



Seward Community Foundation

An Affiliate of The Alaska Community Foundation

Board of Advisors Agenda
Moose Pass Public Library, Moose Pass, AK
Wednesday, November 21, 2018 - 6:00 PM

Kim Reiersen	President	
Patricia Linville	Vice President	
Phyllis Shoemaker	Secretary	
Melody Hatch	Treasurer	
Carole Tallman	Advisor	
Karen Sefton	Advisor	
Cindy Clock	Advisor	
Rodger Painter	Advisor	
Emily Wezenberg	Advisor	
Allison Fong	Program Manager	

A. Call to Order

B. Approve Agenda

C. Mission Connect – Potential Advisor Visits

D. Business Session

- a. Approve September 19 Minutes and October 17 Notes
- b. Donations/Treasurer's Report—Melody
 - i. PFD Update
 - ii. Thelma Bagoy Donations Update

E. Strategic Plan Review

- i. Strategic Plan Metric Dashboard
- ii. Fundraising Status (written report)

F. Team Reports

- a. Grant Team Update—Patty
 - i. Grant Report (written report)
 - ii. Mini grant proposals
 1. No Application. Need to advertise that we have funds available \$5,970
 - iii. 2019 Major Grant Cycle – Nonprofit event/Luncheon to announce \$\$ available
- b. Executive Team – Kim
 - i. Update to By-laws – Advisor Recruitment & Paperwork
 - ii. New Advisors
 - iii. Begin Thinking of 2019 Officers and Teams
- c. Fundraising/Development Team – Cindy
 - i. Operating Endowment Plan
 - ii. Giving Tuesday, November 27th – ACF Promotion
- d. Community Outreach Team – Emily
 - i. End of Year Newsletter – Approve Budget
 - ii. PCG Promotions
- e. Program Manager Report—Allison (written report attached)

G. ACF End of Year Fundraising Webinar

H. SCF Christmas Party

I. Seward Strong Update

J. Other Business

K. Comments

L. Adjourn

Next Meeting Dates: December 19 @ 6pm, Breeze Inn



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Board of Advisors Agenda Moose Pass Public Library, Moose Pass, AK Wednesday, September 19, 2018- 6:00 PM

Kim Reiersen	President	
Patricia Linville	Vice President	✓
Phyllis Shoemaker	Secretary	✓
Melody Hatch	Treasurer	✓
Carole Tallman	Advisor	
Karen Sefton	Advisor	
Cindy Clock	Advisor	✓
Rodger Painter	Advisor	✓
Emily Wezenberg	Advisor	
Allison Fong	Program Manager	✓

Documents sent out prior to meeting: September board packet including 9-16-2018 agenda, draft minutes from 8-22-2018 including 8-22-2018 treasurer's report, 2018 Mini grant tracking report, SCF Strategic Plan including SCF Metric Dashboard, Seward Community Foundation Fundraising Plan and Current Status for Rasmuson Match, and Program Manager Board Report for September 2018.

A. Call to Order: 6:03 pm

B. Mission Connect: Patty has sent an email to Jim Pfeiffenberger asking about progress on the ice rink. **She will let us know what she finds out.**

Rodger informed the group that the Moose Pass Library had \$500 left over from their recent grant from SCF. A request to spend it on something else was approved at a previous SCF board meeting. They have applied it to the cost of their new book shelves, which were \$1000 over budget. The Moose Pass Sportsman's Club donated the other \$500.

C. Approve Agenda: **Rodger moved to approve the agenda sent out in the board packet. Melody seconded the motion. PASSED.**

D. Business Session

a. Approve August 22, 2018 minutes: **Rodger moved to approve the minutes from the August meeting as corrected. Cindy seconded the motion. PASSED.**

b. Donations/Treasurer's Report—Melody - written report attached.

Melody reported that SCF has received a bill from Great Originals for printing and mailing of the newsletter. She thought the bill should have been sent directly to ACF for payment. Allison has checked on this. It seems that there is a backlog of letters and checks on Nina's desk awaiting her signature. She is often out of the office traveling so checks don't get sent in a timely manner. The board feels that this situation should be addressed and a solution found. A couple of suggestions: a second person with signing authority or increase the limit on our credit card so it could be used for this kind of thing.

Melody gave Allison some forms SCF has received from the auditors of the Independent Living Center. Allison will ask ACF to provide the necessary information.

Melody will be gone for the October meeting but will be back in time for the November meeting.

E. Strategic Plan Review

a. Strategic Plan Metric Dashboard – sent out with board packet. Allison has updated the 2018 Endowed Fund Goals for the Rasmuson match and the Operating Fund Goals. SCF needs to work on raising funds for the SCF Operating Fund. She suggested the Development team should meet (two of the three team members indicated they will be gone for a while). Allison is willing to spend more of her time on fundraising. **Cindy will meet with Allison and work out a plan to visit three businesses.** Cindy suggested JAG (the new operators of the shipyard). Other suggested businesses to approach were Hamilton Construction and Catalyst Marine.

b. Fundraising Status (written report included in board packet)

F. Team Reports

a. Grant Team Update—Patty: We have \$8420 left in the budget for mini grants this year.

i. Grant Report (mini grant tracking written report included with board packet)

ii. Mini grant proposals: Alaska SeaLife Center – Small Fry School: The board liked the collaboration and community involvement described in this grant application. After discussion **Rodger moved that we grant \$1000 to the Alaska SeaLife Center for “Small Fry School”. Cindy seconded the motion. PASSED.**

Cindy reported that the Sustainable Seward Group gave a talk at a recent Chamber luncheon about their electronics recycling event and proposed plastic bag ban. They had the SCF logo prominently displayed on their literature.

b. Executive Team – Kim

i. Update to By-laws: no report

c. Fundraising/Development Team – Cindy: Discussed earlier in meeting during “E. Fundraising Status”

d. Community Outreach Team – Emily: no report

e. Program Manager Report—Allison (written report attached): Allison had her performance review with ACF in September. She has identified three goals for the coming year:

1. Collaborate with Advisory board to develop fundraising plan within the next 3 – 6 months.
2. Post at least one blog post and share content with local press each week.
3. Assist with planning and facilitating at least one community discussion/training within the next 6 – 12 months.

G. Other Business: Rodger asked if there was any news regarding the community needs survey done by Providence. Patty reported that Providence had their community needs assessment meeting the day before (Tuesday, September 18). Four areas of need were identified: mental health, substance abuse, obesity, and access to medical care. **The Seward Strong community meeting will be held November 15th. SCF should participate. Allison will send out a reminder to the board.**

It was asked if SCF could/should support Seward Strong by helping to advertise the meeting (we have helped fund the event the past two years). **Allison will ask Emily if this is something SCF should do.**

H. Comments:

Several board members mentioned they will be gone for the October meeting.

Cindy – will talk to Carole about visiting businesses and find out when she will be gone.

Rodger – would like to have a meeting of the grants committee in November. **Patty will schedule one.**

Melody – no comments

Phyllis – wondering if there will be enough people around for an October meeting. **Allison will poll the board and let everyone know.** (Patty will be gone, Rodger will be gone).

Patty – Seward Music and Arts Festival is October 6-7. She will be manning a silent auction with lots of good stuff to support SMAF.

Allison – there are changes happening at Providence. Joe will be leaving his job November 2. She doesn't know what is in store for them after that. They plan to travel to visit family for Thanksgiving and see what develops. Allison is committed to SCF and will work to support us for as long as possible.

I. Adjourn – 7:00 pm – Next meeting scheduled for October 17 at 6 pm at the Breeze Inn.

SCF Treasurer's Report 9/19/18

DonorCentral Online Donations:

8/20/18	Carol Lindsey	\$2500	SCF
8/20/18	Charles & Teri Arnold	\$25	SCF OEF (recurring)
8/27/18	Darcie Larson	\$50	Larson Family Fund (recurring)

Checks Received:

9/15/18	Rev. Richard Tero	\$200	SCF (newsletter form)
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Total: \$2,775

Pending Bills:

\$2,848.15 for the summer newsletter printing and mailing by Great Originals bill came to the SCF mailbox recently - even though ACF said they would handle it directly to speed up the payment process. Allison is waiting to hear back from ACF on this issue.

Mail:

**Thank you letter to SCF from Seward High School Problem Solving and Design with Technology class for the generous donations during the 2017-2018 school year.

**Thank you letter to SCF from Seward Area Hospice for the \$100 operations support grant. (May Grant Awards Event donation drawing winner Madelyn Walker's pick)

**4 returned summer newsletters

**Due to a wording glitch in a recent obituary for Thelma Bagoy, an "in memory" gift arrived to SCF but needs to be routed back to ACF to be placed in the proper fund.



Seward Community Foundation

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**Board of Advisors
October 2018 Mini Grants
Tuesday, October 23, 2018**

Kim Reiersen	President	x
Patricia Linville	Vice President	x
Phyllis Shoemaker	Secretary	x
Melody Hatch	Treasurer	
Carole Tallman	Advisor	x
Karen Sefton	Advisor	x
Cindy Clock	Advisor	x
Rodger Painter	Advisor	
Emily Wezenberg	Advisor	x
Allison Fong	Program Manager	-

- A. **October Meeting** – Due to a lack of quorum, the October meeting was cancelled. It was agreed that we would evaluate and vote on this month’s mini grants via the online grant system.
- B. **Online Voting Results** – Two mini grant applications were received this month.
- **Seward Arts Council/Community Band** – They requested \$450.00 to pay for the rental of the Seward High School’s music room to practice in. Previously this space was donated but the school is charging room use fees now.
 - **Alaska SeaLife Center** – ASLC will hold their annual Community Holiday Party on November 29th. They requested \$1,000 to help buy supplies for the event.

Voting was completed on October 19th and both grants were approved with the unanimous votes of the participating advisors. Kim will pass this information on to ACF so they can process the awards.

Next Meeting Date: November 21, 2018 @ 6pm, Breeze Inn Motel.

Seward Community Foundation Strategic Plan 2018-2027

Core Purpose	Community investment through philanthropy
Core Values	Integrity – Leadership – Compassion – Generosity – Local Engagement
Operating Principles	Impact community – Enhance quality of life – Create positive change – A sustainable fund to continue to work
Core Programs	Endowment building – Community development – Grantmaker – Growing community philanthropy
Vision	Be a community leader engaging the people of Seward and Moose Pass in new levels of community philanthropy, action, and change.

Long-term Goals by 2027	Short-term Goals by 2021	Champion
1. SCF is “The place to leave a legacy” as evidenced by growth of our endowment fund to \$5m by 2027 through estate, asset, and unrestricted gifts.	A. Focus on estate and asset gift donors to secure 1-2 legacy gifts per year starting in 2018 (PRIORITY #2)	Development Team
	B. Engage donors and potential donors (including businesses) in mission opportunities to reach \$3.5 million in unrestricted endowment and \$80,000 in operating endowment by 2021 (PRIORITY #1)	Development Team
2. Build the Operational Resiliency of SCF through a full, diverse board and growing our operating endowment to \$300,000 by 2027.	A. Write/approve a fund development plan to achieve \$5m endowment, \$300K in operating endowment and increase the donor base by 20% (20 new donors) .	Development Team
	B. Ensure that Board members have strong ties to purpose and values and bring skills to achieve long and short term goals (board development)	Executive Team
	C. Ensure SCF has a diversified board and committees that reflect the community we serve and bring skills to achieve long and short term goals (board recruitment)	Executive Team
3. SCF approaches granting with an “intention to say yes” and becomes a household name as “a valuable community resource making an impact.” Each Seward citizen will know of at least one project that SCF launched/funded and who benefited.	A. Build community awareness of and SCF’s presence as a local community investor and nonprofit leader by 2021	Community Outreach
	B. Position SCF as a catalyst for meeting community needs by 2021	Community Investment Team

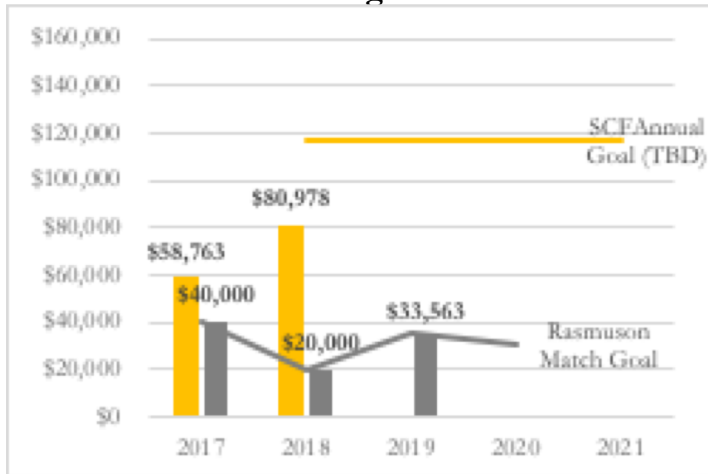
SCF Metric Dashboard

Goals

- ❑ Endowed funds are at \$3.5m by 2021 and \$5m by 2027
- ❑ Operating endowment is \$100K by 2021 and \$300K by 2027
- ❑ Increase number of donors by X%.
- ❑ SCF is a valuable community resource making an impact.

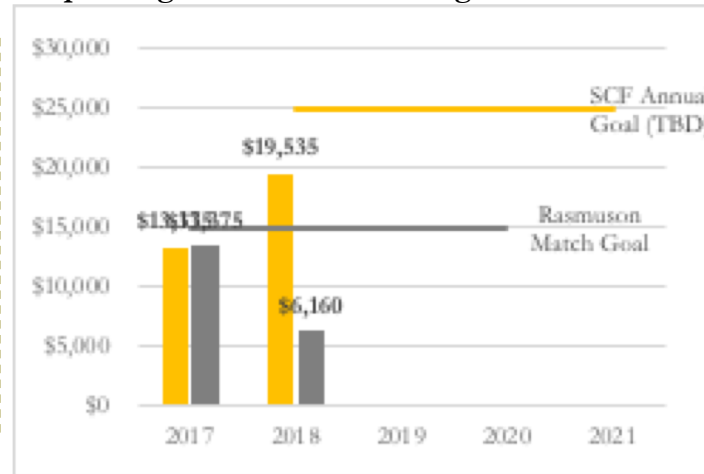
2018 Fundraising

Endowed Funds Progress Towards Goal



■ Actual Raised* ■ Match Eligible**
— SCF Annual Goal (TBD) — Rasmuson Match Goal

Operating Endowed Funds Progress Towards Goal



* Includes Rasmuson Match funds, will include PCG when finalized 10/26
 **Includes roll-over amounts into future years

Donors

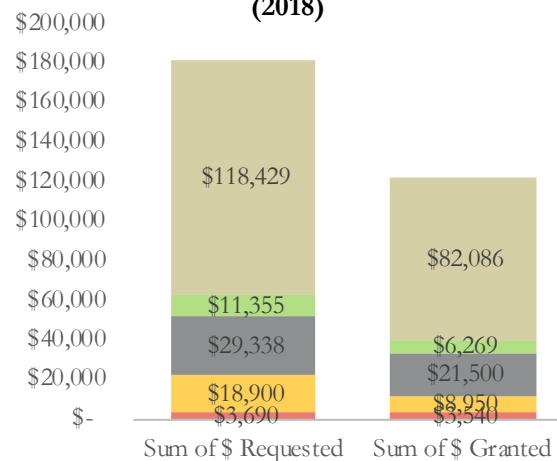
	2017	2018	Goal
# of Donations	177	128	TBD
Unique Donors	N/A	N/A	TBD

2018 Grants

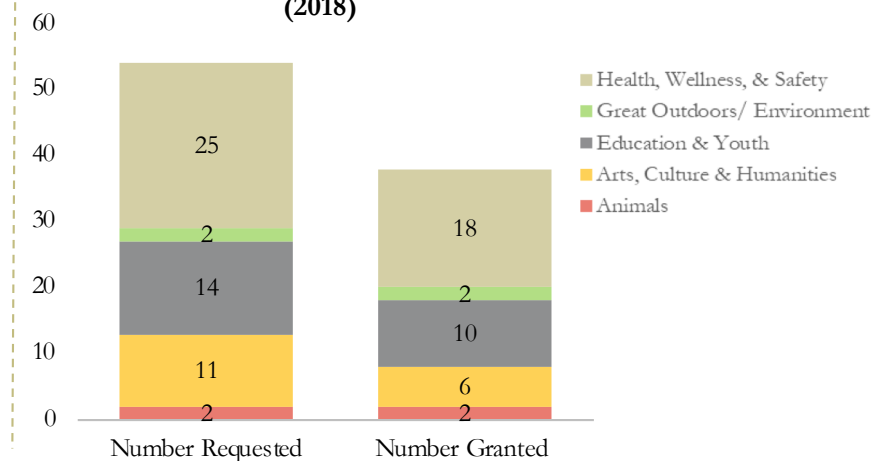
Award Amounts and Balance

	YTD Granted	Annual Available	Balance
Major	\$101,349	\$102,815	\$1,466
Mini	\$19,446	\$26,966	\$5,970
Proactive	\$100		
Total	\$120,895	\$128,315	\$5,970

Grant Award Amounts by Category (2018)



Number of Grants by Category (2018)



Seward Community Foundation Fundraising Plan and Current Status for Rasmuson Match

updated 11/16/2018

SCF GOALS TO ACHIEVE RASMUSON MATCH

Fundraising Goals: [APPROVED BY SCF ADVISORY BOARD ON 8/22/18]	Results:	Endowment	Operating
2017: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment		\$ 53,563	\$ 13,375
2018: Raise \$20,000 for endowed gifts and raise \$15K for operating endowment			
2019: Raise \$35,000 for endowed gifts and raise \$15K for operating endowment			
2020: Raise \$30,000 for endowed gifts and raise \$15K for operating endowment			
Total Raised: \$125,000 for Endowed Gifts and \$60,000 for operating Endowment			
Action Plan:			
1. SCF will work with local businesses utilizing matching challenge from Rasmuson to create employee giving programs and encourage donations from owner/operators.			
2. SCF will increase Pick Click Give donations by advertising during PFD application season.			
3. SCF will increase outreach efforts and invest more in general public relations, announcing the challenge match from Rasmuson and seeking new donors.			

CURRENT SCF FUND SUMMARY

Fund Name	Fund Balance	Current Year				Grand Total	
		2017	2018	2018 Goal*	Variance**	Funds Raised	Target***
Endowed Funds (Match Eligible)	\$ 3,033,267	\$ 53,563	\$ 53,563	\$ 20,000	\$ 33,563	\$ 93,841	\$ 125,000
City of Seward Unrestricted Fund	\$ 8,162	\$ 200	\$ 50			\$ 250	
Dieter Family Endowment Fund for the Prevention of Domestic Violence and Teen Suicide	\$ 84,889	\$ 25,000	\$ 25,998			\$ 50,998	
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$ 19,765	\$ -				\$ -	
Kaanta Community Fund for the Beautification of Seward	\$ 130,348	\$ -				\$ -	
Larson Family Fund	\$ 11,646	\$ 600	\$ 500			\$ 1,100	
Margaret A. Anderson Fund	\$ 28,086	\$ 200	\$ 200			\$ 400	
Paul and Sharon Ruppel Fund	\$ 19,659	\$ 3,004	\$ 500			\$ 3,504	
Seward Community Foundation Fund	\$ 2,718,513	\$ 24,409	\$ 13,030			\$ 37,439	
<i>Current Pick.Click.Give. Pledges (as of 9/1/2018) Final numbers avail 10/26</i>						\$ -	
Seward Wellness Fund	\$ 12,199	\$ 151				\$ 151	
Roll-Over from Previous Year(s)			\$ 13,563				
Operating Endowment	\$ 54,725	\$ 13,375	\$ 6,160	\$ 15,000	\$ (8,840)	\$ 19,535	\$ 60,000
Seward Community Foundation Operating Endowment Fund	\$ 54,725	\$ 13,375	\$ 6,160	\$ 15,000		\$ 19,535	\$ 60,000
Non-endowed Funds (Not Match Eligible)	\$ 22,536	\$ 16,499	\$ 5,000	\$ -	\$ -	\$ 21,499	\$ -
Seward Affiliate Operating Fund	\$ 12,839	\$ 7,000	\$ 5,000			\$ 12,000	
Seward International Friendship Assoc. Sister City Exchange Fund	\$ 9,697	\$ 9,499				\$ 9,499	
Grand Total	\$ 3,110,528	\$ 83,438	\$ 64,723	\$ 35,000	\$ 24,723	\$ 134,876	\$ 185,000

Note: The following amount is included in the Fund Balance for SCF Fund, but not eligible for the \$ 5,200 \$ 40,700

Note: The following amount is included in the Fund Balance of SCF Operating Endowment, but not match eligib \$13,375

* Must meet annual goal in order to receive matching funds
 ** Any amount raised above the annual goal will roll-over towards the next year's match
 ***The match to SCF's Endowment Fund is a 1:1 match of up to \$100,000 and is only available January 1, 2017- December 31, 2020. A bonus of 1:1 match of \$25,000 is available after the \$100,000 match is raised; the Affiliate Advisory Board may decide how best to utilize the additional \$25,000 match funds.

2018 Mini-Grant Tracking Report

updated 11/16/18

SUMMARY

Allocation*: \$26,966 Balance: \$5,970	Total Requested: \$33,995 Total Granted: \$20,996
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** Allocation includes 2017 rollover and amount not used toward 2018 Major Grant Cycle*

Note: After Major Grant Cycle, there is \$451 remaining to be granted from the Kaanta Community Fund for the Beautification of Seward

DETAIL

Organization	Project	\$ Requested	\$ Granted	Date Reviewed
Qutekcak Native Tribe	Elder Fall Protection Program	\$1,000	\$1,000	12/20/17
Seward Arts Council	Fletcher Movie Series/Wonder	\$1,000	\$1,500	12/20/17
Seward Wellness For All	Diabetes Prevention Program	\$1,000	\$1,000	12/20/17
He Will Provide Food Bank	Food Stuffs	\$2,000	\$2,000	12/20/17
Seaview Community Services	Furniture for Passages	\$1,000	\$1,000	1/17/18
Wellness for All	Diabetes Conference	\$846	\$846	1/17/18
Lemonade Day Alaska	Lemonade Day Alaska 2018	\$4,000	\$0	1/17/18
Latitude 60.1 Academic Pursuits/RBCA	Walk & Wonder	\$1,050	\$0	2/13/18
Marathon Wrestling Club	Van Rental 3 [March] Tournaments	\$594	\$500	2/13/18
Marathon Wrestling Club	Van Rental 4 April Tournaments	\$792	\$500	2/13/18
Seward Alaska Social Runners	Coffee Cards and Snacks	\$680	\$0	2/13/18
Seward Arts Council	Seward Arts Council Membership Drive	\$1,000	\$0	2/13/18
Seward Arts Council	Music Sheets for Community Band	\$1,000	\$1,000	2/13/18
Seward Nordic Ski Club	Website Update	\$1,000	\$1,000	2/13/18
Seward Senior Center	Dynamic Drum Circle (resubmitted)	\$995	\$0	2/13/18
Seward Wellness for All	Mindfulness-Based Stress Reduction Community Program Supplies	\$918	\$0	2/13/18
Seward Senior Center	Seward Unleashed, Vol. 3	\$1,000	\$0	3/21/18
Boys & Girls Clubs of the Kenai Peninsula	Curriculum Materials [Luncheon "Guess the Amount" Winner]	\$0	\$1,000	3/21/18
Seward Prevention Coalition	SOS Feeding Conference	\$1,000	\$0	3/21/18
Seward Prevention Coalition	Sustainable Seward: Electronics Recycling Event	\$1,000	\$1,000	3/21/18
Marathon Wrestling Club	State Wrestling Tournament Hotel Lodging	\$1,000	\$500	4/18/18
Seward Police Department	Pet Vaccination Clinic 2018	\$750	\$600	4/18/18
Seward Sports Association, Inc	2018 Summer Softball league	\$1,000	\$1,000	4/18/18
Seward Area Hospice	"Pay it Forward" Challenge Award from 5/3 Award Event	\$0	\$100	5/23/18
Junior Achievement of Alaska, Inc	Economic Empowerment for Seward Students	\$920	\$0	6/20/18
Seward Senior Center	Transportation for Senior Citizens	\$3,000	\$3,000	6/20/18
Independent Living Center	Ceramics Kiln	\$1,000	\$1,000	6/20/18
Qutekcak Native Tribe	Summer Youth Work Program	\$1,000	\$0	7/18/18
Alaska SeaLife Center	Small Fry School	\$1,000	\$1,000	9/11/18
Alaska SeaLife Center	Seward Community Holiday Party	\$1,000	\$1,000	10/18/18
Seward Arts Council	Room Rent for community band practice	\$450	\$450	10/18/18
Seward Arts Council	Skip and Marie Fletcher Movie Series "Earn a Ticket"	\$1,000		12/19/2018