

**Beacon for Youth Foundation Board
Meeting Minutes 1/24/2018**

Attendees: Karen Abel, Chrissie Blatt, Stephen Peterson, Tom Schiller, Tessa Barnard, Lauren Frooman, Judy Oakman, Jessica Wabler

Stephen welcomed everyone. Stephen asked for approval of the past meeting minutes. Karen motioned. Tom seconded. The motion passed.

Raiser's Edge & Blackbaud Marketing – Jessica provided an update on the implementation of Raiser's Edge. All staff is currently taking trainings and working on learning how to use the new system. We are working on setting up a moves management process. Karen asked what the purpose of the new system was and how it was different from the old one. Jessica explained that Raiser's Edge is more robust, will allow us to store more information about each donor, and enable us to communicate with prospects and donors in a more targeted way.

Fired Up Fundraising! Next Steps – Stephen announced that Gail Perry provided us with free access to an online set of videos called the Board Member's Guide to Fundraising. He is going to ask a passionate board member who attended the training to review the web series and take the lead on using the videos to engage the board. Judy suggested using some of the videos during the onboarding for new members that will take place in April. Stephen also announced that board members recently received the 2018 giving opportunities. Board members have been asked to review the document and consider how they would like to support Lighthouse financially throughout the upcoming year.

Cares Committee – Jessica gave a brief background on the Cares Committee, stating that it was a group of individuals led by Rhonda Sheakley and Lauren Chesley who got together to provide activities for clients throughout Lighthouse. Lauren provided background on why the committee was dissolved. She said the committee worked for several years, but eventually members stopped attending the events they planned and it became a problem for the service areas and their clients. Jessica stated that the board has expressed interest in reviving a Cares Committee and the Development Team has brainstormed some ways to make it work in a new format. Tessa stated that moving forward, interested volunteers and board members can work as an ambassador. They will organize a group of friends (small or large) and set-up a volunteer opportunity with Tessa. Tessa will have a list of different opportunities available ranging from serving a meal, to hosting a girl's night at New Beginnings to gardening at the Community School. Chrissie stated that this would be great and would be something that she and her friends would enjoy doing. She said that committees often ask for a bigger commitment than people are willing to give and this will keep from scaring people off. Tessa said that she will also provide special volunteer opportunities to board members. It was also suggested that board members get a "board buddy" with whom they must do at least one volunteer activity with each year.

Events:

Happy Holidays – Lauren announced that Happy Holidays was once again a great success. We received over \$220,000 worth of in-kind donations and over \$66,000 of monetary donations. Over 800 individuals/family members were sponsored. An estimated total of 1,584 people were served.

YP – Lauren stated that the YP Committee recently held their "Pizza Panel" and welcomed over fifteen attendees to hear from seven different staff members about their service areas and the work they do. The committee will meet again in February to plan a calendar of events, including volunteer, advocacy, and fundraising activities for the upcoming year.

Beacon Gala – Chrissie announced that planning is moving along well. The sponsorship booklets have recently been sent in the mail, and we are waiting on responses. Lauren is doing some follow-up with past sponsors to confirm them again for this year. Planning for the honoree reception is underway and will most likely take place at an art gallery. Jessica asked if members of the planned giving society might be invited to attend the reception. More information will come soon once the reception venue and date is selected.

Fall Event – Lauren announced that Chau Huffman will be chairing the 2018 event and the location will be a home in Glendale. A date should be selected soon.

Donor Development Strategy:

Planned Giving – Jessica showed everyone the planned giving pamphlet and asked members to let her know if there is anyone that might be a good candidate.

Potential Prospects – Jessica passed out a report pulled from Raiser's Edge of people that have giving potential but have given less than \$750 to Lighthouse. She asked members to review it and let her know if they knew any of those people and would be willing to make a connection.

Thank-a-Thon – Stephen said that there was good participation from the board on this year's Thank-a-thon and that there was positive feedback from those that participated.

Key Fundraising Efforts:

Ending Youth Homelessness – All fundraising for the campaign is complete. Moving forward, money raised for EYH will go to operating expenses.

Safe and Supported Fundraising – Stephen announced that he has raised \$112,000 for this year and has \$25,000 pledged for FY19 and FY20.

Investment Committee Update – Tom will take over as chair of the Investment Committee. Judy announced that the investments have been doing well. Investments are handled by Vanguard, and the committee likes working with them.

Third Party Fundraisers – Jessica announced that there have been a few groups interested in hosting third party fundraisers that have not taken into consideration the work that goes into it and then ends up needing assistance from development staff. Moving forward, all third party fundraisers will be directed towards Lauren, and we will use a vetting process to determine if the group can host the event. This will protect the development team from participating in work that ultimately costs us time and money that should be spent on other department endeavors.

The next Foundation Board meeting will be Wednesday, April 25 at 12:00 p.m.