



**COMMUNITY
FOUNDATION**
of Middlesex County

Philanthropy • Leadership • Legacy

TO: Development Committee

FROM: Gary Salva, Chair

DATE: March 28, 2017

Thursday, March 30, 2017

8:00 – 9:30 AM

**Community Foundation of Middlesex County
49 Main Street - Conference Room**

Our tentative agenda includes:

- **Minutes** of January 12, 2017 Meeting – Attached
- **Results to Date** – February 28, 2017 - Attached
- **Updates and Development Activities**
 - Donor Lunches
 - Gala Update
 - 49 Main Open House
 - 20th Anniversary Celebration
 - Friend Raisers
 - Cultivation Activities
 - Leadership Circle
- **Old Business**
- **New Business**
- **Next Meeting** – Thursday, May 25, 2017
- **Adjourn**

Please contact Cynthia at 860-347-0025 or Cynthia@MiddlesexCountyCF.org if you are unable to attend.

**Community Foundation of Middlesex County
Development Committee
Downstairs Conference Room – Middletown, CT
January 12, 2017
Minutes**

Presiding: Gary Salva

Present: Kate Wolter, Mark Levin, Deborah Moore, Frantz Williams, Diana Gregory, Meghan Whelen and Cynthia Clegg

Unable to attend: Lisa LeMonte, Diana Gregory, Wally Jones Ex-Officio, Mauricio Salgar

Mr. Salva called the meeting to order at 8:07 AM

Minutes of the November 17, 2016 were unanimously approved on a motion by Deborah Moore and seconded by Frantz Williams.

Committee Portal Overview:

Thayer discussed the process for using the Committee Portal. Hardcopies will no longer be available.

Development Updates - 2016

2016 Year in Review

Cynthia discussed the December 31, 2016 "Results to Date" report and stated that 2016 was a very good year. The Foundation will be honored by the United Way with the Tocqueville Award. She asked members to let her know if you will be attending.

Leadership Circle Update

The budget was met for endowed funds. The annual appeal numbers were lower than anticipated. Timing may be a factor. The Leadership Circle increased to 74 members.

The timing of the annual appeal will continue to be discussed so that donor fatigue can be avoided. It was suggested that an appeal letter be sent in May and then again at the end of the year. Development members were asked to include personal notes in letters to donors. To help staff with the workload for the annual appeal, it was suggested that volunteers, possibly high school students or a vendor help with this distribution.

Actions:

- Cynthia and Thayer will analyze the demographics of the annual appeal for further discussion at the next meeting.
- A timeline will be developed to present to Development Committee to help decide timing of the annual appeal.

2017 Activity Planning

Ms. Moore gave an update on the planning for the Gala. She thanked members of the Gala Committee. The ticket price will be \$200 which is in line with other fundraisers. A sponsorship tier has been developed. This was discussed by the Committee extensively. All members agree that there should be a sponsorship tier of \$2,500 or \$3,000 which would also allow for Leadership membership. A Beacon Award will be given. There will be an online presence for sponsors.

Friend Raisers

- The current goal is a friend Raiser in every town in the county in the next 24 months. Open houses will also help to make the public aware of activities at the Foundation.

New Business

Discussions held regarding how to thank Board members and Committee Volunteers. It was suggested that Committee Chairs be empowered to do this. It should be individualized. Funds should be in the budget for this.

Next Meeting: March 16, 2017 CMFC, Downstairs Conference Room.

There being no further business the meeting was adjourned at 9:42 a.m.

Respectfully submitted,

Kelley S. Frazier

Development Committee
Through February 28, 2017

<u>Fund Type</u>	<u>YTD</u>	<u>Budget</u>	<u>Prior YTD</u>
Endowed Funds	\$65,400	\$200,000	\$26,530
Unendowed Funds	\$138,493	\$200,000	\$85,888
Operations	\$43,105	\$450,000	\$60,950
<i>(Includes 20th Anniversary Celebration, 49 Main Street and Leadership Circle)</i>			
Totals *	\$246,998	\$850,000	\$173,368

* Includes interfund transfers

<u>Admin Fees</u>		\$230,000	\$32,077
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<u>Operations Funding</u>	<u>YTD 1/31/2017</u>	<u>Budget</u>	<u>12/31/2016</u>
Leadership Circle	\$24,500	\$180,000	\$199,350
Gala <i>(net)</i>	\$3,000	\$100,000	\$54,302

<u>2017 Leadership Circle</u>	<u>2/28/2017</u>	<u>12/31/2016</u>	<u>12/31/2015</u>
Community Benefactors	2	12	9
Chairman's Circle	3	17	17
President's Society	7	45	47
Totals	<u>12</u>	<u>74</u>	<u>73</u>



**COMMUNITY
FOUNDATION**
of Middlesex County

**CELEBRATING 20 YEARS OF
PHILANTHROPY * LEADERSHIP * LEGACY**

With the
COMMUNITY FOUNDATION of MIDDLESEX COUNTY

FRIDAY, NOVEMBER 17, 2017

RIVERHOUSE, HADDAM, CT

6:30 P.M. – 10:30 P.M. (COCKTAIL ATTIRE)

GOOD PEOPLE DOING GREAT THINGS

The Community Foundation of Middlesex County is dedicated to not only improving the quality of lives of those living and working in Middlesex County, but also to celebrating the many talents and treasures that are unique to our region. The Community Foundation invites friends and colleagues to an evening of celebration.

OVERVIEW

We will gather on November 17, 2017 at the Riverhouse at Goodspeed Station to celebrate 20 years of Philanthropy * Leadership * Legacy. Guests will be greeted with cocktails and hors d'oeuvres and may participate in a silent auction. The evening will progress with a plated dinner, followed by a short program recognizing all the good people doing great things. The gathering will provide you with the opportunity to introduce your organization to the community leaders and many friends of the Community Foundation in attendance.

Truly a night of...*GOOD PEOPLE and GREAT THINGS.*

SPONSORSHIP OPPORTUNITIES

★ **PRESENTING SPONSOR - \$15,000**

- Lead mention in all promotional materials (Celebrating 20 Years Presented By [Your Organization Name]) as well as prominent recognition on the CFMC website's homepage during the 20th anniversary year
- Recognition in CFMC's Annual Report as well as recognition as presenting sponsor throughout the 20th anniversary year in the hard copy and e-news newsletters, social media channels, website and other PR/media releases
- Reserved VIP seating (front of room)
- Full page key feature ad in event program book
- Feature Interview of Senior Executive as promotional piece in CFMC e-announcements and feature quote in Annual Report
- Recommend and present with CFMC a small "Pop-Up" Grant to a Middlesex County nonprofit of your choice in the amount of \$1,500

★ **LEGACY SPONSOR – \$10,000**

- Mention in all event materials, media coverage and releases
- VIP seating (front of room)
- Full page key feature ad in event program book
- Recognition in CFMC's Annual Report, monthly recognition as a top supporter on CFMC social media channels throughout the 20th anniversary year, as well as recognition in hard copy and e-news, website and other PR/media releases
- Recommend and present with CFMC a small "Pop-Up" Grant to a Middlesex County nonprofit of your choice in the amount of \$750

★ **LEADERSHIP SPONSOR - \$7,500**

- Mention in all event materials, media coverage and releases
- VIP seating
- Full page ad in event program book in center pages
- Recognition in CFMC's Annual Report, hard copy and e-news, social media channels, website and other PR/media releases

ADDITIONAL OPPORTUNITIES

★ **PHILANTHROPY SPONSOR – \$5,000**

- VIP seating
- ½ page ad in event program book in center pages
- Recognition in CFMC's Annual Report, website, e-news, social media channels

★ **EVENT PATRON - \$3,000**

- 2 Event Tickets
- Membership in the Community Foundation 2017 Leadership Circle at the Chairman's Circle Level
- ¼ page ad in event program book

★ **EVENT BENEFACTOR - \$1,000**

- 2 Event Tickets
- ¼ page ad in event program book

★ **EVENT SUPPORTER - \$500**

- 2 Event Tickets
- Recognition in the event program book

★ **INDIVIDUAL EVENT TICKET - \$200**