Development Committee Meeting Agenda

1/5/2022

Attendees	Becca Hazlett, Jennifer Davis, Amanda Seider, Michael Kendall (Chair), Kate Villa, Viveth Karthikeyan
Date	1/5/2021
Time	3:00-3:45 PM
Location	Zoom

Time	Agenda	Leader
3:00-3:10	COVID Update on Nunnelly Dinner and Richard Barth visit, Annual Fund Updates and Development Dashboard Preview for Board and Development Committee	Becca
3:10-3:20	Board give and get, board engagement, board overall participation	Becca
3:20-3:40	Pitch updates, fundraising goal vision and update, input and next steps	Kate and Viveth
3:40-3:45	Close out and next steps for February Devo meeting and Board Meeting	Becca

FY22 Development Dashboard					
	By 6/30/2022	Q1	Q2	Q3	Q4
FY22 AF Goal:	$1,300,000	$300,000	$400,000	$300,000	$300,000
Total Weighted Pipeline:	$1,456,189				
Total Cash YTD:	$330,000	$3,871	102,182		
Grants:	$600,000	$315,000	$523,939		
Capital Payments:	$250,000	---	$250,000	---	---
Pledges to Collect:	$120,000	---	---	100,000	$20,000
Total Raised	$944,992	$318,871	$626,121		
Total Left to Raise		$981,129	$355,008		

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Percent to Goal		25%	73%		

Meeting Notes

Annual Fund Update and Questions
- Where are we now?
  - Current YTD fundraising: $944,992 -Goal was to raise at least $700,000 by 12/31/2021 to stay on track to 1.3 million
  - This update is not including ACH deposits that came in during the holiday- those will be processed at the end of next week as our finance team is playing catch up from break this week. BH will share an updated number before our February meeting
  - Bruce Herring has not given his $250,000 capital payment but has until 6/30/2022 to do so, in previous years he gave in November. NB and Bruce have spoken every month, BH will be printing a reminder letter to Bruce regarding his final year of his commitment. The total left to raise for quarter 2 **does not** include Bruce's gift.
  - We applied for two summer learning reimbursements in November, we were awarded both grants in full ($330,750)
  - I will provide a comparison to previous years funding at the next Development Committee in February once we have all updated numbers from donations that trickle in during the holiday break
  - Challenges still lie in coordinating in person visits with Nikki due to COVID, we have some donors in the North Shore who really loved Caleb and haven't been as engaged since his transition (2-3 North Shore donors)
- Making sure we differentiate between public and private funding
  - Revenue goal
    - public dollars
    - dollars from philanthropy
- Preview Development dashboard
  - What should be in a development dashboard for the board
    - committee level one needs a lot more detail
      what has been committed versus what do we think we can raise
      move commitments from weighted pipeline - clear what is commitment versus we hope to come in funnel of donors
      deep dive on major gifts- biggest hit or winning real big
      make sure it's clear are goals, cumulative
      what is the activity like - number of meetings scheduled, asks out,

The Board-Level dashboard should include:
- Overall Goal (with quarterly breakout)
- Overall total weighted pipeline (and amount of unidentified dollars if applicable), cumulative and quarterly
- Overall PTG of Committed (bookable+) funds (expressed in cumulative $$ and % to goal) through last completed quarter, highlighting where we are on/off track
- Committed less cash-in (ie, pledges to collect)

Key questions it should answer for board members:
- Do our fundraising prospects align with our ambitions/strategy? (or being able to make that determination)
- How much organizational/ED capacity needs to be put towards fundraising?
- What is our overall revenue picture?

The Committee-level dashboard should include:
- Everything above, PLUS:
- Quarterly breakouts of committed PTG, broken out by stream (AF, Grants/corp-found, Campaigns, board)
- Quarterly breakouts of WEIGHTED PTG, broken out by stream (AF, Grants/corp-found,

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Campaigns, board)
- Narrative explaining why we are where we are
- Weighted pipeline breakdown ("the funnel") - how much is in each stage? (qualify, pursue, engage, convince, non-bookable)
- Dev meeting/prep should also include:
- Review of major gifts ($50K+?) - status update on each (goal here - understand where there could be considerable swing/risk)

Key questions should answer for committee members - all above, plus:
- What are the biggest wins/challenges for the dev team?
- How is Dev/ED spending their time?
- What support is needed?
- Infrastructure updates
  - Reached out to Salesforce for pro-bono support to ensure we're using Salesforce to the best of our ability

Board Give and Get & General Board Participation
- Hear the groups thoughts on an overall board participation goal
  - What has worked well in the past? What hasn't? Knowing that it has been very inconsistent
- Board fundraising committee tied to campaign think about volunteers differently
  - Access to tests- it will cost us $50,000, launch a board fundraising initiative -
- Step 1 we need to ask the board for more
- Schedule 1:1 meetings
- Board members join school visit

CCS Fundraising Pitch
- Update on our pitch and next steps with CCS fundraising
  - Board needs key things to be included
  - - Understanding of the strategic plan, project 2031, etc. need a lot of explanation.
  - - Timing & Phased approach to the campaign
  - - Difference between startup costs and permanent costs
  - - Need "crispiness" of numbers, timing, how, etc.
  - - Make sure to include "we were able to be successful with the public dollar, but we need to do more and we
  - can do that with your support.

Next Steps for February Board Meeting
- Board individual meetings with Becca
- Update dashboards for board and development committee
- How does this align to KIPP national?

References from Previous Meetings:

Committee Goals	- Create two versions of a Development Dashboard (one committee level and one board level) with agreed metrics that the committee can monitor and view, as well as share at board meetings. - The Development Committee has at least 5 people on it and the right people on it (not just on the board, but people who are in the fundraising space) - By the Spring, alongside the budget process, the committee has created a deck/pitch/one pager on our fundraising strategy for the board - The Development Committee supports the team in developing the appropriate staffing structure for our strategy and also ensures that the work is properly resourced (infrastructure and operational tools necessary to carry out the work). - Formalize our Board Involvement in Development (give, recruit, get involved)- includes governance (regular reporting on fundraising progress) and bringing back regular engagement meetings for

	board members with the Development staff to determine their plans for the year.