

**Beacon for Youth Foundation Board  
Meeting Minutes 1/23/2019**

Attendees: Karen Abel, Kate Bennett, Rich Haffey, Paul Haffner, Allison Kahn, Stephen Peterson, Tom Schiller, Libby Simmons, Amy Susskind, Fran Unger, Jennifer Miller, Emma Nelson, Jessica Wabler

Stephen welcomed everyone and asked for approval of the October minutes. Karen motioned. Fran seconded. The motion passed.

Governance – Elect New Member

Stephen asked the board for approval for Chrissie Blatt to join Beacon for Youth Foundation Board. Rich motioned. Kate seconded. The motion passed.

Financial Updates

Judy was not able to be in attendance, so Paul shared a couple of updates Judy made at the January Board of Trustees meeting. The Foundation is currently showing a deficit because pledges made to the Ending Youth Homelessness Campaign are not coming in as fast as the cash is being spent to run the Sheakley programs. Lighthouse had a successful November and a lean December, which is typical for programmatic revenue.

Paul also mentioned we have had various issues with our new Electronic Health Record (EHR). As a result, we have a substantial Medicaid Receivable for services delivered with billing not yet approved and reimbursed. We are still working with the EHR vendor to resolve remaining issues.

Investment Committee Update

Tom shared that the markets experienced quite a bit of volatility during the last quarter of calendar year 2018. The Investment Committee is considering moving a portion of Lighthouse's portfolio from passive to active management as a way to potentially minimize vulnerability during volatile times. This discussion will continue at the Investment Committee's February meeting.

United Way Update

Jessica gave an update on United Way funding. Lighthouse received a 20% decrease from last year and roughly \$100,000 decrease in comparison to the high mark several years ago. This year we received \$165,600 for Runaway and Homeless Youth Services and \$25,600 for Safe and Supported Families (\$191,200 in total funding – a cut of \$47,800). As Jessica mentioned during the last meeting, United Way funds account for less than one percent of Lighthouse's budgeted income; however, the funds are critical to providing required local match dollars for some of our large federal grants. United Way is acknowledging that people are now giving differently than they have historically. United Way is starting to change the way they engage donors in their campaign with a stronger internet presence and personalized giving.

Events

2018 Happy Holidays - Emma shared that this year's gift drive and distribution was very organized and went very smoothly due to some process changes. She received a lot of positive feedback from staff. She reported a total of 2,319 people received gifts (761 people sponsored and 1,558 unsponsored), which is over 500 more than last year due to increase in aftercare and school-based services. We received over \$230,000 of in-kind gifts and over \$45,000 in monetary donations.

Emma shared a story of one family who wrote a thank you note to the donor of their gifts. The donor had provided an extra Kroger gift card and made it possible for the family to buy groceries the week of Christmas – a time of particular hardship because they had had an issue obtaining government food support.

2019 Beacon Gala - Jennifer shared an update on the gala planning. The sponsorship mailing was sent on January 22. She said we have received some pledges for the Host/Hostess level of support - people pledging to attend the event as well as promote it to friends. Event sponsorship opportunities still remain. Eileen Chalfie has already pledged to be the presenting sponsor in honor of Karen and Fran. The entertainment committee is working hard to find the perfect match. The text-to-donate part of the evening will support the residential treatment programs (group homes).

2019 Fall Event Update - Jessica analyzed the income from last year's Fall Event. She stated that we raised \$26,000 (net) last year, with a 55% ROI. Jessica posed the question of whether or not we should reconsider hosting a Fall Event again due to the lower participation and revenue. A couple of people said the Fall Event is more of a "friendraiser" than a fundraiser and we should not get rid of it. Allison pointed out that the Fall Event is the most well-known Lighthouse fundraiser in the 50 and under crowd. She suggested focusing on growing the committee with younger generations and that the event just needs to be invigorated. Everyone agreed that an earlier start time would be beneficial and planning should start in February.

Jessica said she thinks the decrease in income could be attributed to increased development staff time on the event. Libby connected the conversation to the giving trends that the United Way campaign noticed, which is that younger people are giving differently now and prefer events like the Fall Event to get engaged with non-profits. Rich agreed and thinks we do not need to focus on the ROI on this event due to the attention it gets from new and younger donors. Meaningful follow-up (engagement and stewardship) with attendees after the event will help strengthen relationships and lead to future giving.

### Donor Development

Inside Lighthouse - Jessica asked for feedback on the Inside Lighthouse events that happened in 2018. Stephen said that he really enjoyed them and Fran agreed. Everyone agreed that it's a great opportunity for new volunteers, donors, and community members to learn more about Lighthouse and that we should continue them in 2019.

Safe & Supported Fundraising - Stephen shared that we just ended our second year of having a \$25,000 matching gift from the Haile Foundation. In 2017, we were able to raise approximately \$120,000, beating the fundraising goal of \$100,000. In 2018, we raised \$91,000, just shy of the \$100,000 goal. Paul thinks this decrease could be due to the new tax laws. Stephen said that Safe & Supported has brought in over 90 new donors to Lighthouse.

Thank-a-thon - Stephen said we had 16 people reach out to 163 donors. He said there was positive feedback and that we should try to reach out to new people this year. Amy suggested doing hand-written cards and feels like it is less disturbing. Rich said that calls are heartfelt and have always been much appreciated. Everyone agreed that a short and sweet script is best.

Thanksgiving cards - Jessica reported that Lighthouse sent approximately 500 Thanksgiving cards to volunteers, board members, and donors.

### Development Plan YTD Results & Blackbaud Dashboards

Jessica provided everyone with a hard copy of the development plan with results through the end of the second quarter. As promised during the previous meeting, Jessica displayed some Raiser's Edge NXT database dashboards, including giving, retention, acquisition, and recapture, and explained how we can use these to assist with donor development.

### Lighthouse's 50<sup>th</sup> Anniversary

Jessica shared some ideas generated during brainstorming sessions with staff and volunteers. Ideas included, among others, a Lighthouse float to participate in the Pride Parade, the Black Family Reunion, and BLINK. We are also planning to order special 50<sup>th</sup> swag to use throughout the year. Jessica will send out a consolidated list of things we are planning and will solicit help from the Foundation Board to accomplish them.

Paul mentioned a special prospectus document he has drafted to help solicit gifts for Lighthouse's endowment. It has operational and financial information about Lighthouse but is not meant to replace the impact report. Jessica and Paul will be creating a strategy for distributing them and soliciting gifts. The goal is to raise \$5 million.

Respectfully submitted,

Jessica Wabler