**Port Chester Carver Center**

**Advancement Committee Minutes**

**September 17, 2020**

In attendance: Jim Howland, Amy Fisch, Claire Steinberg, Anne Bradner, Colleen Kane, Olivia Jimenez, Chris Pye, April Langus, Cecilia Mitchell, Jason Kowlowitz, Erica Fritsche, Maida Robinson, Yvette Hammel, Andrew Navarette

**Committee Chair Welcome (Jim)**

Jim opened the meeting at 5:30pm and reviewed the agenda. He discussed the plan overall with regards to Colleen’s upcoming maternity leave and the transition.

Colleen introduced Andrew Navarette from LAPA Fundraising, and Olivia Jimenez (Advancement Manager) who will step in to help as Colleen transitions out.

**2021 Budget Overview (Anne)**

From a revenue point of view, Carver is in a better financial situation now than in March partly because we have stopped running some individual and committee programs so we were able to pay off outstanding bills and because of the success of the Carver Challenge.

Budget Specifics:

The budget is optimistic and assumes we will still get the types of donations (“Carver love”) that we got in March and April. However, if the economy goes down, we will have to reevaluate the budget.

The budget does not account for the NYS Afterschool Advantage Grant.

Unrestricted is under from last year partly because the Diallo donation grant was $175K (down from $350K the previous year).

Restricted is at $330K because we are looking at regular support from regular foundations and donors and Feeding Westchester is still not charging for food.

The annual benefit is set at $375K – which is higher than last year’s goal but we anticipate low expenses because in all likelihood, it will be a virtual or semi virtual event.

The Middle School Student Dance is at $30K because we might be able to do a virtual event.

**Fundraising Plan – (Colleen)**

Colleen will be on maternity leave from Sept 24th through Jan 24th

Carver will be updating its database which will help streamline fundraising for the future

Carver saw an opportunity to work with LAPA fundraising to help fill in during Colleen’s maternity leave. Carver has access to different areas in the LAPA firm such as fundraising, capital campaigns, database information, foundation research, wealth research, and wealth screening. Carver is looking for long terms gains in fundraising and LAPA will help us get to the next level, especially with major gifts.

**LAPA Fundraising – (Andrew)**

LAPA’s first priority will be to help cover during Colleen’s leave but also has some added services and a staff of twenty. In the short term, LAPA will help with the year end appeal to “stretch” asks and in major donor meetings with Anne. In the long term, LAPA is budgeted for the entire year so there is the possibility of a continued partnership down the road.

Andrew will schedule individual meetings with members of the board to determine other ways we can contribute to and grow our fundraising efforts.

Jim asked: On a scale of 1-10, what is Carver’s level of sophistication? Andrew responded that Carver is at a 7 or 7 ½. And on a scale of 1-10, what is Carver’s level of growth by the end of the year? Andrew responded 8 and an 8 ½ or 9 by the end of next year. Knowing what our donors care about through wealth screening and developing and sustaining these relationships will help drive the strategy for the future.

Claire asked: How do you calculate ROI with a non-profit? Andrew responded that ROI is a good indicator of how effective they are and their ROI for clients like Carver are generally higher. He feels there are hidden major donors in our database and our annual fund can go up to 750K within 18 months.

**Goal Setting for 2021 (Colleen)**

Carver wants everyone to know what is expected and ways in which the Advancement Committee can contribute and help with fundraising and marketing. There are several areas to think about including marketing and promotions; the Student dance (also a way to get students and teens involved in fundraising); foundation work; year-end giving; the annual benefit; and volunteerism opportunities like the Carver Market and the volunteer-based virtual learning program started by Ellie Zimmerman.

Andrew is working on a letter for the annual appeal. LAPA will use research from RelSci, NXT and eTapestry to help personalize our ask for major donor outreach.

The benefit committee is meeting with LAPA next week to discuss what our benefit might look like in the spring (whether it is a big event, virtual or smaller in person get-togethers).

**Other Business (Colleen)**

The Advancement Committee agreed that one hour from 5:30-6:30pm would work for upcoming meetings. Colleen will send out Doodles for the next two meetings. The meeting was adjourned at 6:30pm.

\*\*\*