



COMMUNITY
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of Middlesex County

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TO: Development Committee
FROM: Deborah Moore and Gary Salva, Co-Chairs
DATE: May 14, 2015

Thursday, May 21, 2015
8:00 – 9:30 AM
Community Foundation of Middlesex County
Downstairs Conference Room

Our tentative agenda includes:

- **Minutes** of the April 23, 2015 Meeting – Attached
- **Updates and Development Activities**
President's Society Update
Results to Date – April 30, 2015 Report Attached
- **Guys and Dolls Update – June 16 and 19, 2015**
Activity Update
Patrons' Party
Auction and Wine Grab
- **Updates**
Donor Lunches – 2014 and 2015 Comments and Information - Attached
- **Old Business**
Summer Post Card
President's Society "Selling Sheets"
- **New Business**
Honorary Recognition Program
- **Next Meeting** – Thursday, July 16, 2015
- **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
April 23, 2015
MINUTES**

Presiding: Deborah Moore and Gary Salva

Present: Marc Levin, Kate Wolter, Diana Gregory, Frantz Williams and Cynthia Clegg.

Ms. Moore called the meeting to order at 8:07 AM

Minutes of the March 19, 2015 meeting were unanimously accepted on a motion by Marc Levin and seconded by Gary Salva.

A. Updates and Discussion Items:

1. Results to Date (through March 31, 2015).

- Year-to-date figures reflect revenues of \$350,308 versus a 2015 budget of \$650,000.00. The strongest growth continues to be for unendowed funds (YTD \$250,298 versus a 2015 budget of \$170,000.00).
- Endowed Funds revenues are \$24,012 versus a budget of \$170,000.00.

2. President's Society

- As of March 31, 2015 twenty-one generous (21) donors are members of the President's Society. (See attached Development Committee 3.31.15 report).
- The committee discussed introducing the President's Society idea to major donors who contribute to other CFMC areas.
- Gary will finalize the "President's Society's sales sheet".

3. Friend Raisers

- The April 29th event at the home of Sue and Brian Sawchuk has been postponed. Diana mentioned that a fall event on the Connecticut River would be a perfect time to engage new friends.

4. CFMC Goodspeed Event

- Deb Moore provided an update on the June 16th Patrons' Party which will include "gaming tables". The top three winners will select a nonprofit of his/her choice to receive a grant after consultation with Cynthia. The committee thanked Deb and Roy for the generous use of their home and Diana and Rick Carlson for the generous Carlson Family Foundation sponsorship.
- June 19th – "Guys and Dolls"
 - To date the responses to all segments of June 19th and the June 16th Patrons' Party have been strong.

- Auction items are needed. Frantz will try to secure two tickets to the October 2nd performance of “Hamilton”. Gary will ask his friends for a “sailboat experience”.

5. Donor Luncheons

- Cynthia stated that both events were extremely successful, with many ideas for consideration by the engaged attendees. She distributed notes from the February gathering and will send the March notes as soon as possible.
- The events have made “community ambassadors” for CFMC and more will be planned in the future.
- She thanked Essex Savings Bank and Reid & Riege for their sponsorships.

B. Donor Outreach

- Gary stated that reaching out to donors is critical. He outlined an idea discussed at the February Board meeting which included a “Thank you” postcard to be sent in late June/early July. The group discussed several concepts. Gary will draft a card for review at the next meeting.

C. Next Meeting: Thursday, May 21, 2015, CFMC, Downstairs Conference Room. There being no further business, the meeting was adjourned at 9:12 AM.

Respectfully submitted,

Cynthia H. Clegg

Development Committee
Through April 30, 2015

<u>Fund Type</u>	<u>YTD</u>	<u>Budget</u>	<u>Prior YTD</u>
Endowed Funds	\$28,603	\$170,000	\$117,412
Unendowed Funds	\$279,274	\$170,000	\$175,438
Operations (Includes Goodspeed)	\$100,543	\$310,000	\$79,072
Totals	\$408,420	\$650,000	\$371,922

<u>Admin Fees</u>	\$74,142	\$195,000	\$67,836
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<u>Operations Funding</u>	<u>YTD</u>	<u>Budget</u>	<u>12/31/2014</u>
Presidents Society	\$94,020	\$160,000	\$141,885
Goodspeed	\$24,602 <i>thru 5/15/15 \$47,592</i>	\$45,000	\$47,721 <i>(net)</i>

** 2014 President's Society	<u>5/14/2015</u>	<u>12/31/2014</u>	<u>12/31/2013</u>
Community Benefactors	4	6	0
Chairman's Circle	5	20	26
President's Society	19	39	33
Totals	<u>28</u>	<u>65</u>	<u>59</u>

(YTD Fund Totals refer to the FIC Statement of Activities and includes interfund transfers)

Development Committee
Through March 31, 2015

<u>Fund Type</u>	<u>YTD</u>	<u>Budget</u>	<u>Prior YTD</u>
Endowed Funds	\$24,012	\$170,000	\$82,091
Unendowed Funds	\$250,298	\$170,000	\$141,039
Operations (Includes Goodspeed)	\$75,998	\$310,000	\$45,060
Totals	\$350,308	\$650,000	\$268,190

<u>Admin Fees</u>	\$57,892	\$195,000	\$51,341
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<u>Operations Funding</u>	<u>YTD</u>	<u>Budget</u>	<u>12/31/2014</u>
Presidents Society	\$70,500	\$160,000	\$141,885
Goodspeed	\$3,200 <i>thru 4/21/15 \$6,132</i>	\$45,000	\$47,721 <i>(net)</i>

** 2014 President's Society	<u>4/21/2015</u>	<u>12/31/2014</u>	<u>12/31/2013</u>
Community Benefactors	3	6	0
Chairman's Circle	3	20	26
President's Society	15	39	33
Totals	<u>21</u>	<u>65</u>	<u>59</u>

Community Foundation of Middlesex County
Comments/Feedback
January 31, 2014 Luncheon

The attendees requested that CFMC:

- Share even more information about what organizations and programs we have funded throughout the region; provide more information about the broad scope of our grants and the impact they have had on the region. This could be shared on our website and in email blasts.
- Emphasize how donors can be directly involved in investing in our region and explain the multiple ways there are to give through the Community Foundation.
- Should highlight that the "Community Foundation is donor centric and able to accommodate specific interests that are not often mainstream charities or initiatives". It was suggested that this should, perhaps, be mentioned in our mission statement.
- Combine our forces with a "junior committee" (high school students), perhaps in conjunction with Rotary, to address local areas of need.
- Have more visuals on our website. This was mentioned several times: that we show actual scenes/photos of projects and programs where CFMC is involved.
- Send out information about the programs CFMC has initiated in the region, such as our "No Bully Zone" program which started in the Middletown Schools, has been shared with parents and students at The First Tee Connecticut and The Country School in Madison, and is now in the Haddam Killingworth Middle School.
- Alert attendees and other friends to our *Parties with a Purpose*. These are "community conversations" on topics of global, national and local importance that feature experts on the various topics who reside "right in our own back yard". Some experts are, however, from afar, such as journalist and author, Kimberly Dozier. We have discussed everything from the economic meltdown and the impact of "Wall Street on Main Street" to the changing role of journalism and the media. (We will notify everyone of the upcoming discussions in the very near future.)
- Seek ways to try to assist attendees and their colleagues on issues that are of importance to all in our area. Several talked about the 1,000 acre coastal forest known as The Preserve (the bulk of the property is in Old Saybrook, with some pieces in Essex and Westbrook).

Community Foundation of Middlesex County
Comments/Feedback
February 28, 2014 Luncheon

Listed below are some of the ideas that came from the conversations on February 28th. Attendees were also sent the comments from our first session on January 31st, along with two items on our “No Bully Zone” program that the January attendees requested.

Feedback from February 28th Luncheon:

- **Website:** There were many ideas and suggestions about our website and we will work toward implementing them as we add more resources.
 - Try to build out the community resources links page on the website – for example, list social service agencies and 211 and similar “help” lines people can call if they are seeking assistance.
 - The Nonprofit Resource Center on our website is a great idea; if we could video the seminars and post them on line, that would be very helpful.
 - Develop and post on line document “templates” for the nonprofits.
 - Do a better job on the website explaining what the different types of funds are, what they do, how people can get involved or give – include ideas about giving in lieu of birthday presents or anniversary presents or even flowers at a memorial service. Also clarify what happens to donations made – what are the next steps, how are they leveraged.

- **Nonprofit Resource Center:** Many of the attendees had participated in workshops and seminars provided by our Nonprofit Resource Center and felt that the seminars filled a niche and assisted the nonprofit organizations in the professional staff and volunteer development arenas.
 - People especially urged CFMC to continue the board development seminars, since “board members come and go”.

- **Grants:** 3 of the 4 tables discussed the fact the CFMC works hard to help the smaller, volunteer driven, “grass roots” nonprofit agencies, which provide so many valuable services.
 - People felt that CFMC helps the small and really small organizations and that CFMC has good interactions and rapport with nonprofits of all sizes; CFMC listens. Attendees informed us that the nonprofits and their boards recognize that sometimes it is the grant to “close” the gap that is what an organization really needs; CFMC makes those small grants that help. In addition, CFMC isn’t afraid to take a risk on the smaller organizations that large funders don’t necessarily focus on.
 - People felt that CFMC’s broad focus on all things that affect a community is vital. Other funders are narrowing their granting areas and that is impacting the nonprofits which do not fit into the right areas, yet do provide valuable services.
 - People agreed that measuring outcomes is difficult, but where CFMC can document the outcomes (successful or not), CFMC should broadcast the results.

- **Marketing/Outreach:**
 - There were interesting points of view about CFMC's tag lines, "Helping Good People Do Great Things" and "Live Local Give Local". People at one table stated that they really like the "Helping Good People Do Great Things" tag line; they felt it clearly and concisely captures what CFMC does and why. People at another table, however, were confused as to which one was really our tag line. We will discuss this at our next Marketing Committee meeting.
 - Some of the attendees felt we should have a "Tweet Campaign". (If anyone has more information on this, please reach out to me, so I can get further details.)
 - The River View Cemetery representatives felt it was important that CFMC continue to update its board and membership about the grants from its fund and all that those grants have accomplished.
 - People appreciate our efforts to appropriately thank people with personal notes and calls.
 - There was a suggestion that CFMC should host "get to know you" events where people can get to know CFMC. One attendee suggested that we host one in East Hampton in conjunction with the library. (This is in the planning stages.)
 - Many of you commented that these lunch discussions were very helpful to the attendees and helped "connect the dots", start new relationships and, perhaps, forge strong partnerships. You felt that just being able to "talk it out" was invaluable.

- **Economy/Reduced Services To Those In Need:**
 - It was brought to our attention that many institutions, such as churches, are struggling financially and there is a concern that the social service programs provided by these organizations will be eliminated in the very near future, putting a strain on other service providers. This is valuable information for CFMC to have on its radar screen as we look for ways to help our neighborhoods and towns.
 - We also learned that so many people in need are "slipping through the cracks". We need to collectively find ways to connect with those less visible and partner with our town officials and other community leaders to assist those who need our help and may be afraid to ask for it.

April, 2015

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Dear Friends,

We can't thank you enough for joining us on March 27th for an energizing, most informative and fun gathering. My goodness, it was a productive session! You provided us with so many great ideas, interesting comments and ways we can continue to help the community. I just have to quite simply say...THANK YOU!

Here's the compilation of the comments (not necessarily in order of priority):

- **LOCAL** is important to you. You felt that people wanted to be part of something that included you and your neighbors. You stated that it was important to you that the Community Foundation gave to local – not national – nonprofits, those organizations that understand the issues Middlesex County communities and families face. You urged CFMC to stay “LOCAL” and not grow too large. You like the “inclusiveness” of CFMC.
- **Partnerships**. You also appreciated the fact that CFMC provided an opportunity for nonprofit organizations to partner on issues, rather than having to work alone.
 - You all liked Community Foundation's efforts in being a “go-to” for information about services and program in our community. Because of the numerous sources of information, you felt that Community Foundation was a good central place for information and for sharing success stories and for awareness building.
 - Bill Guerra, chair of the “Let's Hear It for the Boys” Fund, thought the grant-sharing with the Women and Girls Fund was so innovative and provided a new way to look at the needs of “families” versus just “boys” and, separately, “girls”. His tablemates discussed lots of other “inter-fund” or “inter-organization” sharing of resource possibilities for grants and programming.
- **Grant Making**.
 - You stated that the local, small nonprofits view CFMC as a “center of local giving”, especially when state and federal funding is decreasing and other funders are narrowing the focus of their funding.
 - Smaller grants within wider focus areas make CFMC more approachable. The smaller grants, versus impact/larger grants, provide a sustainability level for many local nonprofit organizations.
 - The Community Music School appreciates the “jump starting” aspect of Community Foundation grants and how the grant supports their music therapy programs and has led to so many other successes. The grant has led to more funding from private donors and more visibility with the schools. It has actually broadened its mission, which is still evolving.
- **Key Issues Facing Our Towns/Our County**. You identified issues that ranged from difficulty in getting volunteers, especially young people, health issues (drugs in our towns), activities for our teens to economic opportunities for all. Some of your suggestions to solve these issues included:
 - **Volunteers**
 - Invite them to more parties/galas, since they are part of the consumer society, and would enjoy the consumption – then approach them to volunteer for something while they are there.
 - Approach fund recipients to supply volunteers as part of their award.

- Bill mentioned the idea of using the Foundation to connect volunteers with organizations. For example, many schools and companies have volunteer requirements for students and employees. Could the Community Foundation have a volunteer database to connect the need with the manpower?
- o Health Issues
 - One group discussed that drug abuse was rampant and suggested models being used in other towns (Project Purple in Guilford; Coalition for a Better Wallingford). Information on those will be sent to CFMC.
 - This group suggested that people needed a safe, neutral place such as the Valley Shore Y to go to seek help.
- o Teen Activities
 - One group stated that in our county there are few activities for teens after the age of 13. A "Battle of the Bands" concept, perhaps in partnership with Community Music School and Rotary Clubs, might be a start.
- **Marketing / Information Dissemination.**
 - o HELP! You're overwhelmed with emails and e-blasts! Here are some of your suggestions.
 - You stated that the subject line information was the key component; subjects that are specific would cause someone to open an e-mail sooner than something vague or too trendy or catchy.
 - You asked us to consider designing e-blasts that contain a series of items that are short, maybe encouraging people to read more on the website or view something somewhere online – similar in concept to the e-list. This allows people to quickly scan and choose what they want to open/click on to read more.
 - Do not put the "ask" at the top of the e-mail or make it too blatant and "hard" – you agreed that an ask at the top of an e-mail, before you even get to the information, is a turn off and more often than not will lead to the immediate deletion of the e-mail.
 - o Person of the Week: Get press coverage through this type of article. All local papers have a column similar to "Person of the Week".
 - o Make certain CFMC publicizes its various events and activities.
 - o Use simple, non-threatening verbiage to talk about giving back. "Giving Consultant" versus "Philanthropist" is inclusive, not exclusive. Talk about CFMC as being an "investor" in the communities.
- **Telling Nonprofit Success Stories.**
 - o All felt that the Community Foundation should be a catalyst for telling the success stories of its nonprofits, because the telling of those stories is itself marketing for the receiving organization and the Community Foundation. Robin stated how impactful the Shore Publishing article about the Community School was – Community Music School put it on their Facebook page and will put a link on its webpage. (The article is attached to this email.)
 - o In the same way that Community Foundation uses Shore Publishing to tell great stories such as the Community Music School piece, the Community Foundation's marketing efforts should expand to include other media – radio, TV, social media.
 - o The Community Foundation is not so obvious, or an easy concept to grasp at first. It might be helpful to have a regular/annual press releases devoted to some grants from the Community Foundation, so CFMC becomes something people remember as an investor in the community.
 - o Grant recipients should publicize that they receive the grants and ensure their information gets to the press. Use the "But for..." test, i.e., "but for the CFMC, we couldn't have done..."
- **Other Ideas/Comments.**
 - o Many were not aware of our agency funds. It was suggested that CFMC provide more information on this service to nonprofits – it may spur donors who are also board members or volunteers at other nonprofits to bring the subject up with their favorite nonprofits.
 - CFMC's ability to manage the endowments of other nonprofit organizations would enable all to leverage collective strengths.

- The nonprofit could focus on its programming.
- CFMC would focus on investments and professional oversight.
- o When arranging site visits, if it is appropriate to have donors on the visit, include them. Everyone liked the idea of a site visit and thought it would be helpful, particularly if it were in your town or in a focus area you cared deeply about.
- o You suggested that we find ways to translate donations into impact and get this information from the nonprofits receiving grants. In other words, define what the cost of doing something is; for example, it costs \$xx to help a woman leave a relationship of domestic violence; it takes \$xx to XX number of people to produce a production in a children's theater. Help people understand both how their donations are leveraged with others to make grants, and why their donations matter. In other words, programs cost money and they are important and help people.
- o You stated that CFMC might provide programs such as:
 - How to head up a nonprofit
 - How to help boards of nonprofits
 - How to do a PR campaign
 - The responsibilities of Board members (so members don't get frustrated and leave)
 - These programs would also be a good opportunity for people to meet and network.
- o Dennis Pough wondered if the Community Foundation could be a facilitator between business and nonprofits. He mentioned the Essex Board of Trade might want to look at the needs of the community with CFMC's assistance. All at that table felt that connecting businesses and nonprofits would be good for everyone. It would stimulate local business and, perhaps, it would help the nonprofits receive additional donations.
- o Encourage businesses to support the 365 Fund by having departments rather than individuals donate \$365 and have the departments decide which nonprofit to give to.

With thanks and best regards,
Cynthia





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April 10, 2015 Luncheon Notes

Dear Friends,

We are so grateful that you braved a damp, gray, drizzly April 10th and brought energy, thoughtful dialogue and great ideas with you to the gathering at Gabrielle's. THANK YOU! Your comments will give CFMC's Board of Directors and staff much to consider over the coming months and I look forward to providing updates as we move forward. Please keep the dialogue going. CFMC is your Community Foundation and you help us succeed. Here's the compilation of the April 10th comments (not necessarily in order of priority):

Involvement with the Community Foundation

- Your involvement with CFMC is as individual as each and every one of you. Some knew a friend who was involved and learned about us that way. Others were introduced to CFMC through your professional advisor. Some stated that you were familiar with us peripherally through your involvement with other nonprofit organizations.

Grant Making

- You appreciated that CFMC is **flexible** with its grant making and is willing to provide seed money for new, untried programs. You also like the fact that CFMC does not just fund "comfortable things"; CFMC will fund necessary items for nonprofits that are not glamorous or sexy and where no other source of funding is available. CFMC takes care of the "have nots".
- You appreciate that CFMC provides grants to broader focus areas, rather than a narrow few, and that the smaller grants helped sustain many local (often volunteer driven) local nonprofit organizations.

Key Issues Facing Our Town/Our Country

- You joined our March 27th attendees in identifying drugs in our towns as a major issue needing attention. You also stressed that parental education and involvement are keys to getting started in solving this problem.
- You expressed concern about the mental health issues in our region and were pleased that CFMC is part of a coalition of organizations raising awareness about mental health and trying to eliminate the stigma of seeking help, all while starting the dialogue about "mental wellness"
- Many expressed concern for the area's nonprofits which depend on state funding. It was suggested that CFMC help the organizations with training on how to prepare for the upcoming cuts and how to reposition their respective organization.
- Several attendees expressed the need to support efforts on homelessness, affordable housing, as well as the lack of resources for the increasing number of care givers with family members who have severe needs.

The Views of CFMC - Inclusive/Exclusive

- It is important to CFMC to be viewed as inclusive, that is, “anyone can be a philanthropist”, and everyone can make a difference no matter the size of the gift.
 - Most felt that CFMC is viewed as “inclusive” and appreciated our “local” connection in our giving, our donors and our nonprofits. **Local** became an important aspect of all conversations.
- Suggestions for continuing to encourage the view of CFMC as “inclusive” included:
 - Increased information to all on donors/donations which will emphasize local donations of all sizes as important and that grants of various sizes making a difference.
 - Advertise CFMC more – with information on the above.
 - Provide a detailed guide to CFMC and the many ways to start a fund and make a difference.
 - Do a series of articles on “why giving at all levels matter.” Every donation makes a difference.

What is the CFMC Doing Right?

- You like the fact that CFMC is LOCAL and can provide insights and expertise on local issues that major financial institutions cannot.
- You commented that CFMC makes philanthropy personal. CFMC has a “personal touch”, thanks to the Board, staff and volunteers and makes the connection between the donor, the grant and the giving in general. CFMC learns what touches people and speaks to that.
- You appreciated the tools and resources CFMC has for educating the entire family on giving.

“If it Matters to You, It Matters to Us”

- During the conversation at one table, this statement was made as an explanation – everyone agreed that this “tag line” should be incorporated into how CFMC talks to the community because it encompasses all that CFMC does and why it does it.
- One suggested that CFMC design a series of articles and talking/reading points around “why it matters”. These would provide opportunities to focus on donors, volunteers, nonprofits, and partners.
- One attendee explained that he had been involved with CFMC since the very beginning, and one of the most important things over time is that CFMC has been able to ‘create a whole community’ – that is, CFMC has breached the invisible divides in the county and brings everyone together. CFMC has helped everyone feel that they have common causes, common goals, common hopes. He felt that this was something the founding group didn’t foresee, but has been a great benefit and outcome of the original desire to establish a community foundation for the county.

Relationships Matter

- You suggested that CFMC provide a history of its relationships from all corners of the community and how so many different people have created a solid foundation for CFMC.
- CFMC should focus on these relationships, the individuals and businesses, who are the pillars of CFMC. This would be a strong story to tell and would emphasize the point that CFMC brings EVERYONE together.

What Keeps You Involved with CFMC?

- Some suggested that CFMC ask this question and highlight the responses on what keeps people involved.
- One attendee explained that the Board, staff, and volunteers care; they reach out, are informed and they inform others.
- It was suggested that featuring the questions of ‘what got you involved?’ and ‘what keeps you involved?’ would help other people gain a better understanding of what CFMC is and what it does. It would also help raise awareness, visibility and attract new partners.

What Can CFMC Do Better?

- You want us to do even more with publicity (Erica's List, for example) and you want us to make certain that CFMC is truly highlighted in our Shore Publishing (Valley Courier) column.
- You want us to educate you on the many types of funds and types of giving at CFMC. CFMC needs to provide a "Guide to Giving" and emphasize that **everyone** (not just the "really rich") can be a philanthropist.
- You want us to do a better job of getting volunteers involved and engaged with CFMC. You suggested that we might, perhaps, have a volunteer responsible for coordinating volunteers.

Other ideas/Comments

- Several attendees wanted to know how CFMC pays for itself (answer:modest fees on funds; one fundraiser a year; the President's Society. The President's Society is a group of donors who provide annual gifts to sustain CFMC. They "Float Our Boat".) Attendees wanted CFMC to do a better job of getting information out about the President's Society to the public.
- Attendees stated that hosting gatherings where people could mingle and learn from one another would offer tremendous value. Attendees wanted to hear about the success of the grants and what is actually being accomplished with CFMC funding. Telling CFMC's story and spreading the word would coordinate interests and help CFMC gain additional supporters and volunteers.

In summary, the conversations were great with terrific, enthusiastic attendees. We send our sincere thanks to Essex Savings Bank and Reid and Riege for sponsoring the gathering and to all for joining us.

With thanks and best regards,
Cynthia