



Seward Community Foundation

An Affiliate of The Alaska Community Foundation

Board of Advisors Agenda

Breeze Inn Motel

Wednesday, February 13, 2019 - 6:00 PM

Kim Reiersen	President	
Patricia Linville	Vice President	
Phyllis Shoemaker	Secretary	
Melody Hatch	Treasurer	
David Paperman	Advisor	
Mark Kansteiner	Advisor	
Katie Cornwell	Advisor	
Rodger Painter	Advisor	
Emily Wezenberg	Advisor	
Allison Fong	Program Manager	

- A. Call to Order
- B. Approve Agenda
- C. Mission Connect – Vote on Katie Cornwell, Review team assignments.
- D. Business Session
 - a) Approve January 16, 2019 minutes
 - b) Donations/Treasurer’s Report—Melody
 - c) Strategic Plan Reports: Dashboard and Fundraising Status (written reports)
 - d) Conflict of Interest Forms – Update
 - e) Grant Team – 2019 Grant Cycle, Mini-grants
 - a. SOS Pets - Road Trip for Cats and Dogs
 - b. Kenai Mountains Public Media, Inc. - KMPM Legal Counsel
 - c. Resurrection Bay Historical Society - Seward Community Library Museum Exhibit Upgrade Spring 2019
 - d. Marathon Wrestling Club - Purchase a Certified Weigh-in Scale
 - f) Program Manager Report - Allison
- E. Nonprofit Luncheon/Grant \$ Announcement
- F. Affiliate Meeting – May 2, 3, 4.
- G. Grant Announcements and Donor Appreciation Event
- H. Volunteer Fair
- I. Other Business
- J. Comments
- K. Adjourn Meeting
- L. New Advisor Orientation

Next Meeting Date: March 20, 2019. Breeze Inn @ 6pm.
2019 Grant awards to be determined.



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**Board of Advisors Draft Minutes
Breeze Inn Motel
Wednesday, January 16, 2019 - 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	✓
David Paperman	Advisor	
Mark Kansteiner	Advisor	
Allison Fong	Program Manager	Call

Documents sent out prior to meeting: January SCF Board Packet including Agenda, December draft meeting minutes, December Treasurer's Report, SCF Strategic Plan 2018-2027, SCF Metric Dashboard, Fundraising Plan and Current Status, SCF Donation History Report, SCF Grant Allocation and Award Amounts Since Inception, SCF Grant Analysis, 2019 Mini-Grant Tracking Report, 2019 SCF Grant Announcement Luncheon Agenda, 2019 SCF Calendar, Program Manager's Report January 2019.

- A. Call to Order – 6:05 pm
- B. Approve Agenda – Phyllis moved the agenda be approved as sent. Rodger seconded the motion. **PASSED**
- C. Mission Connect – Potential Board Members/New Member Orientation – Kim reported that Dustin Phillips, a potential new board member has taken a new job and so would like to wait awhile before joining SCF. Emily reported that Katie Cornwell has completed her application. **Emily will work with Katie to get the application to Kim.**
Kim would like to do the new member orientation as part of the February board meeting. That meeting will be February 13, a week earlier than our normal date due to board members' travels. **Kim stressed the importance of finding at least two more board members soon since three board members will term out at the end on 2019.**
Kim recommended any board members who are able to attend community meetings as a representative of SCF do so. She recently attended the community meeting on homelessness and told that group about the opportunity to apply for grants from SCF.
- D. Business Session
 - a) Approve December 19, 2018 minutes – Phyllis noted that the date for the next meeting was

incorrect. Should be January 16. **Rodger moved the corrected minutes be approved. Melody seconded the motion. PASSED.**

b) Donations/Treasurer's Report—Melody: See written report attached to these minutes

c) Strategic Plan Review

- i. Strategic Plan Metric Dashboard review – Allison pointed out that SCF has already met its fundraising goal for endowed funds for 2019. We should concentrate on raising funds for the operating endowment this year.
- ii. Fundraising Status and Donation History Report (written reports) – Allison noted that the number of donations was down this year. This could be because of Paul Ruppel's birthday party in 2017 where SCF received a number of one-time donations. Allison hopes to have numbers of donors available for us in the future.
- iii. Historic Grant Summary Report – see written report

The board held a discussion regarding how much to budget for mini grants in 2019. **Phyllis moved that the budget for mini grants be set at \$2000. Melody seconded the motion. PASSED.**

Rodger asked about the status of the ice rink project we funded in 2018. **Patty was going to check on this and has not sent a report.** Rodger suggested that future grant agreements specify that funds be returned to SCF if required matching funds are not raised.

d) Team Reports

i. Grant Team Update—Rodger and Kim

a. Mini grants

1. Hopecam, Inc. - Give Hope, Get Connected-Alaska

The board saw no local connection or specified need in this application. Do not fund.

2. Resurrection Lutheran Church – Community Christmas Tree – The date for this project has already passed. Do not fund.

b. New Grant Cycle – Set schedule

Grant applications will be accepted from January 16 to February 27. Rodger will be the contact person if grant applicants have questions while Patty is gone. They will contact Allison or ACF who will then direct the question to Patty or Rodger.

- The grant team will be able to look at the application by the first week of March. (All board members will have access and are encouraged to view the applications.)
- The grant team will meet the second week of March, make recommendations and write summaries of the grants.
- The SCF board will meet March 20 to make final decisions.

ii. Communications – Emily: The Communications team met last week. They will try to write up at least 6 grant highlights in January. They have developed a tool kit for grant recipients to use. This would include the SCF Logo (B&W and Color) and directions for how to acknowledge SCF funding. Kim has also talked to Mariko about this. This can be added to the SCF web site and we can also include a letter with the check given to the grant recipients.

Allison will start work on the web updates. She is also working to get the board access to grant reports. She will send directions to Kim to test and then share with the rest of the board.

iii. Development Team – no report

- iv. Program Manager Report – Allison (see written report)
Nate O'Connor has been hired to replace Shawn at ACF. After he gets accustomed to his new job Allison will talk with him about beginning the recruitment process for a new Program Manager for SCF. Allison would like a new person to be hired by the end of February. She would like to help train the new person.
- E. Grant \$ Announcement Luncheon – Kim – The board reviewed the luncheon agenda sent out with the board packet. Carole will not be able to attend so Melody and Phyllis will tally the guesses and do the announcement of the 2019 grant amount. Emily moved to set aside \$1000 for a mini grant to a non-profit chosen by the person who guesses closest to the correct 2019 grant amount without going over. Melody seconded the motion. PASSED. Kim will pick up the event box and banner from the Chamber office. She will bring note cards for guesses, 45 copies of the agenda, and a sign in sheet.
Allison said people who RSVP'ed can check in on her iPad with Greenvelope. This will speed up the line at the entrance.
Kim will send Melody the invoice from the Breeze Inn. Melody will pre-pay the bill so she can get a receipt.
Allison reported that she has 26 people attending as of today. She sent out reminders today. On Friday she will let organizations who requested to bring a second person know if there is space for more. Allison will also send invitations to local press.
- F. Officer and Team Assignments – Kim
The officers were re-elected to their positions for another year. The board should start training new officers since three are leaving at the end of 2019.
Grant team: Patty, Rodger, Emily, Dave
Communications team: Mark, Kim, Emily
Development team: Phyllis Melody, Kim, Katie
- G. 2019 Calendar – A potential 2019 calendar was sent with the January board packet. The only change made was to move the September meeting to Moose Pass. A revised calendar is attached to these minutes. Phyllis will check with the Breeze Inn about meeting room availability. Rodger will check with the Moose Pass Library.
- H. Other Business – The Seward Journal asked Kim if SCF wanted to sponsor their Community Events page. After discussion it was decided to decline for now and rely on articles and grant highlights to publicize SCF.
Kim will be gone 2/17 – 3/19.
Melody will be gone 1/27 – 2/28.
Phyllis will check the mail while Melody is gone.
- I. Comments:
Kim Reiersen – It's exciting to be starting the new grant cycle.
Phyllis Shoemaker – Happy birthday, Melody.
Melody Hatch – Enjoy a cookie.
Rodger Painter – no comment
Emily Wezenberg – no comment
Allison Fong – no comment
- J. Adjourn – 7:30 pm

Next Meeting Date: February 13, 2019 @ 6pm, Breeze Inn.

1/16/19 SCF Treasurer's Report

Online	Name	Amount	Fund
12/20/18	Teri & Charles Arnold	\$25	SCF OEF
12/23/18	Paul & Sharon Ruppel	\$100	SCF
12/24/18	Carol Thomassen	\$100	SCF OEF
12/28/18	Jolund & Monica Luther (We like to support programs for young children up to elem. school age if possible.)	\$1000	SCF
12/30/18	Emma Rose (Dolly) Dieter	\$1500	SCF

Checks	Name	Amount	Fund
12/26/18	Pat & Karen O'Leary	\$500	SCF
12/26/18	Lorraine McCauley	\$30	SCF
12/26/18	Cindy & Eric Clock	\$300	SCF OEF
12/26/18	Jim & Rhonda Hubbard	\$500	SCF OEF
12/26/18	Jim & Kathy Fredrickson	\$300	SCF OEF
12/26/18	Rita Selden	\$50	SCF
12/26/18	George Long	\$100	SCF
12/26/18	Joe & Diane Owens	\$120	SCF OEF
12/26/18	Zudy's Cafe	\$300	SCF OEF
12/31/18	Margaret Anderson	\$250	SCF OEF
12/31/18	Carole & Jim Tallman	\$250	SCF OEF
1/3/19	Karen Sefton	\$50	SCF OEF

TOTAL: \$5,475.00

2019 Grantmaking Spendable Amounts for each SCF Fund

Seward Community Foundation Fund	\$102,677.00
Kanata Community Fund for the Beautification of Seward	\$5,131.00
Margaret A. Anderson Fund of the SCF	\$1,078.00
Dieter Family Endowment Fund for the Prevention of DV & TS	\$2,240.00
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$780.00
Paul & Sharon Ruppel Fund of the SCF	\$651.00
Seward Wellness Fund of the SCF	\$473.00
Larson Family Fund of the SCF	\$414.00
City of Seward Unrestricted Fund	\$311.00
Total	\$113,755.00

(2018: \$122,295.00)

[2019 SCF Operating Endowment Fund: \$1000]

Mail:

- ** Christmas card from Providence Seward Medical Center
- ** Christmas card from Mariko Sarafin
- ** 2019 required Federal & State labor law posters from ACF
- ** Homer Foundation 2018 Annual Report

2019 SCF Calendar

- January 16 Board Meeting – New Officers/Teams, Calendar, Grant Cycle
Breeze Inn – 6pm
- January 23 Event: Grant \$ Announcement Luncheon, Breeze Inn 11:30am – 1:30pm
- February 13 Board Meeting, Breeze Inn - 6pm
- March 20 Board Meeting – Grant Evaluations & Decisions/Event Planning
Breeze Inn – 6pm
- April 17 Board Meeting – Event Planning, Breeze Inn – 6pm
- May 2 Event: Donor Appreciation and Grant Awards – Location TBD
- May 22 Board Meeting, Moose Pass – 6pm
- June 19 Board Meeting, Breeze Inn – 6pm
- July 17 Board Meeting, Breeze Inn – 6pm
- August 21 Board Meeting, Breeze Inn – 6pm
- Sept. 6 Annual SCF Potluck for Sitting Board Location TBD
- Sept. 18 Board Meeting, Moose Pass – 6pm
- October 16 Board Meeting, Breeze Inn – 6pm
- Nov. 20 Board Meeting, Breeze Inn – 6pm
Plan Christmas Get Together for past and current Board members
- Dec. 18 Board Meeting, Breeze Inn – 6pm
- Dec. 19 SCF Holiday Party – 6pm Location TBD

* Please check meeting locations as they are subject to change.

Seward Community Foundation Fundraising Plan and Current Status for Rasmuson Match

updated 2/8/2019

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	\$ 57,721	\$ 9,480	<i>note: these are preliminary numbers for 2018</i>
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	2019	2019 Goal ¹	Variance ²	Funds Raised	Target ³
Endowed Funds (Match Eligible)	\$2,797,173	\$53,563	\$57,721	\$37,751	\$35,000	\$2,751	\$97,751	\$125,000
City of Seward Unrestricted Fund	\$7,533	\$200	\$50				\$250	
Dieter Family Endowment Fund for the Prevention of Domestic Violence and Teen Suicide	\$78,357	\$25,000	\$25,998				\$50,998	
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$18,237	\$0					\$0	
Kaanta Community Fund for the Beautification of Seward	\$120,271	\$0					\$0	
Larson Family Fund	\$10,794	\$600	\$550				\$1,150	
Margaret A. Anderson Fund	\$25,924	\$200	\$200				\$400	
Paul and Sharon Ruppel Fund	\$18,140	\$3,004	\$500				\$3,504	
Seward Community Foundation Fund	\$2,506,660	\$24,409	\$16,860	\$30			\$41,299	
Seward Wellness Fund	\$11,256	\$151					\$151	
Roll-Over from Previous Year(s)			\$13,563	\$37,721				
Operating Endowment	\$55,006	\$13,375	\$9,480	\$75	\$15,000	(\$14,925)	\$22,930	\$60,000
Seward Community Foundation Operating Endowment Fund	\$55,006	\$13,375	\$9,480	\$75	\$15,000		\$22,930	\$60,000
Non-endowed Funds (Not Match Eligible)	\$20,058	\$16,499	\$5,000	\$0	\$0	\$0	\$21,499	\$0
Seward Affiliate Operating Fund	\$11,075	\$7,000	\$5,000				\$12,000	
Seward International Friendship Assoc. Sister City Exchange Fund	\$8,983	\$9,499					\$9,499	
Grand Total	\$2,872,237	\$83,438	\$67,201	\$37,826	\$50,000	(\$12,174)	\$142,181	\$185,000

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

Note: This amount is included in the Fund Balance of SCF Operating Endowment, but not match eligible. \$13,375

¹ Must meet annual goal for non-operating funds in order to receive matching funds

² Any amount raised above the annual goal will roll-over towards the next year's match

³ 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.

2019 Mini-Grant Tracking Report

updated 2/8/2019

SUMMARY

Allocation*: \$23,000 Balance: \$19,000	Total Requested: \$8,812 Total Granted: \$4,000
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** Allocation includes rollover amount not used in 2018 (\$3070).*

DETAIL

Organization	Project	\$ Requested	\$ Granted	Date Reviewed
Seward Arts Council	Skip and Marie Fletcher Movie Series "Earn a Ticket"	\$1,000	\$1,000	12/19/2018
Bunnell Street Arts Center	Seward Artist in Schools sponsored by Bunnell Street Arts Center	\$1,000	\$1,000	12/19/2018
Seward PTSA	Missoula Children's Theater Residency	\$1,000	\$1,000	12/19/2018
Resurrection Lutheran Church	Community Christmas Tree	\$500		1/16/2019
Hopecam, Inc	Give Hope, Get Connected - Alaska	\$1,000		1/16/2019
TBD	Guess the Amount Winner from Grant Announcement Luncheon	\$1,000	\$1,000	1/16/2019
SOS Pets	Road Trip for Cats and Dogs	\$873		2/13/2019
Kenai Mountains Public Media, Inc.	KMPM Legal Counsel	\$1,000		2/13/2019
Resurrection Bay Historical Society	Seward Community Library Museum Exhibit Upgrade Spring 2019	\$1,000		2/13/2019
Marathon Wrestling Club	Purchase a Certified Weigh In Scale	\$439		2/13/2019



TIME UTILIZATION (as of 2/8/2019)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining (308.25/yr)	Remaining (avg/mo)
31.25	3.5											34.75	273.5	25.5

Note: I worked 291.75 hours in 2018. The 8.25 hours remaining will roll-over to be used in 2019.

PROJECTS BY STRATEGIC PLAN LONG-TERM GOALS

Grow Endowment by \$5m by 2027

Active Projects:

- Donor Development/Fundraising Support: No updates since last Board Meeting. I have requested that SCF be a test case for the new donor database program with ACF when it is available sometime in 2019.
- Rasmuson Match: During the match period, SCF has raised \$97,751 toward the general fund and \$22,930 toward the operating endowment. We exceeded our 2018 goal for the general fund, and, with the roll-over funds, have already achieved our 2019 goal. We have \$27,249 left to raise towards our general fund to achieve the full Rasmuson Match. We have \$14,925 to raise toward our Operating Endowment to achieve our 2019 Match goal.

Next up:

- Donor / Grant List: At the ACF convening, Affiliates highlighted the need for a common, easily accessible, up-to-date donor database. A new donor database/financial database is expected to be implemented summer 2019.

Build Operational Resiliency

Active Projects:

- Annual Plan / Strategic Plan: In February 2019, I will work with the board and committees to review goals and set action items for 2019.
- Program Manager Goals: My three performance goals for the coming year are:
 - Goal 1: Collaborate with Advisory Board to develop fundraising plan within the next 3-6 months, including obtaining examples and coordinating training; this goal will enable Allison to be more involved in her Affiliate’s fundraising efforts, increase the support she can provide, and support her professional development goals. *I will work with new Development Committee Chair to develop a fundraising plan in February/March.*
 - Goal 2: Post at least one blog post and share content with local media each week. *On going*
 - ✓ Goal 3: Assist with planning and facilitating at least one community discussion/training within the next 6-12 months. *I completed this goal at the Grant Announcement Luncheon.*

Next up:

- Support recruitment of New Program Manager: ACF will post the SCF Program Manager position soon. I will work with the SCF Board and ACF to help recruit and transition the program manager role.

Completed:

- Grant Reports: Grant Reports are available on our Shared Drive. Contact Allison if you would like instructions to access the grant reports.
- ACF Liaison: Attended monthly program manager meeting. Kept ACF up-to-date on our priorities, successes, and outstanding needs from them.

Be a valuable community resource making an impact

Current Activities:

- Marketing and Communications: Ongoing Activity. Regular web posts include: Grantee Highlights, Grant Announcements to the Seward Journal, Sharing of Relevant Facebook posts, and Blog Posts on topics of interest.
- Website/ Facebook Management: I’ve been sharing posts and events from our grantees recently.
- 2019 Major Grant Cycle/Grant Announcement Luncheon: Major grant cycle dates will be 1/16 – 2/28.



Completed:

- Grant Announcement Luncheon: The Grant Announcement Luncheon was successful. Nonprofits would like to meet quarterly for the nonprofit luncheon series. Grant writing ranked the highest for a luncheon series topic, followed by Upgrading participation, IRS/Legal requirements, Marketing, and Foraker Training.

ANNOUNCEMENTS/OTHER INFORMATION

- none

ACTION REQUESTS FOR BOARD

- Program Manager Succession Planning: Consider the characteristics and possible individuals that might make a suitable SCF program manager.
- Strategic Plan – Committee chairs schedule a time with me to discuss your 2019 Operating Plan tactics

Goals of Affiliate Program:

- Increase individual philanthropy among Alaskans.
- Encourage local leadership to identify problems and invest in solutions in their communities.
- Grow permanent charitable assets in Alaska to create sustaining sources of revenue and support for valued Alaska nonprofit services.

Essential Functions/Roles & Responsibilities of the Program Manager (including, not limited to):

1. Provides support for the planning and execution of Advisory Board meetings (i.e. agendas, meeting minutes, and scheduling).
 2. Oversees the marketing and communications needs of SCF (i.e. create newsletters, thank you cards, Power Point presentations, printing support, PR). Manage web and social media platforms for SCF and maintain photo catalogue.
 3. Provide support for donor relations and donor stewardship for SCF.
 4. Provide support for the annual planning process and work with the Advisory Board members in scheduling meetings and events.
 5. Provide technical assistance to grantees and applicants.
 6. Participate in the annual Affiliate Convening and participation in Affiliate training opportunities in partnership with ACF.
-