



COMMUNITY  
FOUNDATION  
of Middlesex County

Philanthropy • Leadership • Legacy

**TO:** Development Committee

**FROM:** Gary Salva, Chair

**DATE:** May 18, 2017

**Thursday, May 25, 2017**

**8:00 – 9:30 AM**

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

**Our tentative agenda includes:**

- **Minutes** of March 30, 2017 Meeting – Document Attached
- **Results to Date** – April 30, 2017 – Document Attached
- **Updates and Development Activities** – Document Attached
- **Discussion Items**
  - Professional Advisor Outreach
  - Leadership Circle
  - Board/Committee as Relationship Managers
  - 20<sup>th</sup> Anniversary Celebration Update – Sponsor List Attached
- **Old Business**
- **New Business**
- **Next Meeting** – Thursday, July 13, 2017
- **Adjourn**

Please contact Cynthia at 860-347-0025 or [Cynthia@MiddlesexCountyCF.org](mailto:Cynthia@MiddlesexCountyCF.org) if you are unable to attend.

**Community Foundation of Middlesex County  
Development Committee  
Downstairs Conference Room – Middletown, CT  
March 30, 2017  
Minutes**

Presiding: Gary Salva

Present: Kate Wolter, Deborah Moore, Frantz Williams, Meghan Whelen, Wally Jones Ex-Officio and Cynthia Clegg

Unable to attend: Diana Gregory, Mauricio Salgar

Mr. Salva called the meeting to order at 8:10 AM

**Minutes** of the January 12, 2017 were unanimously approved on a motion by Deborah Moore and seconded by Frantz Williams.

**A. Development Updates/Discussion Items**

1. Results to Actual Update (3.28.17)
  - Year-to-date revenues as of March 28, 2017 are \$275,158/ Budget \$850,000; 12 members of the Leadership Circle. March 31, 2016 figures were \$234,075; 27 members of the Leadership Circle.
2. Operations Budget Goals/Results to Date were discussed
  - Leadership Circle - \$180,000/\$24,500 Year to Date
  - Gala - \$100,000 net/\$48,500 in sponsorships pledged
  - 49 Main - \$100,000/\$85,000 pledge plus \$20,000 received
  - Administrative Fees - \$230,000/\$20,064 in January
3. 20<sup>th</sup> Anniversary Celebration
  - Deb informed the Committee that, to date, \$48,500 in sponsorships have been pledged. She is working on raising an additional \$17,500. The goal is \$100,000 net. Meg, Kate, Gary and Cynthia are also working on additional sponsorships. All are encouraged to assist in this effort.
  - Deb also shared a sample of the invitation for the November 17<sup>th</sup> Gala, gracious produced by Maris Wacs.
  - Actions:
    - Cynthia will send the list of prior sponsors to the committee
    - Gary will follow up on the “Photo Mirror” for the November 17<sup>th</sup> event
    - Staff will produce a sponsor appreciation gift to be delivered after the event
    - Plans for “post event and PR” actions need to be developed.
4. Development Initiatives/Analyses
  - Frantz led the discussion on improving the “personal touch” in our donor communications and working toward engaging this committee and the board as “relationship managers” for our donors, thus increasing the number of touches we have with donors annually.

- Actions:
    - Staff will create a Communications Calendar. Development Committee and Board will be assigned to follow up after a communications and/or event (Frantz to assist)
    - Initiate Pilot Program with: Leadership Circle; ARF; Sari A. Rosenbaum Fund for Women and Girls; 365 (Frantz, CC)
    - Meg will work with Kristin to improve our communications/social media initiatives (i.e. Google – how to become “primary”; Facebook – sponsor connections).
5. Friend Raisers/Open House
- The official 49 Main Street Open House will be May 24<sup>th</sup>. A soft opening will be held May 5<sup>th</sup>.
  - Brian and Sue Sawchuk and Goodspeed Musicals will host a Friend Raiser on May 16<sup>th</sup> from 5 – 6:30 p.m. It will be at Goodspeed’s Costume Rentals – a sneak peek behind the scenes view of how to make the stage come alive and exciting.
  - The Committee suggested the Community Health Center’s (CHC) roof top as a venue for a Friend Raiser.
  - Actions:
    - Cynthia will work with Kate and Chris Hall to make this happen.
    - Cynthia will ask Judy Schoonmaker to assist with CHC.
6. Board Involvement
- Actions:
    - Frantz and Cynthia will work on 3 options for Board members to get them engaged in the cultivation/development/stewardship
7. Strategic Plan – Goal #4
- Gary reiterated that the Development Committee is the life blood of the Community Foundation of Middlesex County and we are charged to improve and expand the Committee.
  - Actions:
    - The Committee will look for new community members to join in our efforts with a particular focus on someone from Killingworth.

**Next Meeting:** May 25, 2017 CMFC, 49 Main Street, Middletown.

There being no further business the meeting was adjourned at 9:26 a.m.

Respectfully submitted,

Cynthia H. Clegg

President and CEO

## Development Committee

Through April 30, 2017

<u>Fund Type</u>	<u>YTD</u>	<u>Budget</u>	<u>Prior YTD</u>
Endowed Funds	\$86,685	\$200,000	\$83,700
Unendowed Funds	\$210,409	\$200,000	\$170,866
Operations	\$122,858	\$450,000	\$94,764
<i>(Includes 20th Anniversary Celebration, 49 Main Street and Leadership Circle)</i>			
<b>Totals *</b>	<b>\$419,952</b>	<b>\$850,000</b>	<b>\$349,330</b>

\* Includes interfund transfers

<b><u>Admin Fees</u></b>	<b>\$82,088</b>	<b>\$230,000</b>	<b>\$75,965</b>
--------------------------	-----------------	------------------	-----------------

<u>Operations Funding</u>	<u>YTD 4/30/2017</u>	<u>Budget</u>	<u>12/31/2016</u>
Leadership Circle	\$46,900	\$180,000	\$199,350
Gala <i>(net)</i>	\$28,012	\$100,000	\$54,302

<u>2017 Leadership Circle **</u>	<u>4/30/2017</u>	<u>12/31/2016</u>	<u>12/31/2015</u>
Community Benefactors	2	12	9
Chairman's Circle	7	17	17
President's Society	17	45	47
<b>Totals</b>	<b><u>26</u></b>	<b><u>74</u></b>	<b><u>73</u></b>

\*\* Includes activity through May 17, 2017.

**Community Foundation of Middlesex County**  
**2017 Gatherings/Mailings**

**Gatherings**

- 20<sup>th</sup> Anniversary Celebration - November 17, 2017, River House
- 49 Main Street Open House – May 5, 24, 2017
- Friend Raisers (Goal is one in each town by YE 2018)
  - Pough Interiors - January 19, 2017
  - 365 Fund –iCRV Radio, Ivoryton (Date to be determined)
  - 365 Fund Celtic Cavern - June 15, 2017
  - Lego Camp for Donors/Friends – Durham
  - Behind the Scenes at Goodspeed - May 16, 2017
  - Others – To be determined
- Donor Luncheons (2) - September 7, 21, 2017, Café Routier
- Legacy Society Gathering - June 21, 2017
- Former Board Member Gatherings - June 8, 2017
- Planned Giving Events - June 26<sup>th</sup> - CFMC Agency Funds
- Grantee Reception – (July)
- Leadership Society Luncheons (November and December)
- Fund Holders’ Gatherings (Date(s) to be determined)
- Take A Chance on Middlesex County (2018)
- Private Foundation Gathering – September 12, 2017

**Mailings – Direct Solicitations**

- Leadership Circle (Operations) – Throughout the year (anniversary of gift)
- Mother’s Day Mailing (Sari A. Rosenbaum Fund for Women and Girls) – April
- 365 Fund – Target Date – March
- Annual Appeal – Mid- November at the latest.
- Event Related Sponsorship Solicitations – Various Dates

**Miscellaneous – Indirect Solicitations**

- Annual Report
- E-News
- Newsletters
- Website
- Various Fund Events

## Development COMMITTEE 2017 TASKS AND PRIORITIES

STATUS	ISSUE, TASK or QUESTION	COMMENTS
	Cynthia and Thayer will analyze the demographics of the annual appeal for further discussion at an upcoming meeting.	
	A timeline will be developed to present to Development Committee to help decide timing of the annual appeal.	
	20 <sup>th</sup> Anniversary Celebration - Cynthia will send the list of prior sponsors to the committee.	
	20 <sup>th</sup> Anniversary Celebration - Gary will follow up on the "Photo Mirror" for the November 17 <sup>th</sup> event.	
	20 <sup>th</sup> Anniversary Celebration - Staff will produce a sponsor appreciation gift to be delivered after the event.	
	20 <sup>th</sup> Anniversary Celebration - Develop "pre and post event and PR" plans.	Marketing/Communications Committee
	Development Initiatives/Analyses - Staff will create a Communications Calendar. Development Committee and Board will be assigned to follow up after a communications and/or event. (Frantz to assist)	List of mailings and communications timings to be distributed at 05/2017 meeting
	Development Initiatives/Analyses - Initiate Pilot Program with: Leadership Circle; ARF; Sari A. Rosenbaum Fund for Women and Girls; 365 (Frantz, CC)	Need to analyze donors to these funds and develop plan for board "relationship managers" to cultivate specific donors.
	Friend Raisers/Open House - Cynthia will work with Kate and Chris Hall to make this happen.	Goodspeed event – 5/16/17 Other opportunities – Kalmia Gardens/Durham; Friend raiser for

STATUS	ISSUE, TASK or QUESTION	COMMENTS
		Killingworth Fund (new Geographic Affiliate)
	Friend Raisers/Open House – Cynthia will ask Judy Schoonmaker to assist with CHC.	In process
	Board Involvement - Frantz and Cynthia will work on 3 options for Board members to get them engaged in the cultivation/development/stewardship.	Distributed at April Board meeting. Need to follow up.
	Strategic Plan – The Committee will look for new community members to join in our efforts with a particular focus on someone from Killingworth.	ongoing

Status: such as On-going, New, or Completed

CFMC 20<sup>th</sup> Anniversary Celebration Sponsors

*Thank You!*

Whelen Engineering Company

Essex Financial

Essex Savings Bank

Guilford Savings Bank

Connecticut Lightning Centers

Best Cleaners

Pough Interiors

The Moores

The Cleggs

The Whelens

The Homestead

Malloves Jewelers

WJ Financial Advisors

Peach Pit Foundation

Updike, Kelly & Spellacy, P.C.

Jacqueline Hubbard and Norman Needleman

Nancy Fischbach and Martin Wolman

Rick Carlson and Diana Gregory

Philip and Clio Coles