

Development Committee – April 11, 2017 Meeting Minutes

Attending: Jeff Ridgway, Jackie Kangley, Jamie Childs, Gary Rogers, Sara Qua, Kitty Stalsburg, Deborah Welles, Barbara Ballard, Laurie Laterza, Greg Varga

Unable to attend: Scott Douglas, Robin Schonberger, Mark Fader, Cheryl Heffernan

Review of Third Quarter Development Report

Third Quarter Development Report has been prepared for the Board. The Annual Appeal is one area of concern with approximately \$70,000 still to be raised to meet budget goal. Steps that will be taken in final three months include:

- Mailing of third appeal on April 21 – this mailing will be split into two groups. Group one will be sent to individuals that have made an appeal gift in current fiscal year. These letters will have personal notes acknowledging their support. Notewriting will take place at High Hopes and Development Committee members will be asked to assist with this task. The second Group will be donors from last three years (including benefit and unsolicited donors) along with names submitted for cultivation.
- Following the template used during the Newman's Own Matching Gift Challenge we will begin to use social media to inform the High Hopes community of the current funding challenge that needs to be met by June 30th. Email blasts and Facebook postings will go out on a weekly basis beginning in late May (after event invites have been sent). Sara will be talking to Overabove for help in designing this campaign.
- Targeted and personal outreach will be made to LYBUNT (Last Year But Unfortunately Not This year) donors

Major Gifts and Grants revenue is ahead of budget by nearly \$30,000. This is the result of several large gifts, one of which may not be replicated. High Hopes is also attracting new grant sources that are not regionally focused, but more in line with our mission (i.e. Newman's Own). Major donor cultivation is also resulting in larger, targeted gifts (i.e. Thompson Family Foundation).

2017 Holiday Market planning is underway and the Development Office is working with the Valenti Auto Group in identifying a vehicle. At this time we are looking at Jeep Wrangler. Valenti will donate the portion of the purchase price that exceeds our budget and are interested in selling raffle tickets at their eight dealership locations.

Progress was reported in the development of our Corporate Partners program and discussion of potential support with Eversource for Youth at Risk and Education programs. Recognition of substantial program support by Eversource would be recognized by naming the company as the Holiday Market Event Sponsor and designating proceeds of this event to support High Hopes Youth and Educational programs (our largest population served). The development of mission based relationships with the business community, moving them beyond event support, is a key area of fundraising growth, but it is a long game that can take time to develop.

The June benefit is on track to be a success. Corporate Sponsorship stands at \$114,000 which is over the \$110,000 goals. Many thanks to Gary Rogers for his leadership, with help from his committee of solicitors.

Last, Gary was thanked for helping to develop and sponsor a successful cultivation event with Madison Beach Hotel, as well as Laurie LaTerza for her sponsorship support of the event. The event was a success with over 70 guests in attendance, most of whom were new to High Hopes. Katherine Gibson was a moving and eloquent speaker on the impact High Hopes has for participants and families. Follow-up letters have been sent to attendees and thank you letters to sponsors and vendors who provided product and services. A suggestion for future events of this type is to include several large scale photo's that illustrate the work of High Hopes and the people we serve.

Budget Process for Fiscal Year 2017/2018

Based on these fiscal year to date results, along with historical trends, the Development Office will prepare a draft budget in the next week for review and input by the Development Committee. A certain percentage of funding growth will be determined, which will be more conservative than actual performance over the past three years may indicate. The Development Office will also discuss the potential impact of the Endowment Study and potential campaign on the general Development Budget. Potential large endowment asks may affect projected income from foundations more so than individual giving. The draft Development budget will be sent out, along with the 10 year Development Tracking sheet for historical perspective.

Endowment Feasibility Study

The Giving Collaborative received all required materials and subsequently interview four High Hopes community members – parents (2), donors, for input in the Context for Conversation. A draft of that document has been received (and is being sent to the Development Committee), reviewed and requires minimal editing. A final version should be received in a weeks' time. The next step is for the Development Office to review the identified donors for interviews with the Giving Collaborative, prioritize the calls, review the letter to be sent and send out the introductory mailing. These tasks should be complete by the end of April/early May.

The Development Committee were given a draft of the Confidential Feasibility Study Questionnaire for review. Interviewees will not be given this questionnaire to complete on their own, but will be asked these questions by the interviewer. A similar form of this questionnaire will eventually be sent to the entire High Hopes donor base with other material.

Committee Engagement for FY 2017-2018

Jeff Ridgway, Vice Chair for Development has agreed to serve in that role for the upcoming fiscal year and he asked that all current members consider renewing their membership on the Committee. Jeff will be following up with each individual member in the next few weeks.

Next meeting is tentatively scheduled to take on May 2 at 5:30 in the High Hopes Library. Confirmation will be sent once the Finance/Investment Committee meeting times have been agreed upon. In the meantime, please mark your calendar.