert the remaining board members via phone. After initial phone alert, updates will be sent via email when possible. If nothing else, after the crisis an email will be sent providing a summary of the situation and resolution details. The board phone tree is the responsibility of the board, not the staff. Staff attention shall remain focused on the crisis situation at hand.

## Detailed Crisis Communications Plan

The following steps are to help manage communications in an event of a crisis.

1. Internal Pre-preparation – see Appendix 1: Preparing for a Crisis.
2. Safety – Ensure safety of all staff, volunteers, homeowners, customers and physical location. Call 911 if necessary.
3. Notification – The CEO shall be notified immediately of a crisis situation.
4. Crisis Communications Team – The CEO will notify appropriate staff and, if appropriate, the Board. Information will not be released until the Crisis Communications Team convenes, reviews the situation, and develops a strategy.
5. Situational Assessment – The Crisis Communications Team will assess the situation, determine facts, and begin delegation. Questions to help devise appropriate crisis communications response, include, but are not limited to:
  - Who is the crisis communications lead person responsible for ensuring all steps are taken?
  - What is the situation? What will happen next?
  - Who on staff needs to be involved?
  - What immediate steps need to be taken?
  - What is known and who already knows it?
  - Is there potential public interest? Does the issue have traction (will it become anything more than a blip on the evening news)?
  - Who will be affected?
  - What are people feeling – what emotions need to be considered?
  - What information is needed and who beyond organizational staff need to get it?
  - When will it be available?
  - What should PPHFH do about it? Proactive vs. reactive? Contact or refer to another organization? (See Appendix 3: Decision Tree)
  - What CAN and CAN'T be said? What are our privacy policies?
  - Is legal or PR counsel needed? If PR counsel is needed, will the staff suffice or is a firm necessary?
  - Who will communicate response as spokesperson? (Most likely the ED.)
  - How will response be communicated? (Could include: newsletter article – low urgency – also good as a follow up to any major situation; one-on-one meetings – higher urgency, specific audience targeted; media release – higher urgency, broad public appeal; media conference – high urgency and big issue; etc.)
  - Should a resource list be compiled of additional nonprofit spokespeople?

- What media will be contacted? What legislators? What donors? Others to consider include: Homeowners, volunteers and etc.
  - Who will begin the staff and board phone trees? (See Emergency Phone Tree)
6. Developing Key Messages – The Crisis Communications Team will develop factual, responsive messages to be used by PPHFH and its representatives. It will also provide a script for answering the phone and using the voicemail system. All media and public inquiries should be referred to the spokesperson for comment. (See Appendix 2: Positions and Sample Releases for Common Media Q&A to see if the necessary message has already been created.)
- These messages should be prepared for media inquiries, updates and proactive phone calls to critical audiences.
  - Messages should reflect PPHFH’s overall messages, leadership role and resource status. They should attempt to reinforce the positive and be action/solution oriented if possible.
  - Consider what media know about the situation and what their potential interest is.
  - Recognize that unfavorable, inaccurate information, if not corrected, could have future negative consequences requiring additional responses.
  - Consider questions that will be asked in order to prepare answers for them – including the questions you hope will not be asked.
  - Develop a written statement for staff and anyone greeting members of the media and the general public.
  - Consider need for additional materials such as a fact sheet, backgrounder, website resources, FAQs, etc.
  - If appropriate, consult with other organizations involved to ensure consistent messages and conformity of responses.
7. Staff and Board should be reminded that all inquiries (media, homeowners, volunteers, donors, etc.) should be referred to the designated spokesperson and that they should refrain from commenting.
- Media Releases – If determined necessary, PPHFH will distribute a release to media
  - The release should be posted on the PPHFH website and distributed to constituents.
  - The prepared written statement should guide all interviews.
  - Media access to organizational facilities should be supervised. Know ahead of time who the journalist is and what he or she is planning on covering. Be sure the area into which the media are invited does not have sensitive information such as reports, personnel information or other papers visually available.
8. Partner and Key Group Notification – Notify organizations, partners, homeowners, volunteers, funders, etc. (Some of these parties may need to be contacted prior to



contacting the media.) Use the opportunity to assist with sector-wide messages and leverage the PPHFH's role as a resource.

9. Record Keeping – Document critical conversations, decisions, details and media questions regarding the crisis situation in order to effectively evaluate crisis communications management.
10. Media/Message Evaluation – Evaluate appropriateness and traction of messages throughout the situation. Revise as appropriate, but don't stray from original theme.
11. Communications Updates – Ensure key audiences are kept up to date. Methods may include:
  - Sending communications via Bloomerang.
  - Promptly returning phone calls.
  - Posting a statement on the website and updating it regularly.
  - Updating the PPHFH's voicemail.
  - Post-crisis wrap up communication and calls.
  - Printing an article in the newsletter (as an update or follow up to the crisis).
  - Posting a statement on social media accounts, as appropriate.
12. Loose Ends – Ensure all loose ends are secured, i.e. follow up calls, email updates, etc.
13. Evaluate the Management of the Crisis – See Appendix 3: Post Crisis Action Steps.
14. Post Crisis Clean-up – File notes, clips, lessons learned – then take a deep breath and celebrate a job well done.

## Appendix 1: Preparing for a Crisis Before it Happens

Person responsible for overseeing: Director of Strategic Partnerships

Date last completed: September 2023

1. Phone/E-mail List – Disseminate an emergency list with phone numbers, cell phones and e-mail addresses for staff and board. To be completed by Human Resources and Risk Management Manager and updated quarterly or more frequently as needed by staff turnover and contact changes.
2. Perform annual communication audit and Strength Weakness Opportunity and Threat (SWOT) analysis.
3. Media Training – Identify and train organization spokespeople. Training and “refresher” offered annually.
  - CEO – (main spokesperson)
  - Director of Strategic Partnerships – (back-up spokesperson)
  - Chief Program Officer – (back-up spokesperson)
  - Board President – (back-up spokesperson)
4. Crisis Management Checklist\* – Update the Crisis Communication Checklist for staff to have with them at work and at home, including crisis procedures, policies regarding media inquiries, communication priorities and best means to reach the crisis manager. Ensure that all staff are familiar with the document.
5. Key Audience and Media List – Keep contact information for key audiences updated so they can be easily contacted in a crisis.
  - Media (Director of Strategic Partnerships)
  - Homeowners (Chief Programs Officer)
  - Public Officials/Donors/Funders (Director of Strategic Partnerships)
  - Volunteers (Director of Strategic Partnerships)
6. Key Messages\* – Spokespeople should be familiar with the organization’s key messages. At the time of crisis, relevant messages will be created by the Crisis Communications Team.
7. Pre-approved Statements\* – Responses for common media inquiries should be created and approved by the board as necessary.
8. Off Site Alternatives – Determine a location to convene and/or from which to stage communications if the crisis situation prevents staff from getting to or using the office.
9. Equipment – Identify resources necessary prior to a crisis including computers and etc. Determine how that equipment would be gathered and who would be responsible for operation.
10. Drill Session – At least annually, review and practice crisis communications plan.

\* Items should be reviewed and updated as needed, but at least on an annual basis.

## Appendix 2: Positions and Sample Releases for Common Media Q&A

There are some crises and media inquiries that could never be foreseen, however there are also those that organizations have received before and know they will receive again, or that they could guess might eventually arise (even if they hope they will not). Such situations might include acceptance of a gift from a controversial donor, staff or board malfeasance, or issues specific to the PPHFH's mission or population served, i.e. volunteer accidents, homeowner issues. In cases like these, crisis management and communications are expedited and potentially less stressful (not to mention possibly better handled) if the organization already has a clear position, agreed on by staff and board regarding the issue. The following steps outline a process for identifying and preparing for potentially foreseeable crisis.

1. Convene a task force to brainstorm all possible crisis issues for which PPHFH may need to respond.
2. Pare down the list of potential issues by identifying those most likely to occur or for which PPHFH most needs to be prepared.
3. Determine if PPHFH would want a prepared full media release to address an issue versus or if having a clearly defined position ready to repeat to inquiries would be sufficient.
4. Draft media releases and/or official responses PPHFH's spokespeople could use to answer inquiries on those issues. Creating or obtaining pre-approved quotes from key spokespeople on certain topics may also be a good idea. Be sure to review and possibly update the releases on at least an annual basis and to alert those quoted when and if the quotes are used so that they are not caught off guard if contacted for follow-up.
5. Depending on the issues at hand, some or all of the issues and positions developed should be presented to the board president to be discussed, possibly amended and approved in order to ensure that they truly represent PPHFH's point of view, not just that of the person or group drafting the response.
6. Keep the approved statements and releases confidential with limited access for directors only on the network shared drive. Only PPHFH's spokespeople should have access to the releases or statements.

\* Form a Communications Committee – A communications committee can help prepare and review the basic communications materials PPHFH uses. They can help identify areas where we could better capitalize on marketing or communications opportunities. In some cases, they may even serve as a speaker's bureau on behalf of the organization. The committee may operate on an ad hoc basis or meet regularly year-round. Building a committee is also a strategic way to reach out to people and organizations with which you have not had a previous relationship.

## Appendix 3: Post Crisis Review

1. Secure Loose Ends – Appropriate communications should be made outlining the resolution of the crisis to appropriate audiences. If changed, voicemail and website should be updated. All media contacts should be double checked for completed interaction, and then new names can be added to the media list.
2. Recognition of Heroes – The Crisis Communications Team will work with staff and the board to determine the best and most appropriate means for recognizing the “heroes” involved in the crisis situation.
3. Crisis Communications Review – Re-convene Crisis Communications Team to evaluate response, actions, what didn’t work, what needs to be improved/ revised for the future, etc.
4. Media Coverage Assessment – Review coverage. Check for message consistency. Are there issues that might need further clarification?
5. External Reporting – Submit reports to authorities, HFHC/HFHI and any organizations where Pikes Peak Habitat has memberships or that contain public-facing information such as BBB, GuideStar, HBA, etc. as needed.
6. File and Update – File notes, clips, talking points, communication, etc. into a secure shared drive folder limited to directors’ access. Revise the crisis communications plan if necessary.

Approved by Executive Committee: 09/19/23  
Ratified by Board: \_\_\_\_\_

# Gift Acceptance Policy and Procedures

## 1. MISSION

Seeking to put God's love into action, Pikes Peak Habitat for Humanity brings people together to build homes, communities and hope.

## 2. PURPOSE

This policy serves as a guideline for Pikes Peak Habitat for Humanity (PPHFH) staff, board members, volunteers, outside advisors who assist in the gift planning and solicitation process, and prospective donors who wish to make gifts to PPFH of unrestricted, restricted and endowment funds. Pikes Peak Habitat for Humanity actively solicits gifts and grants to further the mission of PPFH. As gifts can encourage others to give or do the opposite, this gift acceptance policy is intended only as a guide and allows for flexibility on a case-by-case basis. In addition, the policy further addresses the valuation of any gifts or donations based on generally accepted accounting principles.

## 3. RESPONSIBILITY TO DONORS

PPHFH believes in the ten (10) part Donor Bill of Rights (in part developed by the Association of Fundraising Professionals) and as such has made a commitment to a Donor-centric approach. As such, PPFH endeavors to meet the following objectives with respect to Donors:

- 3.1 To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- 3.2 To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- 3.3 To have access to the organization's most recent financial statements.
- 3.4 To be assured their gifts will be used for the purposes for which they were given.
- 3.5 To receive appropriate acknowledgement and recognition.
- 3.6 To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- 3.7 To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- 3.8 To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

- 3.9 To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- 3.10 To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

#### **4. POLICY GUIDELINES**

- 4.1 The Executive Director of PPHFH, Director of Strategic Partnerships and designated Board members, volunteers, or staff of PPHFH, have authority to solicit and/or accept gifts on behalf of PPHFH.
- 4.2 The Executive Director may designate the Development Committee responsible for recommending whether to accept proposed gifts. The Committee shall consist of no less than three members from the Development Committee, as well as the Executive Director as a non-voting member and convener, and the Director of Strategic Partnerships as a non-voting member. The Chairperson shall have the authority to appoint other volunteers or employees, on an ad hoc basis, who have special expertise that may be needed in order to decide on a specific gift.
- 4.3 The Development Committee may consider each gift according to its intended use, restrictions, liabilities and financial impact on PPHFH, now and in the future. Only gifts, bequests, devises, endowments, trusts and similar funds that are designated for PPHFH's use consistent with the stated goals and mission of PPHFH will be considered for acceptance.
- 4.4 The Executive Director or gift solicitor will refer to the Development Committee, before acceptance, gifts that are given with unusual restrictions or designations, have the potential of jeopardizing the tax-exempt status or violating PPHFH and its policies, local, state or federal laws.

#### **5 TYPES OF GIFTS**

##### **5.1 CASH**

- 5.1.1 Pikes Peak Habitat for Humanity, regardless of amount, shall accept all gifts by cash, credit card, or check.
- 5.1.2 Checks shall be made payable to Pikes Peak Habitat for Humanity, Inc. (aka Pikes Peak Habitat, or PPHFH), unless otherwise specified. In no event shall a check be made payable to an individual who represents PPHFH.

##### **5.2 PUBLICLY TRADED SECURITIES**

- 5.2.1 Pikes Peak Habitat for Humanity can accept readily marketable securities, such as those traded on a stock exchange.
- 5.2.2 Gift securities are likely to be sold immediately by PPHFH.
- 5.2.3 For Pikes Peak Habitat for Humanity's gift crediting and accounting purposes, the

value of the securities is the average of the high and low on the date of the gift, in accordance with IRS regulations.

### 5.3 CLOSELY HELD SECURITIES

- 5.3.1 Gifts of closely held corporate stock will only be accepted with an appraised value in advance.
- 5.3.2 If required, for any purpose, the Donor will provide PPHFH with a qualified appraisal, as defined by the regulations to the IRS tax code and Treasury regulations, at Donor's expense. PPHFH reserves the right to seek an independent appraisal by a party not affiliated with the Donor. Gifts of securities that require a holding period will be accepted and sold when the holding period has expired.
- 5.3.3 Gifts of securities that will not be accepted include securities that are assessable or in any way could create a liability to PPHFH; securities that, by their nature, may not be assigned (such as "S" corporation stock); securities that on investigation have no apparent value; any security that may give the impression of "self-dealing".

### 5.4 REAL ESTATE

- 5.4.1 The Building Committee and Site Selection Committee will review gifts of real estate and determine if it fits one of **two three** criteria:
  - 5.4.1.1 The property would be rehabilitated so that we may select a qualified homeowner to occupy, or
  - 5.4.1.2 **The parcel is of a size that may be developed into a neighborhood with no unacceptable restrictions as to type of housing built (SF, SF attached, multi-family). Final acceptance of a parcel, following due diligence, will be determined by Pikes Peak Habitat's Site Selection, Finance, and Executive Committees, or**
  - 5.4.1.3 The property would be sold for financial income.
- 5.4.2 The donor is responsible for obtaining an appraisal of the property, unless otherwise determined by PPHFH.
- 5.4.3 A member of the Site Selection Committee must conduct a visual inspection of the property. If the property is in a geographically distant area, a local real estate broker with no ties to the seller may substitute for a member of the Committee in conducting the visual inspection. Pikes Peak Habitat also requires an environmental site assessment including Title V status for possible contamination, (i.e., leaking underground storage tanks) or other restrictions (i.e., wetlands). Paying for this assessment is negotiable; however, the costs must in no way exceed the fair market value of the property.
- 5.4.4 Due to the expenses associated with gifts of real estate, only gifts valued in excess of \$10,000 will be accepted.
- 5.4.5 If the donor is giving a life estate gift, the donor may be asked to pay for all or a portion of the following: maintenance cost; real estate taxes; insurance; real estate broker's commission and other costs of sale; appraisal costs. If the real

estate is an outright gift, PPHFH will pay for these costs.

- 5.4.6 For Pikes Peak Habitat for Humanity's gift crediting and accounting purposes, the value of the gift is the fair market value of the real estate.
- 5.4.7 Properties with mortgages will be considered on a case-by-case basis. Consideration may include an independent appraisal and the mortgage percentage of property value. Mortgaged property is not acceptable for charitable remainder trusts.
- 5.4.8 When possible, mortgages will be cleared before the transfer of property.
- 5.4.9 Pikes Peak Habitat adheres to all federal and state requirements for disposing gifts of tangible personal property and filing appropriate forms.

## **5.5 LIFE INSURANCE**

- 5.5.1 Pikes Peak Habitat for Humanity will accept gifts of life insurance policies only when PPHFH is named as the owner and beneficiary of 100% of the policy.
- 5.5.2 If the policy is paid-up, the value of the gift for PPHFH's gift crediting and accounting purposes is the policy's replacement costs.
- 5.5.3 If the policy is partially paid up, the value of the gift for PPHFH's gift crediting and accounting purposes is the policy's cash surrender value.

## **5.6 TANGIBLE PERSONAL PROPERTY**

- 5.6.1 Gifts of tangible personal property made directly to PPHFH, should have a use related to PPHFH's exempt purpose. The exception would be those gifts made to the PPHFH ReStore.
- 5.6.2 Gifts of jewelry, artwork, collections, equipment, and software shall be accepted with approval by PPHFH. Other matters that will be taken into consideration by PPHFH before deciding on acceptable of gifts of personal property include transportation cost; storage cost; cost of selling; cost of maintenance and repairs; location of property; cost of insurance; IRS Forms 8282 and / or 8283.
- 5.6.3 Such gifts of tangible personal property defined above shall be used by or sold for the benefit of PPHFH.
- 5.6.4 Depending upon the anticipated value of the gift, and in compliance with IRS Forms 8282 and 8283, the donor shall have a qualified outside appraiser value the gift before it can be accepted by PPHFH. A minimum threshold will be an anticipated value of \$5,000.
- 5.6.5 Pikes Peak Habitat for Humanity adheres to all federal and state requirements for disposing gifts of tangible personal property and filing appropriate forms.

## **5.7 PLANNED GIFTS AND MEMORIALS**

- 5.7.1 The staff and volunteers shall encourage assets transferred through bequests that have immediate value to PPHFH, or that can be liquidated. Gifts that appear to require more cost than benefit shall be discouraged or rejected.
- 5.7.2 Pikes Peak Habitat may accept and administer bequests and memorials designated for specific purposes, at a minimum amount to be agreed upon by the



## Development and Finance Committees.

**6 ADMINISTRATIVE ISSUES**

- 6.1 Pikes Peak Habitat for Humanity and its staff shall not act as an executor (personal representative) for a donor's estate.
- 6.2 Pikes Peak Habitat for Humanity may act as co-trustee of a charitable trust when the trust names Pikes Peak Habitat for Humanity, Inc. (aka Pikes Peak Habitat, or PPHFH) as a beneficiary of 50% or more of the trust.
- 6.3 Pikes Peak Habitat for Humanity will pay for the drafting of legal documents for a charitable remainder trust of which PPHFH is named as a beneficiary of 50% or more of the trust. The donor's own counsel must review the documents at the donor's cost.
- 6.4 Terms and conditions must be agreed upon before an endowment is established; therefore, contact with PPHFH's Executive Director for appropriate documentation is required.
- 6.5 In accordance with PPHFH's Investment Policy, a minimum contribution is required to establish a named endowment (amount to be determined by the Development Committee).
- 6.6 For restricted and endowed funds, if future circumstances change, or the donor fails to fulfill his/her pledge obligation, or the purpose for which the fund is established becomes illegal, impractical, or no longer meets the needs of PPHFH, PPHFH may designate an alternative use in the spirit of the donor's original intent for the gift to further the objectives of PPHFH.
- 6.7 Pikes Peak Habitat for Humanity may elect to refuse gifts of cash, securities, real estate or other items of value if there is a reason to believe that such gifts are incompatible with the mission of the organization, conflict with its core values, or would create a financial, administrative, or programmatic burden. Questionable gifts will be directed to the Executive Director or the Board of Directors for guidance on a case-by-case basis.
- 6.8 Pikes Peak Habitat for Humanity may elect to refuse gifts of any type if the potential gift poses a conflict of interest, including, but not limited to, real conflicts of interest, appearances of conflicts of interests, or perceived conflicts of interest.
- 6.9 Requests by donors to remain anonymous, have their names removed from mailing lists, or to restrict appeals will be honored. Private information about donors will not be made public. Donors will not be subjected to excessive pressure when solicited for contributions.
- 6.10 Pikes Peak Habitat for Humanity does not pay fundraisers based on a percentage of the amount raised or other commission formula.

**7 ACCOUNTING OF IN-KIND DONATIONS**

- 7.1 The value of In-kind donations or gifts will be recorded in a proper and consistent manner that follows current generally accepted accounting principles.
- 7.2 Donated construction materials, if significant in amount, should be recorded at their fair value at the date of receipt.
- 7.3 The recording of donated services will comply with generally accepted accounting

principles and related statements of position.

- a) The recorded value of donated professional services will be at the current market value.
  - b) The value of donated non-professional labor will be recorded at 120% of the state's current minimum wage at the time the home is sold to the partner family.
- 7.4 The recorded value of donated land will be based on the current market value as stated in the HUD-1 real estate transaction document (Line 101: Contract Sales Price, minus any price discount applied), or, in cases of land bequest, on the current appraised value.

**This policy is to be reviewed annually by The Finance Committee**

Original Policy Accepted by Development Committee:	<u>06/13/2013</u>
Original Policy Approved by Board of Directors:	<u>09/09/2013</u>
Revised Policy Accepted by Finance Committee:	<u>01/20/2015</u>
Revised Policy Approved by Board of Directors:	<u>02/02/2015</u>
Revised Policy Accepted by Development Committee	<u>11/18/2022</u>

<b>Revised Policy Accepted by Development Committee</b>	<b><u>5/15/2023</u></b>
<b>Revised Policy Accepted by Finance Committee:</b>	<b><u>9/01/2023</u></b>
<b>Revised Policy Approved by Board of Directors:</b>	<b><u>?/?/2023</u></b>

# **Financials & Related Reports**

# FY 2024 Operations Dashboard

August 2023

## Current Profit and Loss Highlights

Current Net Income (Loss)	\$	(7,102)
YTD Income (Loss)	\$	(103,354)



Board of Directors

## Balance Sheet Summary

ASSETS		
Current Assets		
Checking/Savings	\$	1,362,412
Investment Cash/Equivalents		18,794
Investment Securities		1,492,244
Accounts Receivable		184,717
Other Current Assets		2,525,062
<b>Total Current Assets</b>	<b>\$</b>	<b>5,583,229</b>
Fixed Assets	\$	5,903,002
Other Assets		2,772,697
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>14,258,928</b>
LIABILITIES & EQUITY		
Liabilities		
Total Current Liabilities	\$	456,927
Long Term Liabilities		3,478,398
<b>Total Liabilities</b>	<b>\$</b>	<b>3,935,325</b>
Total Equity		10,323,604
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$</b>	<b>14,258,928</b>

## Finance Committee Notes

Current net income (loss):  
 August was a negative month  
 RS's NI YTD is 93% of budget  
 Contributions received YTD is 88% of budget and grants received YTD is 40% of budget  
 Investment account had a negative impact on the revenue for the month  
 YTD net income came in lower than the projected budget

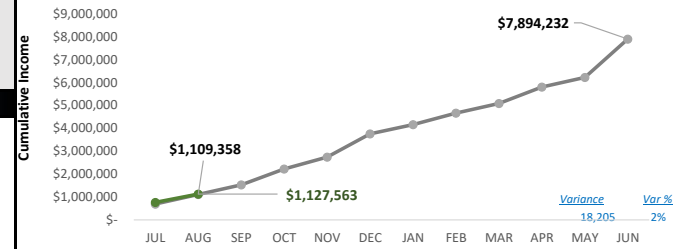
## Pending Major Disbursements

Operations	\$	1,362,412	47%
Short Term	\$	223,723	8%
Long Term	\$	1,287,315	45%
<b>Total</b>	<b>\$</b>	<b>2,873,449</b>	

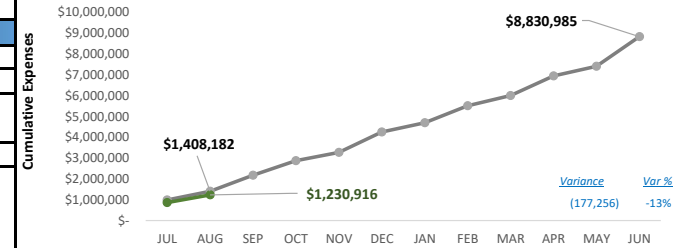
Item	Sep-23	Oct-23	Nov-23
<b>Total</b>	-	-	-

→ Operations Target is 3-months of operating expenses [ \$1,317,030 ] or 15%, whichever is greater.

## PPHFH YTD Income Performance



## PPHFH YTD Expense Performance



## Strategic Partnerships

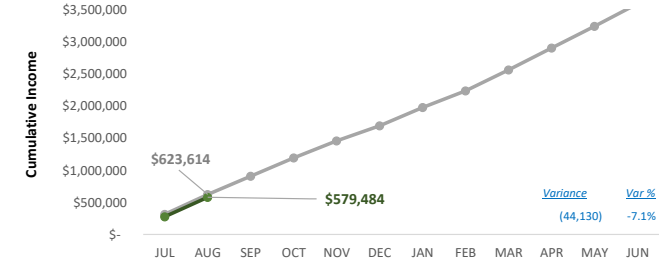
Current Donation Performance				
FY 2023	Actual	Budget	Variance	Var %
Indiv	\$ 18,109	\$ 15,000	\$ 3,109	21%
Bequest	\$ -	\$ -	\$ -	-
Corps	\$ 1,014	\$ 7,500	\$ (6,486)	-86%
Grants	\$ 22,000	\$ 50,250	\$ (28,250)	-56%
Other	\$ -	\$ 572	\$ (572)	-100%
<b>Total</b>	<b>\$ 41,123</b>	<b>\$ 73,322</b>	<b>\$ (32,199)</b>	<b>-44%</b>
<b>FY 2022</b>	<b>\$ 16,068</b>	<b>\$ 88,492</b>	<b>\$ (72,424)</b>	<b>-82%</b>
<b>FY 2021</b>	<b>\$ 121,651</b>	<b>\$ 19,350</b>	<b>\$ 102,301</b>	<b>529%</b>

YTD Donation Performance				
Actual	Budget	Variance	Var %	
\$ 32,881	\$ 23,500	\$ 9,381	40%	
\$ -	\$ -	\$ -	100%	
\$ 3,087	\$ 15,000	\$ (11,913)	-79%	
\$ 22,000	\$ 54,750	\$ (32,750)	-60%	
\$ -	\$ 3,644	\$ (3,644)	-100%	
<b>\$ 57,967</b>	<b>\$ 96,894</b>	<b>\$ (38,927)</b>	<b>-40%</b>	
<b>\$ 33,352</b>	<b>\$ 106,374</b>	<b>\$ (73,022)</b>	<b>-69%</b>	
<b>\$ 161,275</b>	<b>\$ 48,357</b>	<b>\$ 112,918</b>	<b>234%</b>	

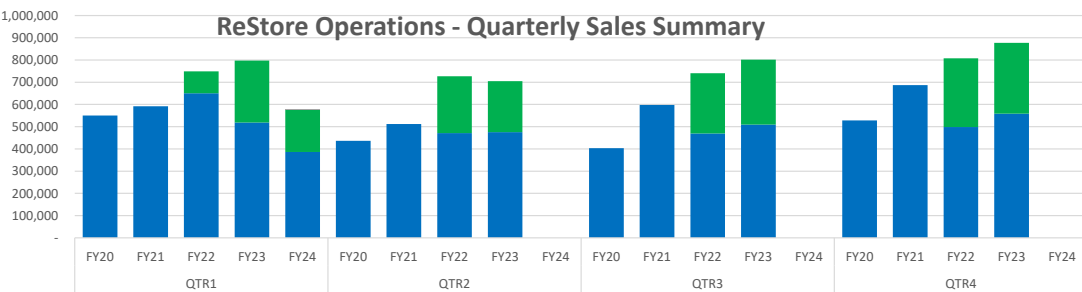
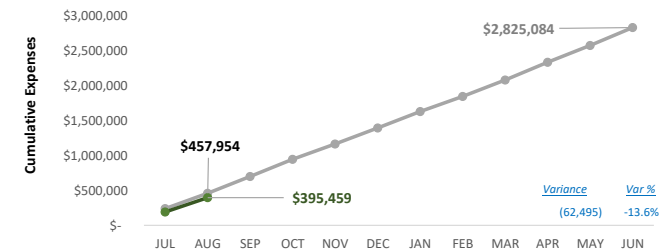
## ReStore Operations - Income & Expense Performance



## ReStore Ops YTD Income Performance



## ReStore Ops YTD Expense Performance

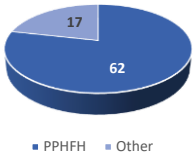


## Homeowner Services

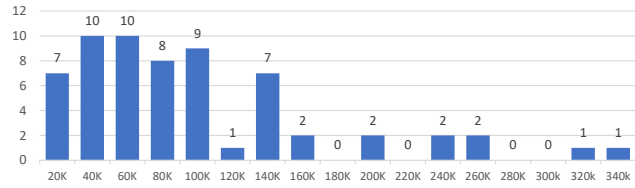
Total Active Mortgages: 79

Total Portfolio Value: \$5,586,891

Loans Serviced



62 Active PPHFH Mortgages



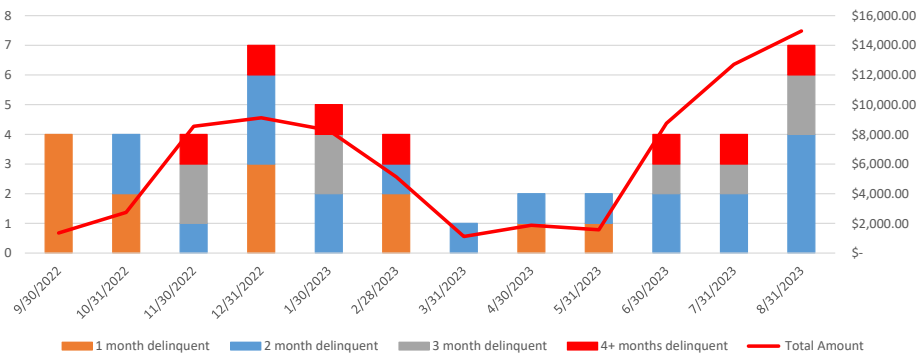
## Delinquency Report

Current Status ▲

- ▲ Healthy
- ▲ Needs Attention
- ▲ Major Problem

MONTHS DELINQUENT	# Loans	\$Amt	% portfolio at risk
Less than 1 month behind	0	\$ -	0.00%
Last month	0	\$0.00	0.00%
1 month behind	0	\$ -	0.00%
2 months behind	4	\$ 6,212.49	5.00%
3 months behind	2	\$ 6,267.32	2.50%
4+ months behind	1	\$ 2,482.97	1.25%
<b>Total</b>	<b>7</b>	<b>\$ 14,962.78</b>	<b>8.75%</b>
Last month	4	\$ 12,712.75	8.75%
August 2022	1	\$ 1,024.17	1.23%

Number & Dollar Amount of Delinquencies

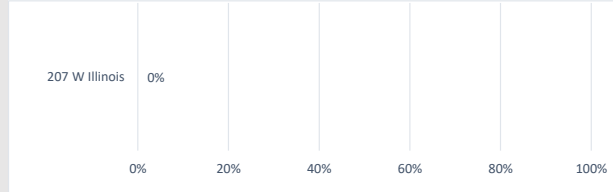


## Construction

### Active Building Progress

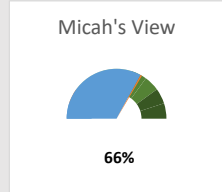
Micah's View

Fountain, CO



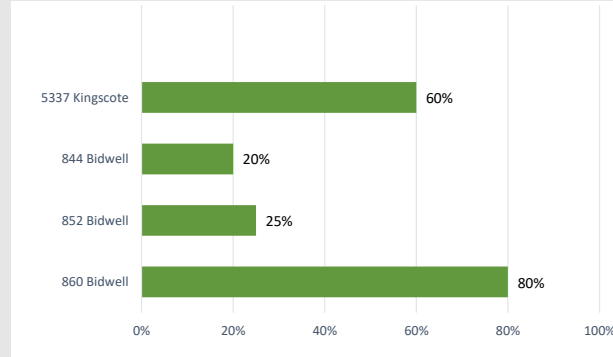
### % Site Completion

3 Home Site

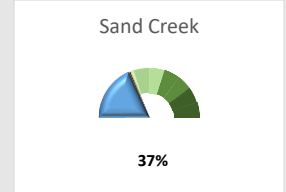


The Ridge at Sand Creek

Colorado Springs, CO



30 Home Site

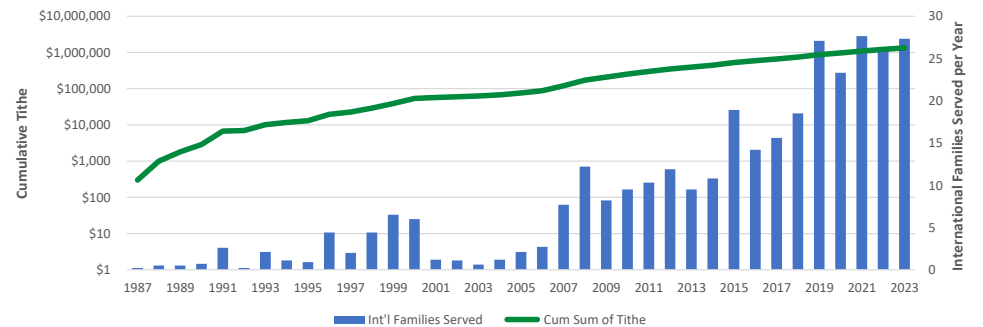


### Repair Program

Repair Category	Budgeted Applicants	In Process	Complete
Critical/Home Repairs	44	1	9
Capable	25	5	2

### Affiliate Tithe Impact

Tithe History and Impact



# **Staff and Committee Reports**

## CEO, Staff, & Committee Reports October 2, 2023

### CEO'S REPORT

- Amidst obstacles with two County Commissioners, continuing to pursue completion of final "Agreement regarding affordable housing development on WSD3 parcel" reached with Housing for Education Collaborative D3. Meeting with County Commissioners scheduled for October 2<sup>nd</sup> and thus will update the board at October 2<sup>nd</sup> Board Meeting.
- Preparation of annual HFHI Quality Assurance Report and ensuring 100% compliance across all required areas.
- Meetings with multiple prospective committee members.
- Co-chair of four "Mayor's Solution Team" meetings specifically related to affordable housing.
- Panel participant at Affordable Housing Townhall.
- Attendee of UCCS Economic Forum and affordable housing breakout session.
- Attendee of Mayor's State of the City address.
- Finalization of Kum & Go-sponsored build -- \$100,000K (build to start in early 2024).
- Participated in "Mayor's Listening Tour" to get a sense of neighborhood concerns around affordable housing.
- Coordinated and attended Board Retreat, all staff half-day professional development, and directors' planning retreat.
- Continue "Team Up" participation and content creation, including filmed interview.
- Filmed annual "State of the Affiliate" to be released at the end of September.
- Met with Karen Kallenberg, ED of Habitat for Humanity of Colorado to discuss Advocacy Committee. She awarded our efforts with a \$2000 grant for our work on creating this committee and stated that she would like to use our business plan and committee description for other Colorado affiliates.
- Participated in CHFA Meet & Greet luncheon.
- Attended Silver Key groundbreaking to include meeting with various affordable housing partners.
- Presentation to Colorado Springs Executives Association (CSEA).
- "Community Development Advisory Committee" meeting.

### STRATEGIC PARTNERSHIPS REPORT

#### Communications:

- Concentrated and sustained effort to launch FY '23 Year in Review across multiple platforms: brochure, website, press releases, posterboards, etc. This work included researching data, design, layout, conducting and writing interviews, content creation, etc.
- Interviewing and writing family profiles for new cohort of future homeowners.
- Creation and publication of 12-page "The Dog Days of Summer" print newsletter to include all interviews, writing, layout, design, etc.
- Creation and publication of eNewsletter.
- Creation and publication of weekly staff-oriented newsletter.
- Website management.
- Creation and distribution of social media pushes and blogs.

### **Donor Relations:**

- Organized and attended Tequila and Tapas fundraising event to include electronic, print, and social media content creation, managing attendee registration, etc. Total amount raised will be provided as soon as it is available.
- Team lead and organizer for annual Donor Appreciation Event to be held on Wednesday, September 27, 2023. This includes organizing all facilities, print and electronic media, donor interface and RSVP management, etc. 117 donors expected to attend.
- Monthly database management and reconciliation of donations.
- Manage all donor thank you letters and other appropriate recognition.
- Assist FIAPM with Team Up filming project.
- Photography of 7 of the 10 new future homeowners for family profiles. Photography for Year in Review publications and newsletters.
- \$4,066.05 brought in from the Fall Appeal so far (will track this until we mail out the end of year appeal in November)
- Making progress on the Gingerbread Home Build. Can expect it to be up and ready for registration soon.

### **Faith:**

#### **August**

- IBU and Apostles Build Subcommittee meetings held.
- Over 20 interviews conducted for Team Up Video Interfaith Project over two-day span including future IBU homeowner, BOD members, IBU committee members and local faith leaders.
- Three days of B roll filming selected for Team Up video Interfaith Project (Sep 10, Sep 23, Oct 14).

#### **September**

- FIAPM attends 25th anniversary Global Village trip in Paraguay for future training to lead a Pikes Peak Habitat affiliate GV trip in 2024 (HFHI pending timeline) Sep 9-17<sup>th</sup>.
- FIAPM Chloe selected for Interfaith America's Innovation Fellowship program with coinciding grant funding.
- IBU and Apostles Build Subcommittee meetings held.
- HFHI decides that Pikes Peak Habitat's Team Up Interfaith Video Series and coinciding supplemental materials will be featured in program for 2024 Habitat for Humanity Worldwide Affiliate conference in Atlanta, GA.

### **Grants:**

- Grant funding awarded:
  - Groundworks, \$2,500 Adopt-A-Day (Sarah Buchen may have this in her report)
  - U.S. Bank, \$15,000 Homeownership Program
  - CHFA, \$20,000 Home repairs
  - Bank of America, \$10,000 Homeownership Program
- Owens Corning's Roof Deployment partnered with Old World Roofing to provide materials and labor for the roof of a veteran in the repair program.

### **Volunteerism:**

#### August 2023 Construction/Repair Totals

Total Unique Volunteers: 289

Total Hours: 2,569.07

Total Groups: 19 total groups



#### August 2023 ReStore Totals Combined

Total Unique Volunteers: 169

Total Hours: 1,792.46

Total Groups: 6 total group shifts

#### August 2023 Overall Volunteer Totals

**Total Unique Volunteers: 452**

**Total Hours: 4,361.53**

#### September 1 - 23 2023, Construction/Repair Totals

Total Unique Volunteers: 229

Total Hours: 1,978.07

Total Groups: 15 total groups

#### September 1 - 23 2023 , 2023 ReStore Totals Combined

Total Unique Volunteers: 148

Total Hours: 1,170.49

Total Groups: 12 total group shifts

#### September 1 - 23 2023 Overall Volunteer Totals

**Total Unique Volunteers: 377**

**Total Hours: 3,148.56**

## **PROGRAMS REPORT**

### **Construction**

- We have 4 homes under construction currently.
- Updating our 2,3,5-bedroom plans for new IECC codes.

### **Homeowner Services**

- 10 newly accepted homeowners have completed their initial interviews, and all have been on site to start their hours.
- Amber has started a book club for our homeowners and is really engaging with them to increase their understanding of our program.

### **Repairs**

- The CAPABLE program is very successful so far. We initially budgeted for 24 projects this FY and we will surpass that easily.
- A recent repair project homeowner stated in an interview “you guys have given me a reason to live when I didn’t think I could go on”. What a testimony for what we get to do.

### **ReStores**

- South store hit its budget and looks to do so again this month.
- RSNE has been open for over 2 years as of September 18<sup>th</sup>.

# Appendix

# **FUNDRAISING: The Board's Role**



# agenda

**Understanding the Fundraising Environment**

**Overview of Board's Role and Responsibilities**

**Fundraising Culture**

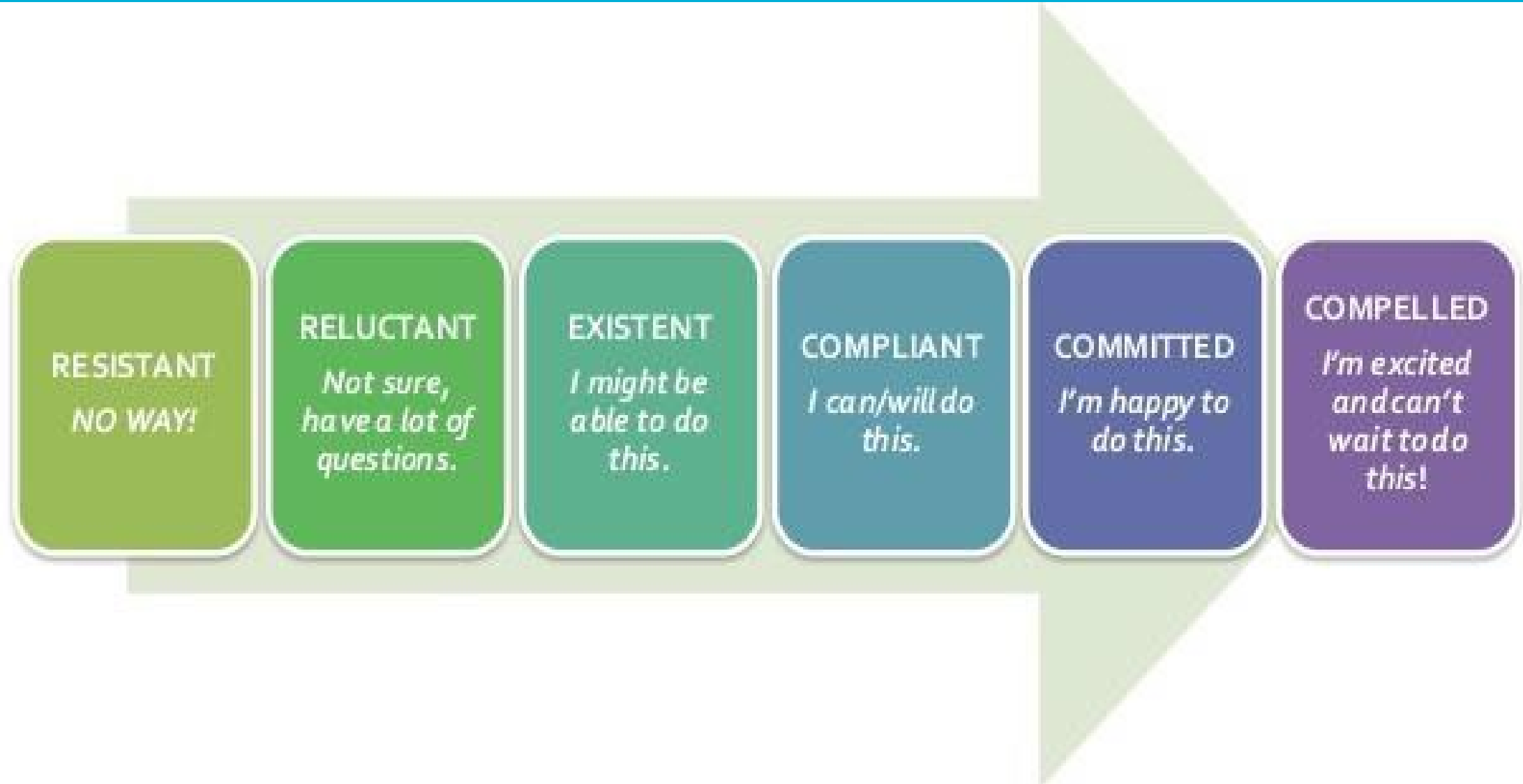
**Fundraising Fundamentals**

**Board's Role**

**Putting it all together**



# introductions



# the magic wand



© 2/27/03 COMPASS POINT

WWW.PLANET501C3.ORG

where is the money?

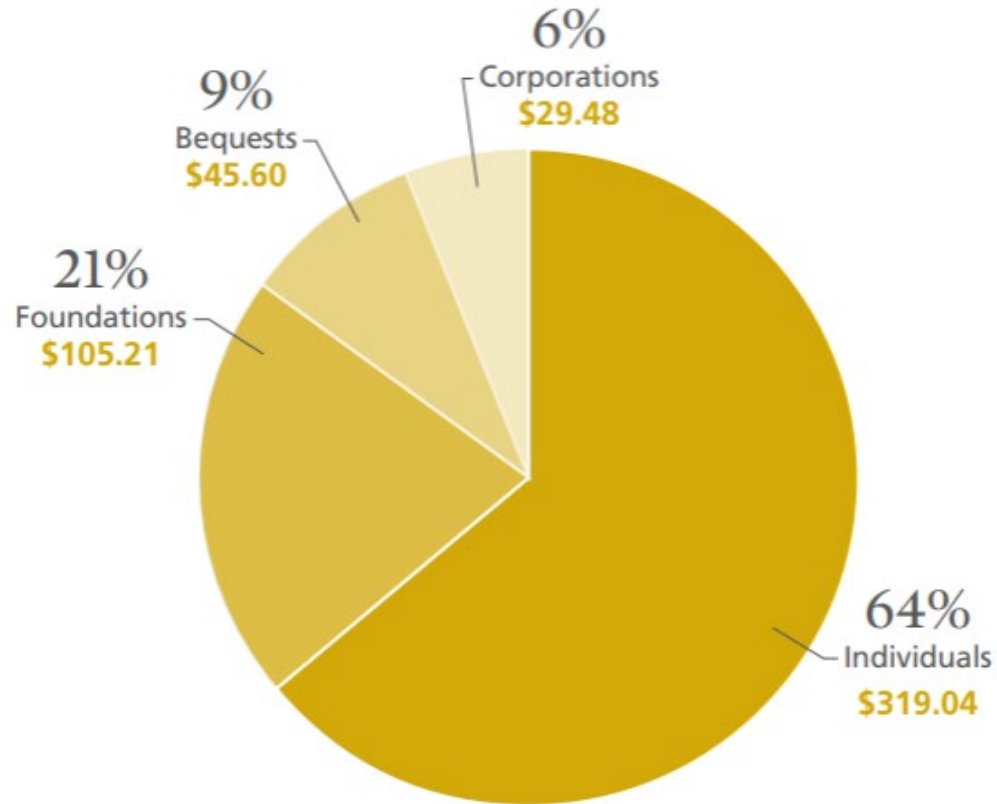
# Fundraising Quiz



# understanding the environment

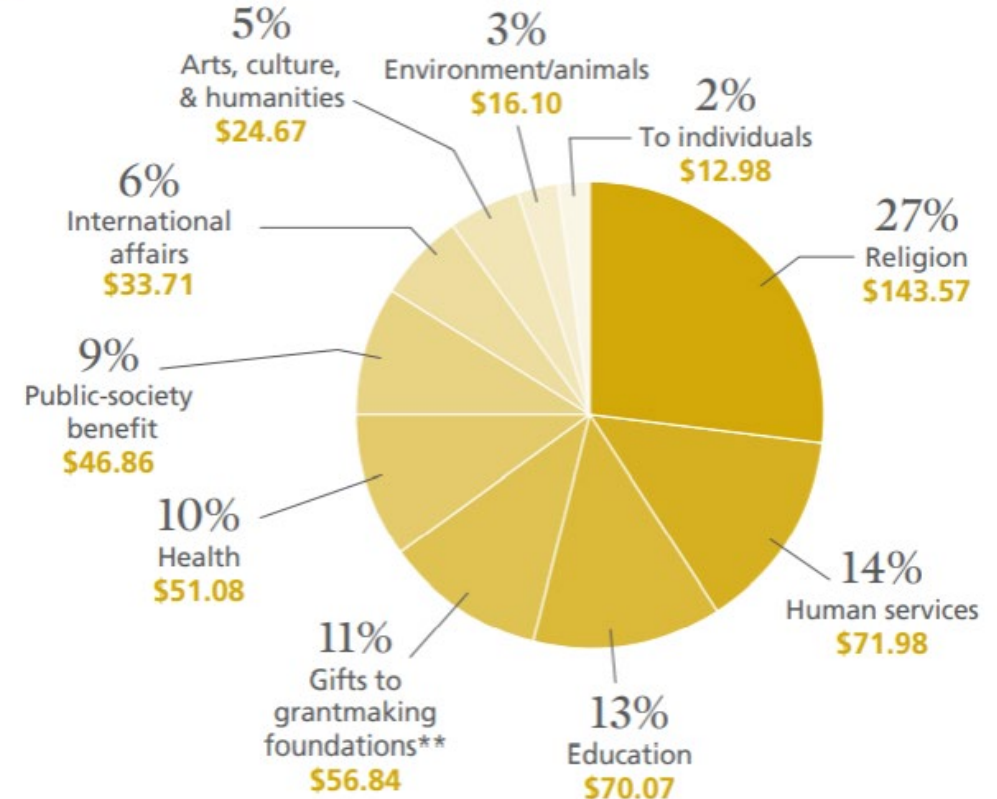
## 2022 contributions: \$499.33 billion by source of contributions

(in billions for dollars – all figures are rounded)



## 2022 contributions: \$499.33 billion by type of recipient organization\*

(in billions for dollars – all figures are rounded)



\* Total includes unallocated giving, which totaled -\$28.54 billion in 2022.

\*\* Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



# a word about events- are they worth it?

1. **Net proceeds** from the event **generate at least 50%** more than the cost of staff time and event expenses. AND
2. **A deeply engaged, committed and truly working committee of volunteers plans, markets and solicits donations for the event.** AND
3. Some portion of the facility, catering, prizes, auction items, signage, audio-visual needs, beverages, decorations **are donated or discounted.** AND
4. **Attendance and revenue increases by 10% or more annually.** AND
5. The **event creates media coverage increasing awareness** of the mission of the organization.

# facts about giving

**1 in 1,250 : Number of fundraising emails from an organization that result in a donation.**



**1 in 4: Number of fundraising emails from an individual that result in a donation.**

**Americans who volunteered gave 11 times as much money to charity in a year as those who did not volunteer.**

**Results show that donors give more when asked by a Board member.**

“A Growth Organization requires a strong board and strong executive leadership. **A Growth Agency needs a board that leads the way in developing financial resources.** A Growth Agency needs a board that oversees the financial performance of an organization and supports the executive staff’s efforts to manage for performance and accountability and build capacity.”

# board's roles and responsibilities



Set Organizational Direction

25%



Provide Oversight

25%



Ensure Necessary Resources

50%

# what is your habitat's board culture?

Culture of Building or Culture of Philanthropy?

Working Board or Governing Board?

\*Hint: There is no wrong answer just a different point in the board development cycle



**“Fundraising is the gentle art of teaching the joy of giving.”**

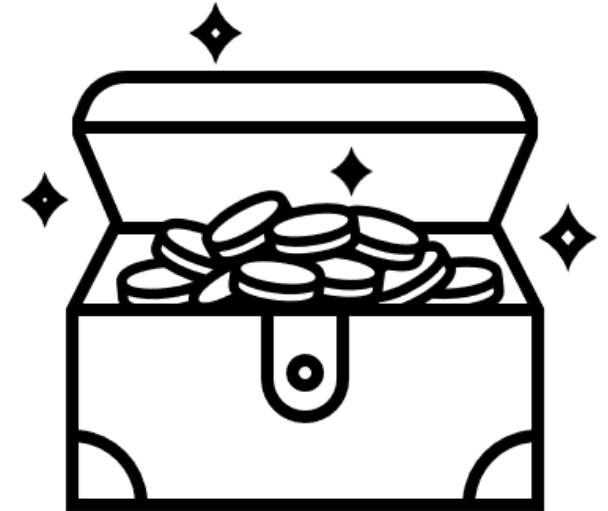
- Henry Rosso, Founder, the Center of Philanthropy

**Fundraising is asking people to invest in your mission by making a financial contribution.**

- BoardSource

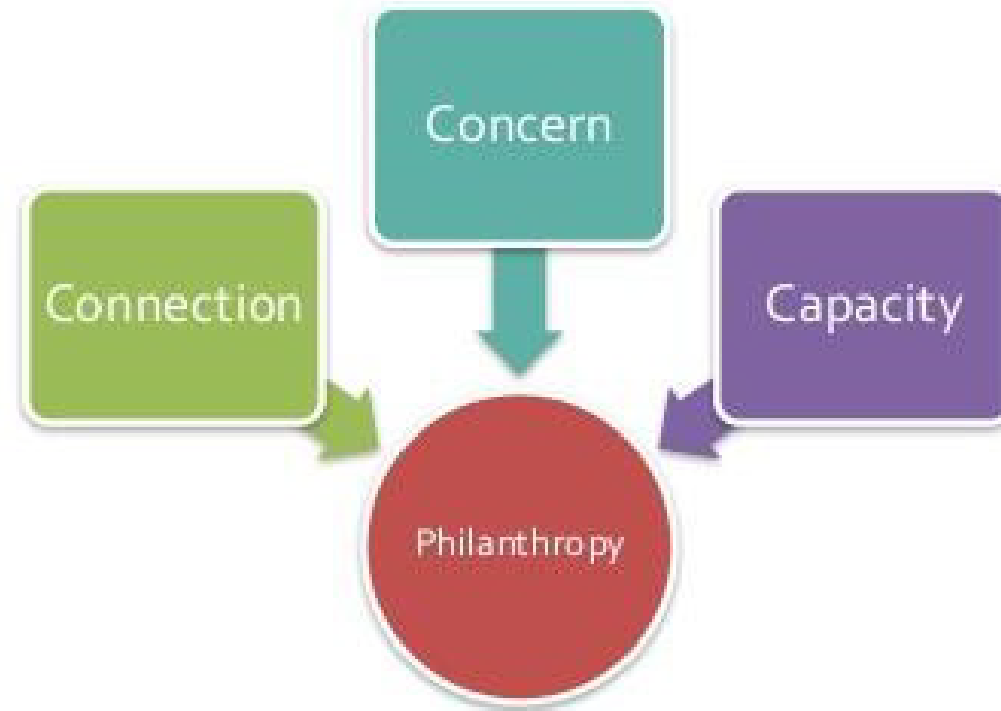
# 7 fundraising fundamentals

1. Organizations are not entitled to support; they must earn it.
2. Successful fundraising is not magic.
3. Fundraising is not raising money; it is raising friends.
4. You do not raise money by begging for it.
5. People will not give money if they aren't asked.
6. You don't decide today to raise money, and ask for it tomorrow.
7. Treat prospects & donors as you would customers in a business.



# why donors give

- Belief in mission
- Relationship to cause/individuals
- Passion for programs
- Values align
- Personal story
- Impact
- Recognition
- Guilt
- Obligation



**What's the #1 reason people give?**

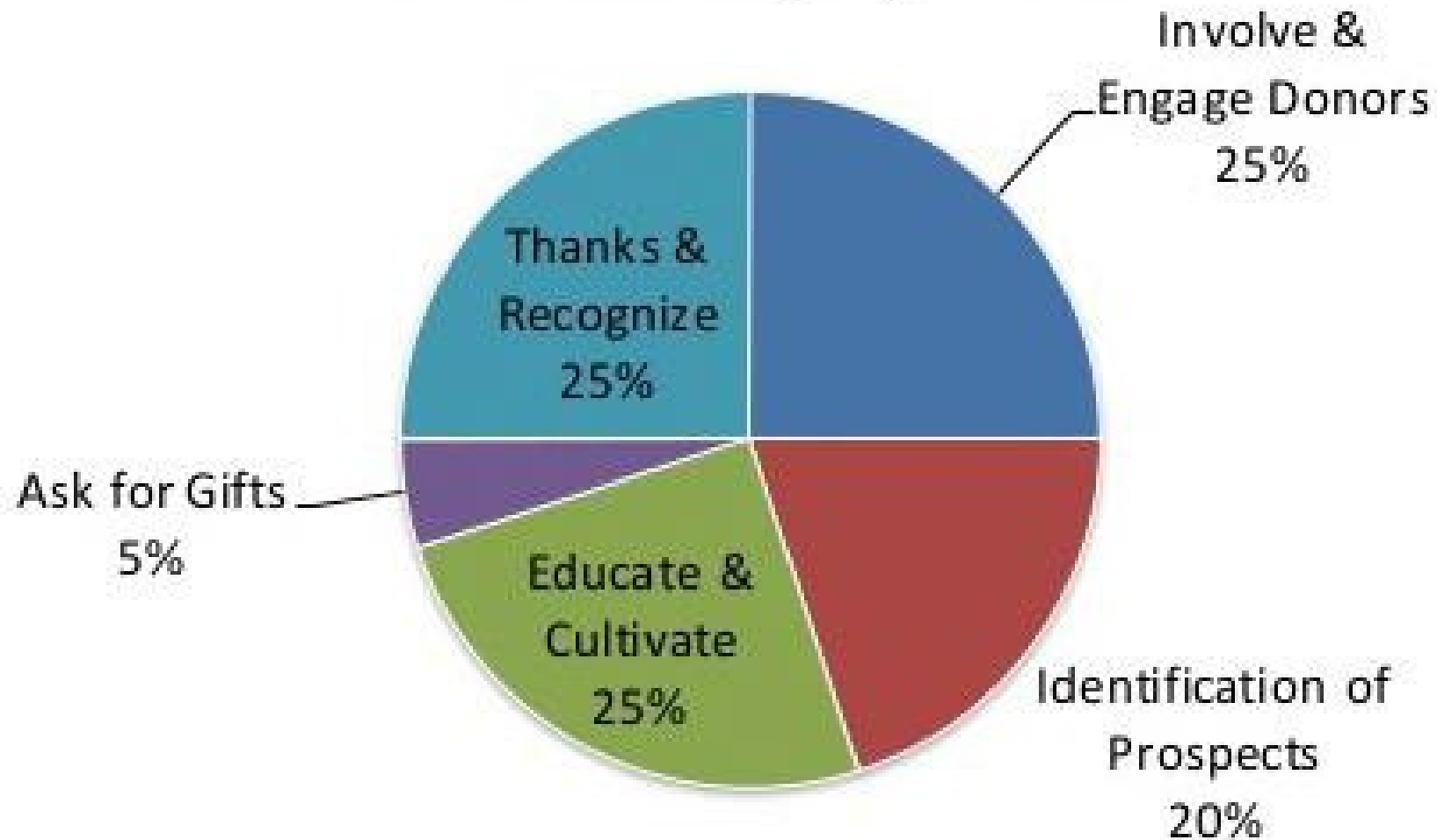


# fundraising process



# fundraising process

## Fundraising by Time



# board's role in fundraising

Connector

- Meeting & engaging with people

Storyteller

- Illustrating the work in a compelling way

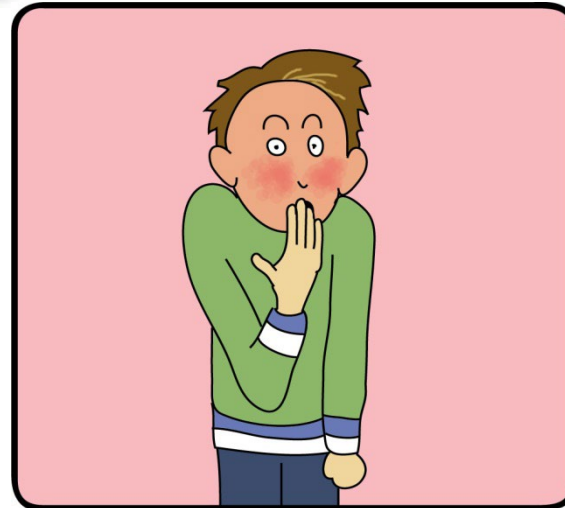
Visionary

- Making the case for the future

Closer

- Asking for specific support or involvement

# what board members are saying...



# Begging or Embarrassing



**Time and Money**

**I Don't Know Any Rich People**



what if I get a no...

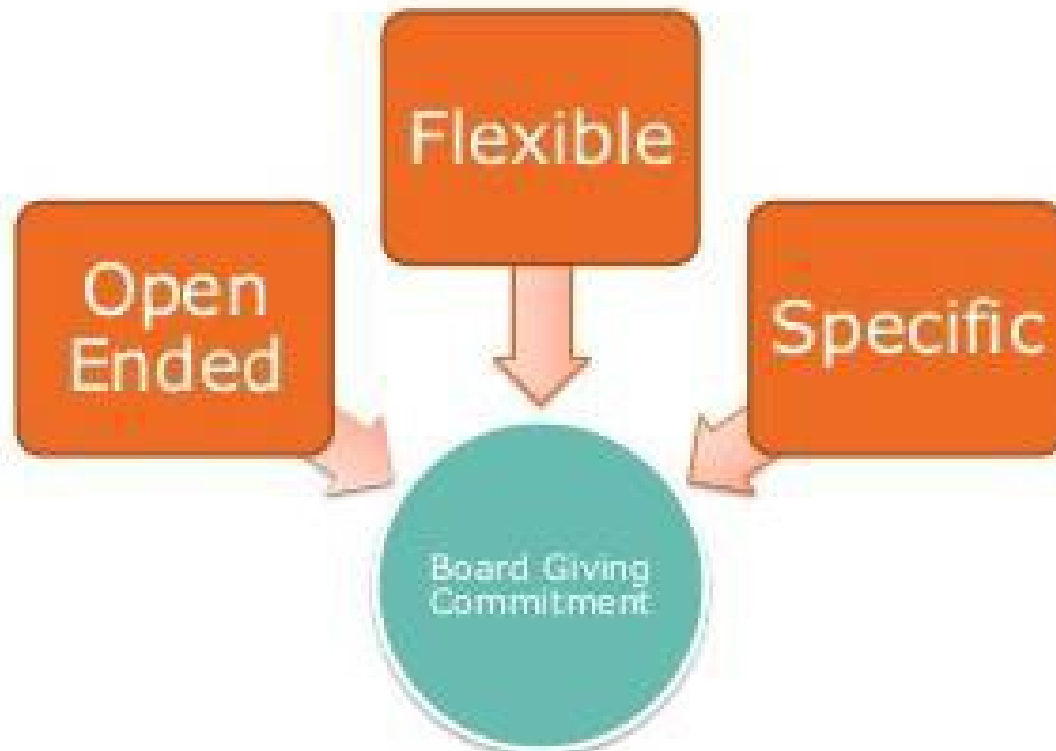




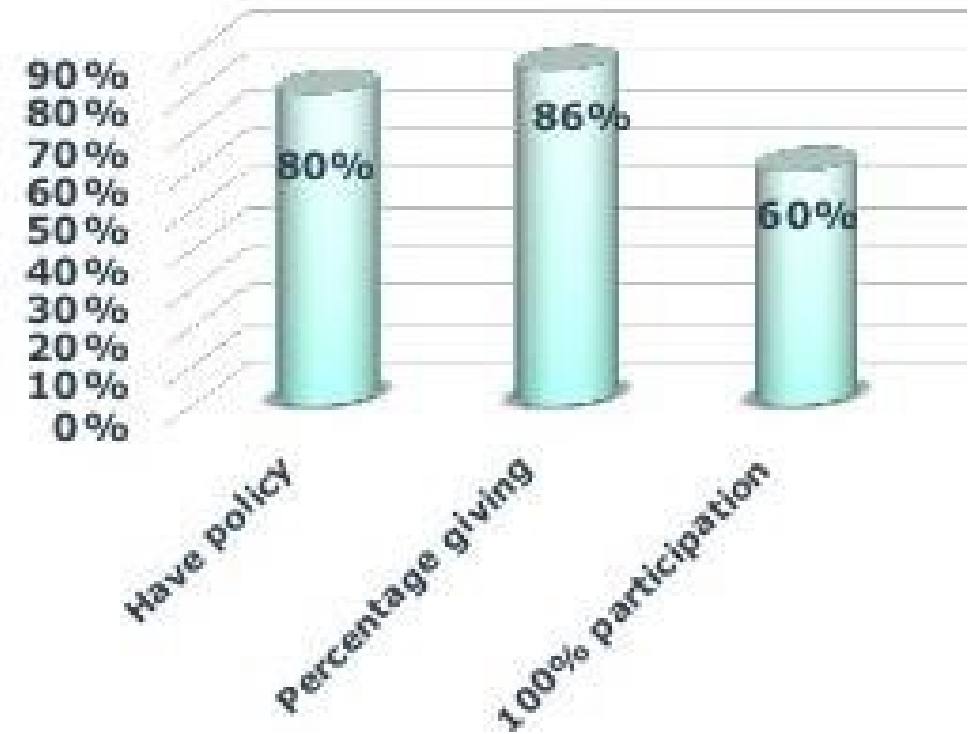
# first fruits giving by board

## 100% Board Giving

*It's Important*

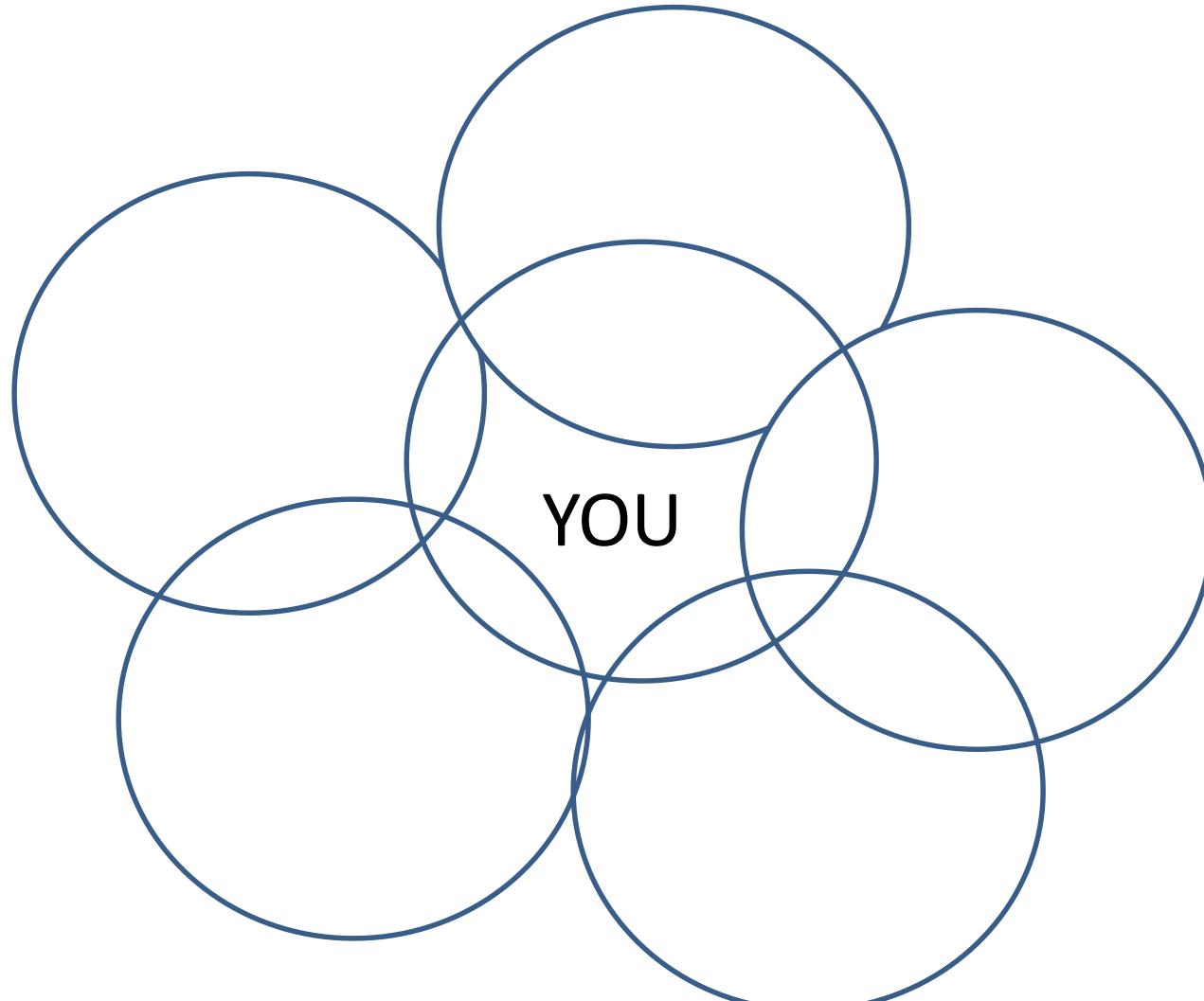


**Board Participation in Giving**





# circles of influence: who needs to hear about HFH?



# tell your story

## Make the Case for Your Affiliate

What is the problem or need?

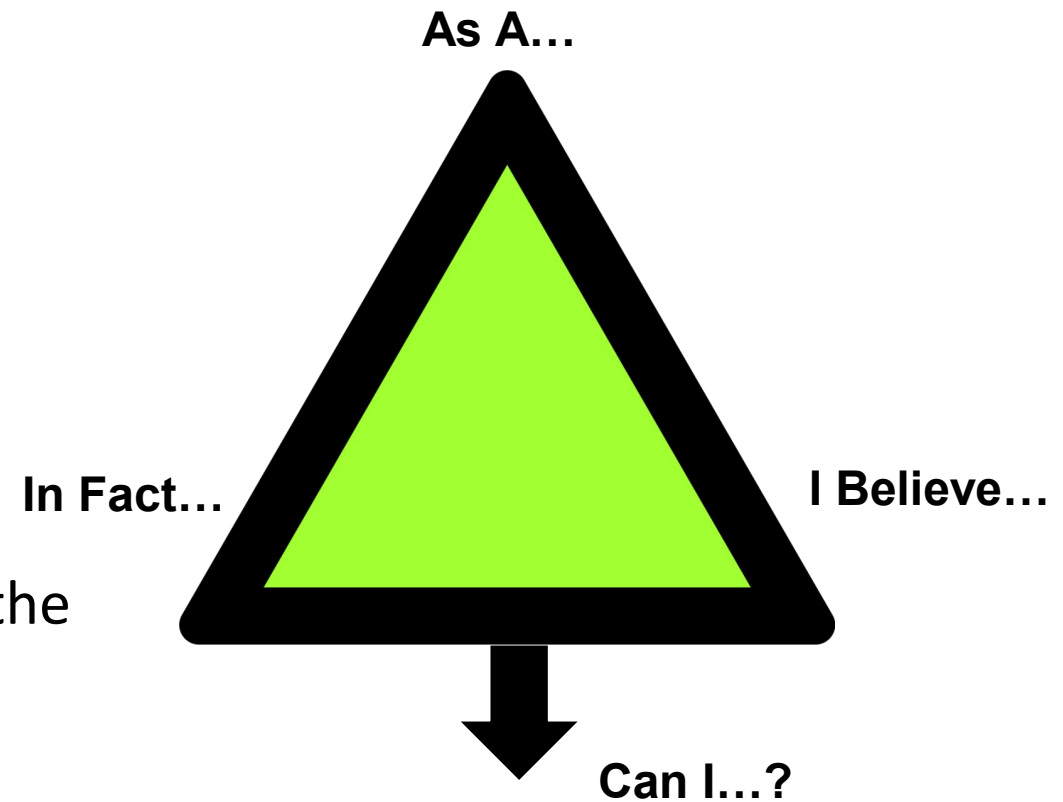
Why is it important? Why is it important now?

What are the trends that impact the problem?

Why is your organization best positioned to address the problem?

What do you need to address the problem?

What role and impact can the donor have?



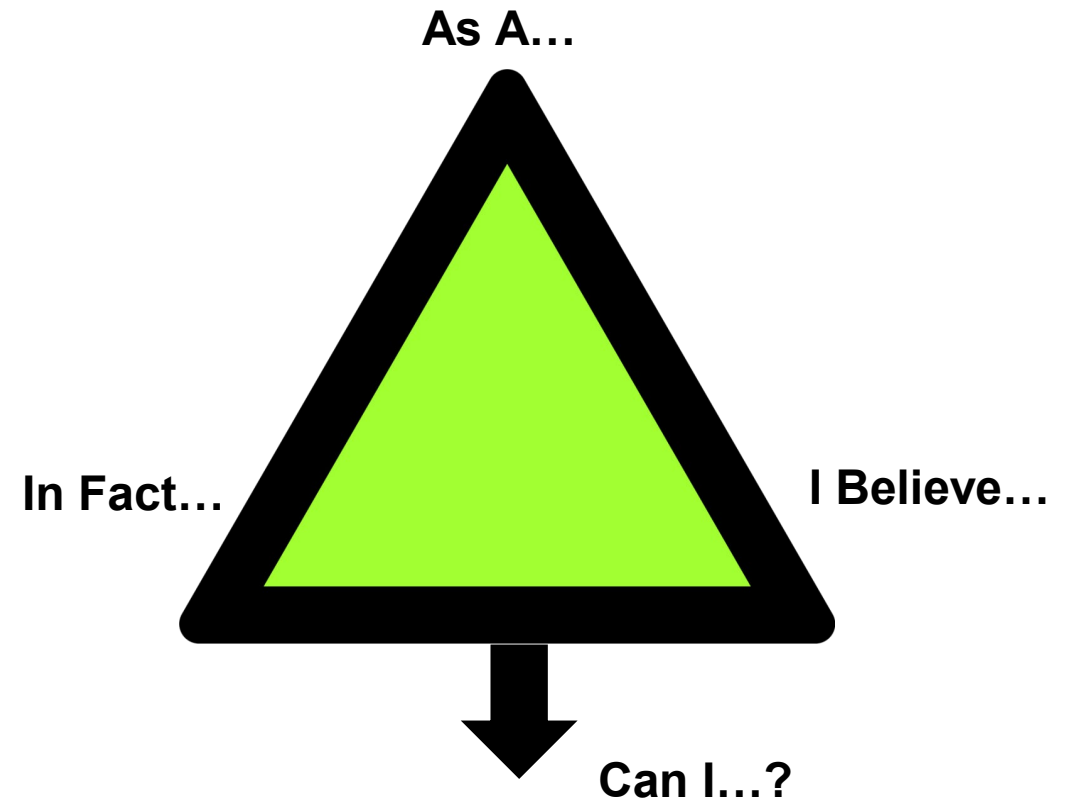
# tell your story

## Why Are You Involved?

How does Habitat resonate with you?

Why is housing so important to you?

What story gets to you?



# blueprint for board fundraising



## Blueprint for Board Fundraising

"Philanthropy is not about money. It's about using whatever resources you have at your fingertips and applying them to improve the world." -Melinda Gates

"Poverty housing is a solvable problem, we have all the resources in the world and all the know-how, all that is lacking is the will to do it." -Millard Fuller

### Personal Goal \$25,000

First Fruits Giving: My Personal Pledge to the Board Campaign \$ \_\_\_\_\_

Individual Donor Prospects: My Top Ten Contacts

Name of Prospect	Linkage	Ability	Interest

Special Events: Day at the Dome and Lone Star Summit

Name of Prospect	Sponsor	Vendor	Presenter

Social Media Fundraising: I will promote and fundraise for Habitat on my social media channels

Platforms	Facebook	LinkedIn	Instagram	Twitter	YouTube
Check each used					
My User Name					

I am familiar with Peer-to-Peer Fundraising and am willing to do it: YES \_\_\_\_ NO \_\_\_\_

Personal Appeals: I will host an event in my home, or in the age of COVID, host a virtual event to raise awareness and funds. YES \_\_\_\_ NO \_\_\_\_

Best time of year: Winter \_\_\_\_ Spring \_\_\_\_ Summer \_\_\_\_ Fall \_\_\_\_ (Thanksgiving/Christmas)

I have a friend/colleague who I will ask to host a house party: YES \_\_\_\_ NO \_\_\_\_ The name of my friend is: \_\_\_\_\_

Thank-You Calls to Donors & Supporters This part of the fundraising plan involves calling donors just to say "thanks." It's not a pitch for money, but just an opportunity to thank the donors for their support, answer any questions they may have, and learn more about the donor. You will be given information and assistance to make these thank you calls. I will make thank-you calls to donors and supporters:

YES \_\_\_\_ NO \_\_\_\_

I will write personal thank you notes to donors: YES \_\_\_\_ NO \_\_\_\_

Other Fundraising Contacts and Ideas: List any other ways you can contribute.

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I have expertise or interest in the following areas:

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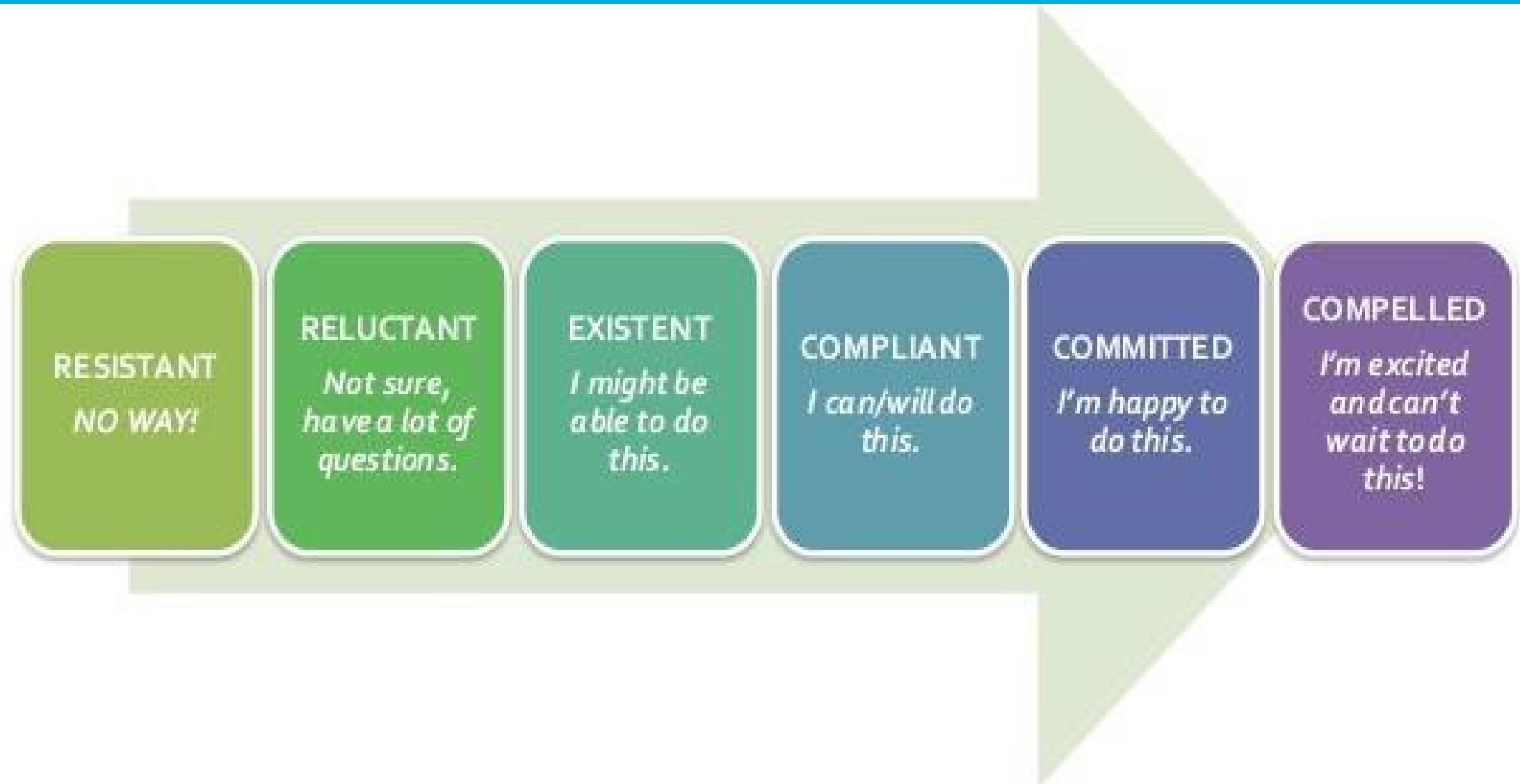
My employer will match my gift up to \$ \_\_\_\_\_

Board Member Signature \_\_\_\_\_ Date \_\_\_\_\_



“What if we don’t change at all ...  
and something magical just happens?”

# temp check





**“I tried  
asking,  
I tried not  
asking...  
I get more  
when I ask.”**

**thank you**

**Karen Kallenberg  
Executive Director  
Habitat for Humanity of Colorado  
303.454.8965 ext. 4  
karen@habitatcolorado.org**





# Blueprint for Board Fundraising

“Philanthropy is not about money. It’s about using whatever resources you have at your fingertips and applying them to improve the world.”-Melinda Gates

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**Personal Goal \$** \_\_\_\_\_

**First Fruits Giving: My Personal Pledge to the Board Campaign \$** \_\_\_\_\_

**My employer will match my gift: YES** \_\_\_\_ **NO** \_\_\_\_

**My Inner Fundraiser is:** \_\_\_\_\_

**Individual Donor Prospects: My Top Ten Contacts**

Name of Prospect	Linkage	Ability	Interest

**I will represent HFH at a Special Event/ Meeting: YES** \_\_\_\_ **NO** \_\_\_\_

**I will serve on a committee for a special event: YES** \_\_\_\_ **NO** \_\_\_\_

**Social Media Fundraising: I will promote and fundraise for Habitat on my social media channels**

Platforms	Facebook	LinkedIn	Instagram	Twitter	YouTube
Check each used					
Check where you will promote					

**I am familiar with Peer-to-Peer Fundraising and am willing to do it: YES** \_\_\_\_ **NO** \_\_\_\_

**Personal Appeals:** I will host an event in my home, or in the age of COVID, host a virtual event to raise awareness and funds. YES \_\_\_\_ NO \_\_\_\_

**Best time of year: Winter** \_\_\_\_ **Spring** \_\_\_\_ **Summer** \_\_\_\_ **Fall** \_\_\_\_ (Thanksgiving/Christmas)

**I have a friend/colleague who I will ask to host a house party:** YES \_\_\_\_\_ NO \_\_\_\_\_

The name of my friend is:

\_\_\_\_\_

**Thank-You Calls to Donors & Supporters:** This part of the fundraising plan involves calling donors just to say “thanks.” It’s not a pitch for money, but just an opportunity to thank the donors for their support, answer any questions they may have, and learn more about the donor. You will be given information and assistance to make these thank you calls. I will make thank-you calls to donors and supporters:

YES \_\_\_\_\_ NO \_\_\_\_\_

**I will write personal thank you notes to donors and mail:** YES \_\_\_\_\_ NO \_\_\_\_\_

Other Fundraising Contacts and Ideas: List any other ways you can contribute.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I have expertise or interest in the following areas:

\_\_\_\_\_  
\_\_\_\_\_

Board Member Signature \_\_\_\_\_ Date \_\_\_\_\_



# Board Fundraising Culture Assessment

#boardsource

The questions listed below cover 12 key elements of a fundraising culture and can help your board identify the rules, agreements, and traditions that govern its fundraising approach.

1. Are perspective board members made aware of their fundraising responsibilities before they are elected to the board?  
 Yes     No     Sort of/Maybe     Not Certain
  
2. Are fundraising responsibilities and personal giving included in the board member expectation agreement?  
 Yes     No     Sort of/Maybe     Not Certain
  
3. Do all or almost all board members make a yearly personal "stretch" gift to the organization's annual fund?  
 Yes     No     Sort of/Maybe     Not Certain
  
4. Does the board chair personally solicit board members annual to ensure appropriate board giving?  
 Yes     No     Sort of/Maybe     Not Certain
  
5. Do the executive director and board members take time to personally cultivate and steward appropriate higher-level prospects and donors?  
 Yes     No     Sort of/Maybe     Not Certain
  
6. Is the organization's mission statement clear, concise, and compelling? Can all board members recite it?  
 Yes     No     Sort of/Maybe     Not Certain
  
7. Beyond just reciting the organization's mission statement, can at least 80 percent of board members convincingly articulate the case for support of the organization?  
 Yes     No     Sort of/Maybe     Not Certain
  
8. Does staff identify appropriate cultivation and stewardship opportunities for board member participation?  
 Yes     No     Sort of/Maybe     Not Certain
  
9. Does the ED and board chair plan annually for board training opportunities in fundraising?  
 Yes     No     Sort of/Maybe     Not Certain

10. Are board members publicly acknowledged and recognized for fulfilling their fundraising responsibilities?

\_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Sort of/Maybe      \_\_\_\_\_ Not Certain

11. Is there a total board-giving goal in the budget?

\_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Sort of/Maybe      \_\_\_\_\_ Not Certain

12. Does the board celebrate fundraising success?

\_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Sort of/Maybe      \_\_\_\_\_ Not Certain

## 2023 Board Build Opportunities

**Friday, June 16** - both morning and afternoon shifts available

**Saturday, October 14** - both morning and afternoon shifts available

*Register using this link or by scanning the QR code:*

[https://www.cervistech.com/acts/console.php?console\\_id=0364&console\\_type=event\\_list&event\\_id=26&ht=1&res\\_code=BoardVolunteer](https://www.cervistech.com/acts/console.php?console_id=0364&console_type=event_list&event_id=26&ht=1&res_code=BoardVolunteer)



Please note that the online registration system populates three months out you will only see the June 16<sup>th</sup> date at this time.



# **Calendar of Events**

## COMING EVENTS:

**LEGEND:**  
Required  
Requested  
Suggested  
Informational

### OCTOBER, 2023

- **Monday, October 2, 5:45 p.m.:** PPHFH Board Meeting
- **Saturday, October 14:** Board Build Opportunity, The Ridge at Sand Creek (morning and afternoon shifts available (see appendix for registration))
- **Sunday, October 8, 10 a.m. – 3 p.m.:** Mike Maroone Charity Car Show Fundraiser  
Mike Maroone Honda is once again hosting a car show to benefit Pikes Peak Habitat for Humanity, with proceeds supporting Trinady and Damian, our 5th Veterans Build future homeowners! This year's event will take place at Mike Maroone Honda, 1103 Academy Park Loop  
(<https://www.mikemaroonehonda.com/charity-car-show.htm>)

### NOVEMBER, 2023

- **Saturday, November 4, 9:30 a.m.:** Ground Blessing, The Ridge at Sand Creek
- **Saturday, November 4, 10:30 a.m.:** Hammond/Trowbridge Build Home Dedication (Kayla), The Ridge at Sand Creek

### DECEMBER, 2023

- **Monday, December 4, 5:45 p.m.:** PPHFH Board Meeting
- **Saturday, December 9, 10:30 a.m.:** Apostles Build Home Dedication (Mariela & Ricardo), The Ridge at Sand Creek
- **December (\_\_\_) exact date and time TBD:** Faith Youth Groups Gingerbread Build at ReStore, more information to come