Advancement Committee Meeting – Tuesday May 25th, 2021

5:30 PM: Jim Howland opens with opening remarks and approved the minutes.

5:32PM: Colleen introduced Brook Bryant from LAPA.

5:33PM: Brook introduced herself.

5:34 PM: Colleen goes over Progress Tracker for FY 21. Carver has exceeded the unrestricted goal and has sent out a LYBUNT mailing in hopes to get more donations. Andrew will reach out to board members if their contacts were on the LYBUNT list.

Dalio money is not included in the FY 22 budget.

The restricted goal is close to being met. With the pending gift of Impact 100 (which Carver is finalist for) will help meet the restricted goal. Carver will either receive $85k or $26,500. Carver will know how much at the beginning of June. Also, Carver is submitting for reimbursements from a grant for $25k as well as smaller donations that will be coming in before the end of the FY.

As of May 25th, 2021, Carver has exceeded the benefit goal ($401k).

There are no comparison numbers to FY 19 and FY 20 as C.K was working on Impact 100 project.

5:37 PM: C.K shares FY 22 Advancement plan.

Different strategies include: Individuals, Family Foundations, Corporate, Foundation, Benefit, Gov. Grants, special six figure gifts.

There is an increase with unrestricted funds, benefit and restricted goal.

5:41 PM: Jim Howland brings up money that is being given to school districts. And explains that there is money Carver can take advantage of.

5:42 PM: Carver is working with LAPA’s grants team to pursue government grants and opportunities. They are looking into the American Rescue Plan for Carver to pursue. Carver has also reached out to our elected officials to help us access the monies.

5:44 PM: Anne B. brings up our connection to the school district with Judy Diaz on our board and a new board member that expressed interest in Carver’s education programs

5:45 PM: C.K explain the strategy in the outline/numbers. More time and effort will be spent on projects that will bring in more income.

5:49 PM: **Major gifts**

Andrew has received two $10,000. Andrew is also working on prospect asks.

5:53 PM: **Party with a Purpose**

Informal gathers at someone’s home with is deeply connected with the organization. They invite 15-40 guests. They explain why they give and the impact giving has at Carver and a solicitation. This strategy usually generates $10-$50k per party.

In the first year, LAPA projects 6-9 parties totaling $120k. First one scheduled for September.

5:56 PM: Jim Howland agrees with the strategy asks how to prevent donor burn out? Between Parties with a Purpose, Annual Appeal, Benefit, and End of Year Appeal. How are you thinking about getting new donors?

6:07 PM: **Board Recruitment**

New treasurer and board member recruited through Andrew’s interview stakeholder conversations.

6:08 PM: **Grants Works**

Focusing on After School and budget gaps

6:09 PM: **Systems and Processes**

Working on the database to enhance direct mail, database hygiene and cultivate donors.

6:12 PM: **Advisory Board**

Looking for people to workshop the idea of Party with a Purpose and getting new people involved in helping Carver

6:15 PM: C.K will be sending a Google Docs form for how Advancement committee members can get involved through different opportunities

6:45 PM: Discussion on proposed unrestricted and benefit increase.