

Great Start Collaborative

Charlevoix, Emmet & Antrim Counties

Fund Development Committee

November 17, 2010

Present: Susan Chowen, Mandy Peterson, Marcia Campbell, Jennilee Whisler, Theresa Symons, Sommer Poquette, Jill Haan.

1. Introductions and review of the meeting objectives.

2. How are we going to go about fund raising?

Some monies will come from grants and some will come from fund raising.

Prior to any grants or funds, the collaborative needs to agree on it and then it needs to go to the Community Action Agency for approval.

A recommendation has been made to present the final plan to the collaborative for approval.

A plan for evaluating fund raising activities should be developed. Some criteria are included for consideration at the bottom of page 2.

3. This group will be generating and implementing ideas for fund raising.

You want to get the collaborative involved and working with the committee. You should be specific in your requests.

There may be different ad hoc committees working on specific tasks.

Need to be ethical.

One of the most important things this group will do is be an ambassador for Great Start.

4. The May 2010 Strategic Fund Development Plan was distributed for updating.

There is a different mission and vision statement on the development plan than on other paperwork, so we need to clarify this. We will use the mission in the development plan and work on the vision statement.

Sources of funding:	2011	2012	2013
Events	X		\$30,000
Grants			\$30,000
Major Donors			\$30,000
Direct Mail	X		\$5,000
Email requests	X		\$5,000

X heavily loaded during the first year.

We should ask the collaborative to identify people who wouldn't be inclined to donate to their cause but who may be more willing to give to a collaborative cause. We need to generate lists of names of potential donors. The lists can be fine tuned over time.

On page 9, item 1. We already have that in place.

Strategy 2, we have the committee developed.

Strategy 3, we will work on the Case for Support today.

Strategy 4, this will happen toward the end. We can do training later with the collaborative.

Strategy 5, typically you want to have 100% of board and collaborative give before asking others. 5.3: This is where businesses could assist in meeting specific needs, donations for events etc. Be on the lookout for one time grants that other agencies have received but are no longer eligible for.

One idea that we would like to take to the executive committee for consideration would be the "What does the future hold for you" party. Sommer would like to host a party like this in January. Put it on the invitation that this party is a donation party and they should bring their check books. The proceeds would go to Great Start.

The Case for Support, "Why should people give us money?"

Because children are our future, when you give to great start you are giving to lots of different agencies instead of just one agency with a single cause, the needs are decreased staff and services, increased obesity, needs for preschool, lack of programs and services.

What would be a good story or testimonial about families in the community? These types of stories are presented at collaborative meetings and as a whole we help to solve the needs presented. Pam is going to write something up and let us look at it at the next meeting.

When are we going to meet next? December 6th, 9-12 at the Boyne City ISD