



# Seward Community Foundation

*An Affiliate of The Alaska Community Foundation*

**Board of Advisors Agenda  
Breeze Inn  
Wednesday, June 19, 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 – Robbie Huett, Edward Jones - Potential Board Member
- D. Business Session
  - Approve May 22, 2019 minutes
  - Donations/Treasurer's Report—Melody
  - Team Reports
    - I. Grant Team Update—Patty
      - a. Mini grants - SIFA – Sister City Exchange, \$1,000
      - b. Ice Rink Grant – Funds return date was June 1.
      - c. Brown Bag Luncheon – Jessie Lavoie, PCG will be guest on Thursday, June 27 at Seward Community Library and Museum, 12 – 1pm.
    - II. Executive Team – Kim – Schedule orientation for new members
    - III. Fundraising/Development Team – Kim
      - a. Operating Endowment Fund – Plan for contacting businesses
    - IV. Community Outreach Team – Kim – Newsletter out in July
    - V. Program Manager Report – Amy
- E. Other Business
- F. Comments
- G. Adjourn

Next Meeting Date: July 17, 2019 @ 6pm, Breeze Inn.



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## Board of Advisors DRAFT meeting Minutes 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	✓

Documents sent out prior to meeting: Agenda, April DRAFT meeting minutes, SCF Fundraising Plan and Current Status, Program Manager's Report.

- A. Call to Order: 6:00 pm
- B. Approve Agenda: **Mark moved to approve the agenda. Rodger seconded the motion. PASSED**
- C. Mission Connect – **Kim would like all board members to review the mission statement, core values and vision of SCF. Ryan has joined the board. Robyn has decided not to join at this time. Dave will talk to Sarah to see if she is planning to submit an application.**
- D. Business Session
  - Approve April 17, 2019 minutes: **Patty moved that the minutes be approved. Mark seconded the motion. PASSED.**
  - Donations/Treasurer's Report—Melody: See written report.
  - Team Reports
    - I. Grant Team Update—Patty
      - a. Mini grants – 4 applications
        1. Inspiring Girls Expeditions – Girls in Icy Fjords 2019: **This is the grant we awarded at the non-profit luncheon to Amy Bishop for guessing the amount of 2019 grant funds and so has already been approved. \$1,000.**
        2. Seward Pride Alliance – After discussion **Mark moved we approve this grant for \$1,000. Melody seconded the motion. PASSED.**
        3. Kenai Watershed Forum Weed Pull – After discussion **Dave moved we approve \$250 for this grant. Rodger seconded the motion. PASSED.**
        4. Seward Little League 2019 Bats – After discussion **Dave moved we approve this grant for \$977.90. Mark seconded the motion. Passed.**
        5. SIFA Sister City Exchange, \$1,000 – The City is working on a request for funds from the Seward International Friendship Association Donor Designated fund, but filled out the wrong application. They have been asked to reapply using SCF's Mini-Grant application. This will not come out of SCF's budget but from a different fund.

b. Major grant – Ice Rink Extension: Patty has talked to Jim Pfeiffenberger, Rodger has sent messages to both Jim Pfeiffenberger and the nonprofit’s address. So far there has been no response from the people who are actually still involved with the project. The deadline given to them for returning the funds is June 1, so they still have a few days to respond. Patty will talk to both Katie at the Seward Prevention Coalition (the fiscal sponsor) and Mariko at the Alaska Community Foundation for advice and decide what our next steps should be for getting the unused funds returned to SCF.

II. Executive Team – Kim: SCF will need to replace at least three officers by the end of 2019 (VP, Recorder and Treasurer). Kim is also willing to let someone else be president if anyone wants that position. She would like the board to choose new officers at our July meeting so that there can be mentoring over the rest of the year, leading to a smooth transition next January. Board members should consider what position you could do next year.

We also need to recruit new board members. Robyn Audette has decided not to apply at this time. Dave will talk to Sarah Spanos to see if she is going to apply. Other potential advisors mentioned include Marc Swanson (Who? will contact?), Cathy LeCompte (Dave will contact), Rick Brown, Robbie Hewitt (Patty will contact). Kim suggested we look for some “younger” people and some members of the Alaska Native community.

The Executive team will meet soon and review the SCF guidelines to either revise those we are not following or identify areas where we should be following the guidelines.

III. Fundraising/Development Team – Kim: The Grant Announcement and Donor Appreciation event was very successful. About 90 people attended. Expenses were \$2,128. \$8,000 was raised from donations, which will be matched by Rasmuson. Suggestions for next year include having a bigger venue and freshening the program up a bit.

The board reviewed the SCF Fundraising Plan and status for Rasmuson match which was sent out with the May board packet. We are very close to meeting the 2019 goal for the Unrestricted Fund but have a ways to go for the 2019 operating endowment goal. The Fundraising/Development team will meet next month to make a plan for approaching businesses to donate to the SCF Operating Endowment. This item should be put on the agenda to discuss at the June meeting.

IV. Community Outreach Team – Kim has written several notices and articles for the Seward Journal that have not been published. She and Mark have both talked to Kyle about it. The owner lives in Delta Junction and Kyle does not have the final say about what gets in the print paper. Kyle will try to do better. Other options are the Seward Sun and the on-line Seward Journal. The on-line Seward Journal did have some information and photos from the event and the Sun had information about the Grant award event beforehand.

Kim would like the summer newsletter to be in July. The Community Outreach team will get the information for the newsletter to Amy by the third week of June.

V. Program Manager Report – Amy reported that ACF has offered \$500 to each affiliate to be used for any kind of board training. This could include Equity, Diversity and Inclusion training for any advisors who did not go to the Leadership summit. Nina has also offered an additional \$500 for training in planned giving.

E. Leadership Training and Affiliate Convening – May 2, 3, 4: Kim, Dave, Katie and Amy attended for SCF. There was a total of about 500 people in all. Kim thought it was geared more toward larger organizations but got a lot out of it.

The Affiliate gathering that followed the Leadership Summit was a chance to meet with the other ACF Affiliates from around the state. Cordova and Palmer are the newest affiliates. The affiliate program is a 10 year program funded by Rasmuson which is completing its 5<sup>th</sup> year. There was a lot of discussion among affiliates at the gathering about the number of hours allotted for the Program Manager position. SCF appreciates the support we get from ACF and Rasmuson and feels 25 hours per month is usually sufficient. Last year we did pay for some additional Program Manager hours out of our operating budget.

F. Brown Bag Lunches for Nonprofits: Kim reported that Jessie Lavoie, the Pick, Click, Give Program Manager is willing to come to Seward to talk to nonprofit organizations about that program. Kim suggested planning for the 4<sup>th</sup> week of June. The Alaska SeaLife Center will donate the use of their conference room. We should request organizations RSVP so we can reschedule if there is not enough interest at this time. **Kim will coordinate with ASLC and Jessie Lavoie**

G. Other Business:

- ACF and Rasmuson are conducting a formal review of the Affiliate Program. It is a 10 year program now in its 5<sup>th</sup> year.
- Patty and Phyllis attended a program at the Alaska SeaLife Center describing the “SeeBird” Citizen Science Project which SCF helped to fund last year. The project was successful and there are hopes that it will be continued and expanded in the future. The students who participated from the SHS Marine Biology class were very enthusiastic about it.

H. Comments:

Patty: none

Mark: Glad to have Amy and Ryan with us.

Ryan: Waiting for log-in set up to get onto web site for grant review. **(Kim will set up a time for orientation for Ryan and Amy.)**

Rodger: none

Phyllis: Welcome to Amy and Ryan.

Melody: Thank you to Rodger and the Moose Pass Library for hosting us. We have thousands of donation envelopes that are “out of Compliance”. They should be revised.

Dave: none

Amy: **Will be communicating with ACF regarding the donation envelopes.** Would like feedback by July 18.

Kim: Welcome Amy and Ryan. For next month board members should be thinking about ways to approach local businesses for donations to the operating endowment; board diversity; and possible executive committee positions you would like to hold.

I. Adjourn: 7:58 pm

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

**Seward Community Foundation Fundraising Plan and Current Status for Rasmuson Match**

updated 6/14/19

**SCF GOALS TO ACHIEVE RASMUSON MATCH**

<b>Fundraising Goals: [APPROVED BY SCF ADVISORY BOARD ON 8/22/18]</b>	<b>Results:</b>	Endowment	Operating	<i>To reach target fundraising goal:</i>
2017: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment		\$ 53,563.32	\$ 13,375.00	<i>O: Average \$1611/mo now until 12/2020 will reach our target</i>
2018: Raise \$20,000 for endowed gifts and raise \$15K for operating endowment		\$ 57,721.37	\$ 9,530.00	<i>E: Average \$1451/mo now until 12/2020 will reach our target</i>
2019: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment		\$ 645.00	\$ 8,025.00	
2020: Raise \$25,000 for endowed gifts and raise \$15K for operating endowment				
Total Raised: \$125,000 for Endowed Gifts and \$60,000 for operating Endowment				
<b>Action Plan:</b>				
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 <sup>1</sup>	Variance <sup>2</sup>	Funds Raised	Target <sup>3</sup>
<b>Endowed Funds (Match Eligible)</b>	<b>\$2,970,989</b>	<b>\$53,563</b>	<b>\$57,721</b>	<b>\$38,866</b>	<b>\$40,000</b>	<b>(\$1,134)</b>	<b>\$98,866</b>	<b>\$125,000</b>
City of Seward Unrestricted Fund	\$7,908	\$200	\$50	\$0			\$250	
Dieter Family Endowment Fund for the Prevention of Domestic Violence and Teen Suicide	\$83,246	\$25,000	\$25,998	\$0			\$50,998	
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$19,116	\$0					\$0	
Kaanta Community Fund for the Beautification of Seward	\$125,633	\$0					\$0	
Larson Family Fund	\$11,362	\$600	\$550	\$0			\$1,150	
Margaret A. Anderson Fund	\$27,205	\$200	\$200	\$0			\$400	
Paul and Sharon Ruppel Fund	\$19,635	\$3,004	\$500	\$500			\$4,004	
Seward Community Foundation Fund	\$2,665,077	\$24,409	\$16,860	\$645			\$41,914	
Seward Wellness Fund	\$11,807	\$151					\$151	
Roll-Over from Previous Year(s)			\$13,563	\$37,721				
<b>Operating Endowment</b>	<b>\$77,666</b>	<b>\$13,375</b>	<b>\$9,530</b>	<b>\$8,025</b>	<b>\$15,000</b>	<b>(\$6,975)</b>	<b>\$30,930</b>	<b>\$60,000</b>
Seward Community Foundation Operating Endowment Fund	\$77,666	\$13,375	\$9,530	\$8,025	\$15,000		\$30,930	\$60,000
<b>Non-endowed Funds (Not Match Eligible)</b>	<b>\$24,297</b>	<b>\$16,499</b>	<b>\$22,905</b>	<b>\$22,555</b>	<b>\$0</b>	<b>\$0</b>	<b>\$84,514</b>	<b>\$0</b>
Seward Affiliate Operating Fund	\$14,709	\$7,000	\$22,905	\$22,555			\$52,460	
Seward International Friendship Assoc. Sister City Exchange Fund	\$9,588	\$9,499					\$32,054	
<b>Grand Total</b>	<b>\$3,072,952</b>	<b>\$83,438</b>	<b>\$67,251</b>	<b>\$69,446</b>	<b>\$55,000</b>	<b>(\$8,109)</b>	<b>\$214,311</b>	<b>\$185,000</b>

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

\$21,699      \$40,700      \$20,000

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

\$13,375      \$14,530

<sup>1</sup> Must meet annual goal for non-operating funds in order to receive matching funds  
<sup>2</sup> Any amount raised above the annual goal will roll-over towards the next year's match  
<sup>3</sup> 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 3/16/2019

### SUMMARY

<b>Original Allocation*:</b> \$23,000	<b>Total Requested:</b> \$11,662
<b>6/14/2019 Adjusted Allocation**:</b> \$15,898	
<b>Balance:</b> \$7,795	<b>Total Granted:</b> \$8,103

*\* Allocation includes rollover amount not used in 2018 (\$3070) and unused amount from Major Grant Cycle (\$3,127).  
 \*\* Original allocation is off. The amount has been adjusted.*

### 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	\$0	1/16/2019
Hopecam, Inc	Give Hope, Get Connected - Alaska	\$1,000	\$0	1/16/2019
SOS Pets	Road Trip for Cats and Dogs	\$873	\$436	2/13/2019
Resurrection Bay Historical Society	Seward Community Library Museum Exhibit Upgrade Spring 201	\$1,000	\$1,000	2/13/2019
Marathon Wrestling Club	Purchase a Certified Weigh In Scale	\$439	\$439	2/13/2019
Kenai Mountains Public Media, Inc.	KMPM Legal Counsel	\$1,000	\$0	3/20/2019
<i>No April Mini Grants</i>		\$0		
Inspiring Girls Expeditions	Guess the Amount Winner from Grant Announcement Luncheon	\$1,000	\$1,000	5/22/2019
Seward Little League	Bats	\$1,000	\$978	5/22/2019
Kenai Watershed Forum	Weed Pulling	\$850	\$250	5/22/2019
Seward Pride Alliance	Pride Event - BBQ	\$1,000	\$1,000	5/22/2019
<i>No June Mini Grants</i>				
	Available as of 6/14 via Grant Central		\$ 11,022.51	
	Available after May Grants		\$ 7,794.51	
	Granted		\$ 8,103.00	



**TIME UTILIZATION** (as of 6/14/19)

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	48	9.5							60.25	248	26.10

Note:

**PROJECTS BY STRATEGIC PLAN LONG-TERM GOALS**

**Grow Endowment by \$5m by 2027**

Active Projects:

- Donor Development/Fundraising Support: I am happy to support any board member as they meet with donors and make fundraising asks. I recommend developing a letter to businesses that specifically relates to the “why” we are asking for donations to our operating fund followed up by SCF’s impact. Often having something in hand to leave behind makes the ask more comfortable and gives you something to handoff.
- Next up: Did You Know Planned Giving, Gives Now? I recommend a highlight in the upcoming newsletter to engage donors in planned giving.
- 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. **Do you have any recommendations?**

Completed:

- Grant Reports: Grant Reports are now available through a link of the Advisory Board Resources page. Login: [seward@alaskacf.org](mailto:seward@alaskacf.org) password: POBox933
- ACF Liaison: Monthly Meeting cancelled this month. Lindsay Hajduk has been hired as the new Affiliate Program Officer; Lindsay begins on 6/17/19
- Training: Completed training with Mariko.

**Be a valuable community resource making an impact**

Current Activities:

- Marketing and Communications: Ongoing activity. Currently learning the web platform.
- Website/ Facebook Management: Have requested marketing approval for news update on Grant Awards Night. Still waiting. ACF is looking to streamline marketing approval to get rid of long waits.
- Nonprofit Brown Bag Luncheon Series: Details identified at the Grant Announcement Luncheon. I am ready to support you! I recommend writing a short article to include on our blog and all future invites. Who, what, and why Brown Bag Lunches are beneficial for non-profit learning, making connections, and allowing ideas to find collaborative partners.

**ANNOUNCEMENTS/OTHER INFORMATION**

- We will be updating the SCF website with Board Member photos and a short bios. Please send a few sentences about you, your interests, and your specific philanthropic interests by July 1.
- Amy away 6/23 to 6/27.

**ACTION REQUESTS FOR BOARD**

- I am available to meet with your committee any time. Please email or text me at 491-1448.





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**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.
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