



Seward Community Foundation

An Affiliate of The Alaska Community Foundation

**Board of Advisors Agenda
Moose Pass Library
Wednesday, May 22, 2019 - 6:00 PM**

Kim Reiersen	President	
Patricia Linville	Vice President	
Phyllis Shoemaker	Secretary	
Melody Hatch	Treasurer	
Rodger Painter	Advisor	
Mark Kansteiner	Advisor	
David Paperman	Advisor	
Katie Cornwell	Advisor	
Ryan Fisher	Advisor	
Amy Hankins	Program Manager	

- A. Call to Order
- B. Approve Agenda
- C. Mission Connect – Mission Statement, Vision, Core Values
- D. Business Session
 - Approve April 17, 2019 minutes
 - Donations/Treasurer’s Report—Melody
 - Team Reports
 - I. Grant Team Update—Patty
 - a. Mini grants – 4 Applications
 - 1. Inspiring Girls Expeditions – Girls in Icy Fjords 2019 Expedition, \$1,000
 - 2. Seward Pride Alliance – SPA Pride Event BBQ, \$1,000
 - 3. Kenai Watershed Forum – Seward Community Weed Pull, \$850
 - 4. Seward Little League – 2019 Bats, \$1,000
 - 5. SIFA – Sister City Exchange, \$1,000
 - b. Major grant – Ice Rink extension – Rodger sent email and letter to Jim Pfeiffenberger requesting the return of the funds. Any response?
 - II. Executive Team – Kim
 - III. Fundraising/Development Team – Kim
 - a. Grant Announcement and Donor Appreciation Event
 - IV. Community Outreach Team – Kim
 - V. Program Manager Report - Amy
- E. Leadership Training and Affiliate Convening Review
- F. Brown Bag Lunches for Nonprofits
- G. Other Business
- H. Comments
- I. Adjourn

Next Meeting Date: June 19, 2019 @ 6pm, Breeze Inn.



Seward Community Foundation

An Affiliate of The Alaska Community Foundation

**Board of Advisors DRAFT meeting Minutes
Breeze Inn Motel
Wednesday, April 17, 2019 - 6:00 PM**

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

Documents sent out prior to meeting: Agenda, March DRAFT meeting minutes, Grant Team Leader emailed report.

- A. Call to Order: 6:04 pm
- B. Approve Agenda: **Rodger moved to approve the agenda. Mark seconded the motion. PASSED**
- C. Mission Connect – Potential Board Members – Robyn Audette, Sarah Spanos and Ryan Fisher introduced themselves and spoke about why they would like to be members of the board.
- D. Business Session
 - Approve March 20, 2019 minutes: Mark identified an error in the minutes that were sent out after the March meeting. It was corrected. **Rodger moved that the minutes be approved as corrected. Melody seconded the motion. PASSED.**
 - Donations/Treasurer’s Report—Melody: See written report.
 - Team Reports
 - I. Grant Team Update—Patty
 - a. Mini grants – No applications this month. Remaining funds left to grant? Kim reported that the amount of funds available for mini grants is about \$11K, which is less than the amount reported in last month’s board packet.
 - b. Major grant – Ice Rink extension: Katie reported that this group has not yet gotten their non-profit status but has new leadership and seems to be making progress. They have raised about ½ of the funds needed. Her organization is the fiscal agent for this group’s grant awarded by SCF last year. She needs to file a report by May 1 on the status of the efforts of the ice rink group to raise matching funds for a feasibility study. Raising the matching funds was a condition of the grant award. Kim has talked with Mariko at ACF about this. Mariko recommended SCF request return of the funds.
Dave made a motion that SCF make a written request for return of the granted funds by June 1 and indicate that SCF will re-grant the money if they raise the required match by December 31. Rodger seconded the motion with a “friendly” amendment that SCF does not guarantee funding but invites them to reapply

during the next major grant cycle when they would be competing against other applicants. After discussion by the board, Dave accepted the amendment and the motion PASSED. Rodger will contact the ice rink group verbally and in written form to request return of the granted funds to SCF.

II. Executive Team – Kim: no report at this time

III. Fundraising/Development Team – Kim: The Grant Announcement and Donor Appreciation Event is scheduled for May 7 at 6 pm at the AVTEC Culinary Arts Building. Advisors should be there at 5:15 to help set things up. Breeze Inn will cater again this year. Prices have gone up substantially since last year. The catering bill is \$1878 compared with around \$1400 last year. There will be a no host bar. Jim Frederickson will MC. Confirmed presenters so far are Chip and Teri Arnold and Tekla Seavey. The Moose Pass Library, Mt. Marathon Wrestlers and one other grant recipient will do a “Show & Tell”. We will again have a “Pay It Forward” contest where done donation will be drawn from those received during the evening to be matched by SCF and the funds given to that donor’s choice of local non-profit. Patty has sent out emailed invitations and received 52 yes RSVPs so far. Kim will send out a script to all advisors before the event. Melody will get flowers and balloons for the tables and donation baskets. Kim has been tracking the amount granted by SCF since its inception and said after this year’s major grant awards the total is \$817,290. She is looking toward the day that number hits one million dollars!

IV. Community Outreach Team – Kim and Mark will put information about the grant award and donor appreciation event on-line and in the Seward newspaper. Kim or Patty will be sure the local press are invited to cover the event.

Kim would like the summer newsletter to be out by July 1.

V. Program Manager Report – There were three applicants, one dropping out before interviews took place. Kim sat in on the interviews with Justine Pechuzal and Amy Hankins. The advisors who responded to Kim after Mariko sent out the applications and related documents were unanimous in their choice. ACF has not yet notified the successful applicant but hopes that person can attend the affiliate convening in Anchorage the first week of May.

E. Leadership Training and Affiliate Convening – May 2, 3, 4: Kim, Dave and Katie will attend the Leadership Training and Affiliate Convening. All advisors are invited to attend the affiliate convening on May 4 but must RSVP to ACF so they can plan accordingly.

F. Foraker Training for Nonprofits: This has been postponed until fall.

G. Other Business: Kim passed around a card for all to sign wishing Allison well and thanking her for her work as SCF Program Manager.

Mariko will give Kim the grant checks when she is in Anchorage for the Affiliate Convening.

Rodger asked how big we want our board to be. SCF guidelines specify and board of up to 15. Kim suggested 11 would be a good number. Potential advisors are encouraged to submit their applications ASAP so they can be voted on before our May meeting.

H. Comments: Mark – Thanks to the potential advisors for coming.

Rodger – It’s good to see people interested in being on the board.

Phyllis – Thanks for coming. Reminder of Community Band concert on May 25 at 6:30 pm at Seward High School.

Dave – Glad to see the potential advisors here. Would like to hang an SCF banner at the Bike Park construction site and possibly other places around Seward and Moose Pass.

Robyn – Will be out of town on vacation for concert and May event.

Melody – Thanks for coming to the meeting. Get your application in.

Katie – No additional comment.

Kim – Thanks for expressing interest in the board.

I. Adjourn: 7:15 pm

Next Meeting Date: May 22, 2019 @ 6pm, **Moose Pass.**

Seward Community Foundation Fundraising Plan and Current Status for Rasmuson Match

updated 5/17/2019

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	\$ 9,530	
2019: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment		\$485	\$350	<i>Note: Not included is \$8,000 from "Pay it Forward".</i>
2020: Raise \$25,000 for endowed gifts and raise \$15K for operating endowment				<i>Note: not included is a prelim amount of \$4,275 from</i>
Total Raised: \$125,000 for Endowed Gifts and \$60,000 for operating Endowment				<i>Click Pick Give</i>
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)	\$2,912,288	\$53,563	\$57,721	\$38,706	\$40,000	(\$1,294)	\$98,706	\$125,000
City of Seward Unrestricted Fund	\$7,751	\$200	\$50				\$250	
Dieter Family Endowment Fund for the Prevention of Domestic Violence and Teen Suicide	\$81,615	\$25,000	\$25,998				\$50,998	
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$18,737	\$0					\$0	
Kaanta Community Fund for the Beautification of Seward	\$123,128	\$0					\$0	
Larson Family Fund	\$11,137	\$600	\$550				\$1,150	
Margaret A. Anderson Fund	\$26,665	\$200	\$200				\$400	
Paul and Sharon Ruppel Fund	\$19,248	\$3,004	\$500	\$500			\$4,004	
Seward Community Foundation Fund	\$2,612,268	\$24,409	\$16,860	\$485			\$41,754	
Seward Wellness Fund	\$11,738	\$151					\$151	
Roll-Over from Previous Year(s)			\$13,563	\$37,721				
Operating Endowment	\$68,802	\$13,375	\$9,530	\$350	\$15,000	(\$14,650)	\$23,255	\$60,000
Seward Community Foundation Operating Endowment Fund	\$68,802	\$13,375	\$9,530	\$350	\$15,000		\$23,255	\$60,000
Non-endowed Funds (Not Match Eligible)	\$19,379	\$16,499	\$5,000	\$0	\$0	\$0	\$21,499	\$0
Seward Affiliate Operating Fund	\$9,985	\$7,000	\$5,000				\$12,000	
Seward International Friendship Assoc. Sister City Exchange Fund	\$9,395	\$9,499					\$9,499	
Grand Total	\$3,000,469	\$83,438	\$67,251	\$39,056	\$55,000	(\$15,944)	\$143,461	\$185,000

Note: This amount is included in the Fund Balance for SCF Fund, but not eligible for the match.

\$5,200 \$40,700 \$20,000

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

\$13,375 \$9,530

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.



TIME UTILIZATION (as of 5/17/2019)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining (308.25/yr)	Remaining (avg/mo)
31.25	17.25	17.25	.5	38								60.25	248	26.10

Note: May hours include 20 hours in attendance and 5 hours of travel for The Leadership Summit and ACF Convening.

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.

Next up:

- Donor / Grant List: No update available.

Build Operational Resiliency

Active Projects:

Next up:

- \$500 is available for each Affiliate for training purposes. ACF would like feedback on webinars and training. Are there specific topics that would be helpful for Affiliate training? There was a discussion about having a presentation on Diversity, Equity and Inclusion for Affiliate board members who were not able to attend the Convening. At the Convening, Nina offered an additional \$500 towards planning for legacy gifts.

Completed:

- Grant Reports: Grant Reports are now available through a link of the Advisory Board Resources page. Login: seward@alaskacf.org password: POBox933
- ACF Liaison: Attended monthly program manager meeting on 5/14/2019. Attended The Leadership Summit and ACF Convening. Affiliate program up for formal review at the end of 2020.

Be a valuable community resource making an impact

Current Activities:

- Marketing and Communications: Ongoing activity. Currently learning the web platform. Kim is updating Facebook.
- Website/ Facebook Management: Have requested marketing approval for news update on Grant Awards Night.
- Nonprofit Brown Bag Luncheon Series: Details identified at the Grant Announcement Luncheon. I am ready to support you!

ANNOUNCEMENTS/OTHER INFORMATION

- I am very happy to be part of SCF and am looking forward to supporting you in the great work you do. Thank you!

ACTION REQUESTS FOR BOARD

- Strategic Plan – Follow-up 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.
-