



## **Development Committee Agenda**

**Tuesday, June 14, 2022**

**4:00 pm, via Zoom and in-person**

**Attending in person:** Trudy Burgess, Jane Bolles, Gary Rogers, Rachel Edwards, Claire Gadrow, Kerrie Guarino, Jackie Kangley, Mac Mummert, Kitty Stalsburg, Natalie Yonker

**Via Zoom:** Jeff Ridgway, Peter Watt, Greg Varga, Cheryl Heffernan

- **Committee Chair welcome, acknowledgements, and introduction of Development Director (Peter)**
  - Peter welcomed the Committee members and introduced Claire as the new Development Director.
  - Peter expressed confidence in the anticipated growth and evolution of the development program.
  - Peter acknowledged Trudy as being instrumental to the success of the Big Barn Bash and expressed gratitude on behalf of the Committee for designing and executing such a great event.
  
- **Development Strategic Vision (Claire)**

**Refer to power point presentation:**

  - Quote by High Hopes parent captures the essence of High Hopes.
  - Philanthropy is an investment in our mission.
  - High Hopes has a compelling mission and an incredibly united community of volunteers and donors. The Development program has a strong foundation based on the success of the annual giving, foundation grants, corporate sponsorships and special event revenue. The opportunity for growth is a focus on individual giving – specifically, major gifts and planned giving.
  - According to The Giving Institute’s “Giving USA: The Annual Report on Philanthropy”, in 2020 and 2021, philanthropy benefited from increased giving by individuals, foundations, and bequests (only corporate giving declined) due in part to opportunities such as the CARES Act, which helped stabilize the economy, and the stock market.

- High Hopes has a current model in which a main driver of gift revenue is special events. The annual gala has proven success as a revenue driver. The Holiday Market is important as engagement opportunity.
  - To reach ambitious goals, High Hopes needs to shift to a model more focused on individual giving - major gifts and planned gifts. This will generate a significantly higher overall Development Program return on investment. Corporate-based fundraising is statistically far less reliable than individual-based giving models. According to Giving USA, corporate-based giving fell for the last two years, which was the fourth time in the last six years that it had a year-over-year decline.
- **Best Practices in Development (Claire)**  
**Refer to power point presentation:**
    - In each program area (annual giving, planned giving, major gifts, corporate giving, foundation giving, special events, stewardship and reporting), there are best practices in place. That provides a foundation for new opportunities. Claire outlined new best practices for each program area that will be introduced in FY23.
- **FY22 New Commitments Progress – strategies for June 2022 (Claire)**
    - The FY22 goal for gross gift revenue is \$1.23 million and it is projected that we will exceed \$1.4 million. This is not reflective of special event expenses. It is a best practice and industry standard to report on gross contributions (or “total new commitments’ including planned giving). The FY22 results do not include planned giving with the exception of several realized bequests. In FY23, irrevocable and revocable planned gifts will be included and distinctly reported to follow industry best practices and standards.
    - Following the industry standards ensures consistent comparison amongst non-profits. It also presents a more ambitious goal which inspires donors and volunteers to support High Hopes in reaching new heights.
    - The Big Barn Bash proved to be a fundraising success. It is anticipated that the event goal will be exceeded by \$60,000. The success was driven by support for the scholarship fund and the auction.
- **Big Barn Bash “Hues of Hope’ (Trudy)**
    - The event was an incredible success.
    - The new format was embraced by the majority of the attendees. It was acknowledged that some guests expressed preference for the more traditional format.
    - The lessons learned from the FY22 event will be considered by the FY23 Event Committee and incorporated to meet the event’s goals and objectives.
    - The current focus is on building the FY23 Event Committee.

### **Trudy invited Committee members to share their feedback:**

Natalie: Everyone from Dominion loved it. No complaints about the food. Pizza and ice cream truck was a huge hit and being able to get seconds and could socialize more. DJ was a success - didn't have to wait for the band to start or take a break. Signs for the auction items was a good idea as it allowed folks to see them even though they were bidding on line.

Gary: The fluid nature made it a significantly better evening. A little challenging was scrolling through the long list of auction items on the phone. This year's auction software was harder to use than last year.

Rachel: Difficult to get to the scholarship item and bid on items. People who were carrying the placards were being asked to help with the bidding.

Mac: Consider QR codes on the placard.

Greg: Event was first class. Also thought the software was hard to use, the welcome email was caught in his spam filter. It was better it didn't give you the option to choose what your next bid was going to be. Bidding increments are set and thought it encouraged spending. Brought some new people from his firm to the event (in their 30's) and they had a great time.

Kitty: Thanked everyone for their support of the auction and gifts to the scholarship fund.

- **Role of the Development Committee discussion (Peter and Claire)**
  - Peter led the conversation regarding the role of the committee and how committee members can partner with the staff to advance the mission.
  - The Committee is eager to be fully engaged and recognizes that major gifts and planned giving will be an opportunity.
  - Peter encouraged the Committee members to be active volunteers and set a new standard for the upcoming year and beyond. Peter indicated the Committee will look to Claire for guidance on volunteer opportunities. Claire indicated that the most rewarding and fruitful volunteer experiences are at the intersection of the volunteer's expertise/experience and interest.
  - The Committee discuss possible roles in the donor relationship cycle of prospect identification, cultivation, solicitation, stewardship and advocacy.
  - Claire indicated she would meet with each member of the Committee about their expertise and interests.
  - Gary: Would like a paragraph from Claire in area with working examples of volunteer initiatives. Committee agrees that this would be a good idea. Sub-categories in those areas, that may be of interest to the board members.

- Holiday Market: The Committee agreed it is an important event to introduce members of the community to High Hopes. The ability to capture every individual's contact information is important to engage them after the event. Jeff shared that we need to market ourselves better at the Holiday Market. Trudy indicated the planning will begin shortly in early July. A task force will be setup by Trudy to get the conversation going.
- Rachel has agreed to co-chair the gala next year.

Peter concluded by thanking everyone for their service.

Committee meeting ended 5:00 pm