

## Development committee meeting

September 1, 2021

### Agenda

Update on Development Director search  
Holiday Market plans and support to date  
Fall appeal update  
A discussion regarding the format of the winter and spring appeal

**Present:** Kitty S, Mac M., Jackie K., Jeff R. Jane B, Natalie Y., Scott D., John C, Peter W., Gary R., Cheryl H., Sara Q., Greg V

Welcome from Peter. He hopes we all enjoyed our summer and were able to feel a little bit more normal. Thank you for joining today.

### Update on Development Director Search

Kitty informed the committee that a meeting was scheduled with Diversified tomorrow. The listing has been out for about three weeks. Look forward to hearing more from Gerard. Sara has been diligent in making sure we are ahead on many projects. Kitty, Sara, Trudy and Kerrie are meeting weekly to make sure all development activities are covered. Sara will be a phone call away and able to assist. Kitty would like to publicly acknowledge that Sara has done an amazing job preparing for her departure.

### Holiday Market

For our raffle, the Horse Chip Chance, permits have been signed off on and the tickets have been printed. They will be distributed on September 13. The plan is to give everyone a minimum of three tickets to sell and we will be giving staff and trustees an opportunity to opt out of ticket sales. It is more important this year than in prior years that we get back unsold tickets as we only have six hundred tickets.

How it works is that there are 600 tickets at \$50 each. Top prize is \$5,000 after tax withholding. Second prize is a weekend in NYC. There is no third prize this year. You buy a ticket with gives you a 3 foot by 3 foot square in the field. Whichever block the horse does his business in is the winner.

Chuck Bowe will be arranging for the two or three distributors to sell wine or beer in a booth at the market. There are twelve or thirteen spots left to fill in the arena. We are still looking for a cheese maker, a bakery and a chocolatier for the market. We have opted to not do a tent. We had thought to do the tent to give more room to vendors, but give the response, we should have enough space in the arena. We are going to require that masks be worn by all attendees, one way traffic in the arena and volunteers to help manage that aspect. The food trucks will all be outside.

### Appeal

This fall's appeal will feature a group of five young women who have ridden together for a few years. They have formed a supportive network of families, both in and out of High Hopes. Kerrie, Kitty and OA have all the instructions on the segments and mailing details. Sara has sent a draft of the letter to OA and Michael Fanelli has already taken the pictures. Even though we only met with OA yesterday, we had

already done a lot of the ground work. No personal notes on letter, but on the post card that will be mailed in November. Who is the point person on editing on the HH side? Sara will still have input on the letter, but Kitty also has a handle on it. But some of the more detailed mechanics, Kerrie will be handling them. Kitty will handle the content questions. Mail date 10.18. We will do the top tier donors in house. Kitty will add personal notes to those letters. The rest will be in the mass mailing.

### Annual Report

Tends to go out the end of October. We have to wait for the audited financials. Kerrie is working on the report numbers and is close to finishing those. Kitty, Sara and Michael have been working on a theme – diversity. One of HH core principles is unconditional acceptance and you can't have diversity without acceptance. Michael has already taken pictures and Sara has testimonials from these folks. Should have most of the content done before Sara leaves. We are minimizing the written word and try to capture the message in the photos and financials. We are going to a digital only format and trying to minimize the printing of hard copies. We are going to show where the development revenue comes from, how much of an impact each element makes. Mac loves the theme “unconditional acceptance.”

### Grants

We are in good shape. Anne Chekal is our grant writer and for years we have maintained a spreadsheet with the deadlines for applications and reports. Discussion has been held on where we should focus our energy. There shouldn't be any major grant deadlines coming up until mid-October. Anne does keep an eye on new sources for grants and funding. That is somewhat driven by new programs here at High Hopes. We also try to be mindful that we don't create programs just to attract funding. We create based on what we see as the need. We are trying to rebuild some of our resources. We will continue to focus on general financial aid and subsidy. The other piece is that it is based around individual relationships. Based on a relationship Kitty has with a donor, we have been invited to apply for a grant for \$100,000 over three years.

What do we do if the search for a director takes longer than we expected? Kitty understands the process and Anne is pretty good about staying on top of the applications. Crunch periods for grants are October - November and January - March. Hopefully by January we will have some body in place.

One of the committee members asked how we find new funding. We find new funding by doing searches. We also watch where other orgs get their funding. It was pointed out that there is a trend of a decrease in corporate citizenship. The big companies are changing their structures and no longer supporting staff positions that reach out to the communities and support them through their giving strategies. For example, Dominion is eliminating Nancy's position after she retires. Other big orgs are doing the same. Pfizer did this five or six years ago and moved to a committee. It's hard to get across to these committees what our needs are. The members are usually pushing the charities they are interested in. We don't know that they are downsizing the give, but they are changing how they give.

Kitty is taking over grant reports. We are in good shape for those.

### Gala

We haven't done a lot on the next gala yet. Todd Burgess and Patrick Avelange are the co-chairs. We will be inside and the theme is dancing through the ages. We are going to have a DJ this year. This will save

us some expense in hosting the gala. Once we get through the HM we dive right into that. Barbara and Maris are co-chairing the auction committee.

#### Audit

Kerrie and Sara are working with LO to get the auditors the information they need.

#### Legacy Society

Jeff where do we stand with the Legacy Society as we didn't have a June meeting. We are having a cultivation event on September 30 which will include the Legacy Society. That is going to be an outside only event and there will be a rain date the following week. It is during program and we will have the pizza truck. We would love to add some new people from a cultivation perspective. Maybe in the spring there should a push of the legacy society to bring in new members and stewardship of the existing members. (Subsequent to this meeting it was decided to cancel the 9/30 event due to COVID. We will be examining ways to engage donors over the next 6 months).

#### Endowment

It was asked if there are any changes in the endowment. Couple of pledges that are a little behind and we sent letters. All but one person responded. The person that didn't respond Sara will reach out again early next week. We may need to begin to ask ourselves do we want to do another leg of the endowment campaign. Sara noted that we should always be asking for endowment gifts. Next leg could tie in with our 50<sup>th</sup> anniversary.

#### Discussion of the Winter/Spring Appeal format

The format last spring was very successful. The winter appeal last year was very low key, it was a personalized individual letter to people who hadn't given. Spring was a direct mail piece with heavy social media follow. Can we build on the acceptance theme? Can we take that word and change it into something that is inspirational? We don't want to go back with another challenge, you can't do that two years in a row. One idea was to pick a specific thing you want to get money for but can use toward the general fund. For example, could have a financial aid goal that we need to reach by a certain point or equine care/adopt-a-horse. To work, we need to keep the fund/item as general as possible. Concern that financial aid would be confused with the scholarship drive at the BBB. But we could tie the two together and use the scholarship drive at the BBB to push it over the top. Maybe could pull something from the scholarship video from the BBT. We could play one scholarship video each week of the appeal. (Mark, Mac, etc). We may even be able to pull out some of the oldest videos.

A possible theme phrase was discussed, the "price of acceptance".

In closing Peter said to Sara, "Thank you. You have made my experience here so positive. Going to miss that. You just had a profound effect on HH. I know that everyone feels the same way. Thank you."

Meeting adjourned at 5:00pm.