

HOPE 4 Youth Committee

Meeting Minutes

- Executive Committee
- Development Committee
- Finance Committee
- Nominations Committee
- Strategic Planning Committee
- Other _____

Date: July 20, 2022

Time: 3 PM

Committee Chair: JJ Slag

Attendees: JJ Slag, Julie Orlando, LaChelle Williams, Nikki Kalvin, Rich Branham, Steve Nash, Danielle Snider (minutes)

Absent: Don Phillips, Julie Cole

Agenda Items:

- H4Y Fundraising Plan and Q3/Q4 priorities
- Board-driven fundraising
- Upcoming events

Meeting Notes:

- H4Y Fundraising plan and Q3/Q4 priorities
 - LaChelle shared that \$180k in OEO and PPP loans were booked in 2021. This was discovered during the audit and resulted in going from a 4% growth for 2022 to a 21% growth.
 - We are in the process of working with our auditor regarding Employee Retention Credit dollars. We are exploring selling our Admin office. We have a very motivated buyer and there could be a fast turnaround if the board approves it.
 - LaChelle shared that the team looked at each giving type/category and identified a \$265k gap. Within the Fundraising Plan that was sent are tactics and strategies that we will build upon and execute. Individual giving is about 27% of our total revenue. Inflation can affect our individual donor's ability to give.
 - It was suggested that we focus on the areas that we feel less confident about. We are believing that we will finish at about 50% of our Foundation giving goal. We are focusing on various types of funding streams. We are going to the Board on August 1 regarding our \$1.3 million in reserves that we haven't dipped into. We are proposing that we transfer \$200k into this year's budget, primarily because the budget was built upon a \$213k swing. The Executive Committee believed that this was a fiscally sound decision. There would still be five months of reserves.
 - It was suggested that we reach out to top-level donors regarding the deficit with individual personal asks/calls/tours. It was suggested that 80% of our funding will come from existing donors and to not spend too much time pursuing new dollars. There is so much opportunity for us to hit this ball out of the park. Phone calls are a great touch point.
 - Julie shared that we have a myriad of community events and partnerships that we did not plan or budget for this year. There are huge opportunities in the community. There is a new clay shooting event that is planning to net \$50k.
 - LaChelle shared that the Coon Rapids Total Wine location has chosen HOPE 4 Youth as their beneficiary for the grand opening over Labor Day weekend. The beneficiary from their 4th of July grand opening received over \$10k.
 - Nikki shared that we are being welcomed back by the community groups and service organizations that went virtual through the pandemic. There are speaking engagements set up at several local clubs in the coming weeks.

- Julie shared that the Summer Appeal letter will be going on in the next few weeks to over 5,000 donors.
- It was suggested that we send a survey regarding rollovers to those that are age 70 1/2+. It was noted that it should be in every single mailer/event/collateral. There are opportunities on our website to include a section regarding these various gift types (IRA RMD, highly appreciated stocks). It was suggested that we partner with another group/existing event for a seminar.
- LaChelle shared that we are assessing giving level portfolio recaps and will keep the team posted.
- Board-driven fundraising – What are some best-practice tactics and strategies for additional fundraising efforts by the board?
 - LaChelle shared about her past experiences with Board-driven fundraising. It was shared that getting board members to raise money that aren't gifted in that area can be a challenge. It was suggested that we have high aspirations and low expectations. There is an expectation to introduce new people to the organization. Julie shared that she asked for one name from each board member at the last meeting. She received three names from three people. It might be more productive to have board members build a team for the 4K (the largest number of participants wins).
 - It was suggested that at an upcoming board meeting we report back with the results of the action item from the previous meeting (track this and update at the following board meeting) It was suggested that the message be positive (We got 3 names, which is 3 more than we've ever gotten before.)
- Upcoming events
 - It was noted that not everyone hunts or shoots clays. The Clays 4 Youth event will have a dinner-only ticket option.
 - It is reasonable to ask the Board to be at A Night 4 HOPE and the 4K. (Reiterate the Board challenge idea.)
 - The 4K is something everything can participate in regarding age, demographic, ticket price, etc.
 - It was suggested that we reach out to Peterson Shoes regarding a 4K sponsorship.

Action Items:

- Reach out to top-level donors regarding the deficit with individual personal asks/calls/tours.
- Include alternate giving (IRA, highly appreciated stock, DAF) in all mailers/events/collateral/webpages.

Upcoming Events:

- August 4 – [H4Y Night at Running Aces](#)
- August 22 – [Heartland Tire Classic](#) (Sold Out!)
- September 23 – [Hunt 4 HOPE](#)
- September 30 – [The Darkest Night 4K Run/Walk](#)
- October 13 – [Clays 4 Youth](#)