



Seward Community Foundation

An Affiliate of The Alaska Community Foundation

Board of Advisors Agenda Breeze Inn Motel Wednesday, August 21, 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	
Robbie Huett	Advisor	
Amy Hankins	Program Manager	

- A. Call to Order
- B. Approve Agenda
- C. Mission Connect – Tekla Seavey and Virginia (Ginger) Allen, potential board members
Dana Paperman, Senior Center – Mini grants
- D. Business Session
 - Approve July 17, 2019 minutes
 - Donations/Treasurer’s Report—Melody
 - Team Reports
 - I. Grant Team Update—Patty
 - a. Mini grants – Seward Prevention Coalition/Sustainable Seward: Electronics Recycling Event - \$600 surplus
 - b. Major grant – Ice Rink return of the funds
 - II. Executive Team – Kim
 - III. Fundraising/Development Team – Kim
 - a. Who has made business contacts/results for operating endowment?
 - b. Fall Friendraiser – Cruise on the Dutch Harbor
 - IV. Community Outreach Team – Kim
 - a. Summer Newsletter, revised remit envelope
 - b. Grant Highlights, Facebook posts, PCG campaign, Webpage updates
 - V. Program Manager Report – Amy
- E. Brown Bag Lunch for Nonprofits – Kim
 - Next event in this series will be on Wednesday, September 12th, 12pm-1pm.
 - Take formal vote to back up email vote on funding \$330 for Foraker training.
- F. Other Business – Take a board photo if all here, New member orientation follows meeting
- G. Comments
- J. Adjourn

SCF Potluck – September 5th, 6pm at Amy Hankins house
Next Meeting Date: September 18, 2019, Moose Pass Library



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Board of Advisors DRAFT Meeting Minutes
Breeze Inn
Wednesday, July 17 – 6:00 PM

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

Documents sent out in board packet prior to meeting: Agenda, June DRAFT meeting minutes, SCF Fundraising Plan and Current Status, 2019 Min-Grant Tracking Report.

- A. Call to Order: 6:10 pm
- B. Approve Agenda: **Dave moved to approve the agenda. Mark seconded the motion. PASSED.**
- C. Mission Connect-
 - Robbie Huett approved to be a board member, will be here next month.
 - Sarah Spanos still interested in being on the board but wants to wait until summer is over. **Dave will give Sarah the paperwork.**
 - Ryan texted Tekla Seavey. She will attend the next meeting.
- D. Business Session
 - Approve June 19 minutes: **Patty moved to approve the minutes. Mark seconded. PASSED.**
 - Donations/Treasurer's Report—Melody: See written report
 - Team Reports
- I. Grant Team Update
 - a. Mini-Grants—3 applications
 - 1. Sea View Community Services—CPR/First Aid Skills Instructor Equipment: After discussion: **Rodger moved we approve this grant for \$640 with the request that they collaborate with other non-profits. Kim seconded the motion. PASSED**
 - 2. Sea View Community Services--Therapeutic Self Care: After discussion: **Dave moved to reject this application due to it not being specific enough. Rodger seconded the motion. PASSED.**

3. SIFA Sister City Exchange, \$1,500—After discussion: **Rodger moved to approve this grant for \$1,500. Katie seconded the motion. PASSED.** This will come out of the Seward Student Exchange Donor Advised Fund, not SCF's budget.
 - b. Senior Center Grant Policy Change. Discussion about whether the Senior Center can apply for mini-grants. Previously it had been determined that it would be easier and save time for the SCF board as well as Dana Paperman (Senior Center Director) if the center applied for major grants. Senior Center mini-grant applications were looked at, both funded and not funded. SCF wants to be supportive. Monthly grants should be special projects not a funding source. It was hoped that Dana can come to the next meeting to express her concerns. **Mark will ask Dana to come to the August meeting.**
 - c. Major grant—Ice Rink Extension: Katie has been unable to contact them. **Katie will contact them.**
- II. Executive Team—Kim brought up fall & winter work for the board to update the bylaws and the manual for new board members.
 - III. Fundraising/Development Team—Kim
 - a. Kim reported that Amy has produced a Google document for business contacts and Kim, Ryan, Amy and Melody have used it. Kim asked that each board member make one business contact.
 - b. Katie started list of pull tab locations. She's reading through regulations. Many questions remain. **Katie will follow up. Mark will contact Shelly Shank at the Breeze Inn.**
 - IV. Community Outreach Team
 - a. Summer Newsletter too big at 6 pages. **Team will meet Monday July 22 at Rez Art at 9:30 am to work on editing newsletter and publicity for Pick. Click. Give. deadline of August 31.**
 - b. Kim has given Amy the revised remit envelope. Amy is working on changes and will give it to ACF.
 - V. Program Manager Report—Amy
 - a. Lindsay Hajduk is the new Affiliate Program Manager. She responds quickly & has been helpful. Some questions will still need to go to Mariko.
 - b. There is an online affiliate meeting tomorrow, July 18. This is an opportunity for affiliates to express how things are going.
 - c. New legacy giving language is coming so there will be forms to review.
 - d. A Friend raiser tool kit is being put together. Kim mentioned that we had Friend raising events in the past. She hosted a dinner, invited friends & explained about SCF. Kim said she'd like us to do one in the fall for legacy giving.
 - e. Amy will be getting last of board member photos after meeting and she still needs some bios.
- E. Mt. Marathon Race Raffle—Kim, Amy, Ryan & Patty sold raffle tickets at the high school. A local girl won the raffle & saved \$900 by winning. Kim thanked the Chamber Board in person at their meeting. This is the 3rd year in a row the Chamber selected SCF to receive the benefits of the raffle. \$1,090.00 this year went into the SCF Operating Endowment.
 - F. Brown Bag Lunch for Nonprofits—Jessie Lavoie, the Pick. Click. Give. Program Manager,

presented about the program on June 27th. Attendance was low although 5 board members attended. Jessie was happy with the presentation. Board discussion included: invitation & contact list needs updating; there is difficulty in getting word out; Greenvelope invitation system is difficult to work with and has everyone who has donated to ACF which makes it hard to sort out. Requested Amy let ACF know that Greenvelope is not user friendly. SCF Board could consider getting our own Greenvelope program (which it had in the past) depending on cost.

Dave said he has a list of topics that Chellie Skoog could give for Future Brown Bag Lunch events. Discussed nonprofit interest in these topics and Amy wondered about a survey of nonprofits to see what subjects they might want. These would have a cost that the board could apply for through a \$1,000 grant to help cover/split the costs. Next lunch should be sometime in September to stay on quarterly schedule. Dave will call Kate Rose to see what dates Chellie is available and what are the costs.

G. Calendar

- Dave will not be at August meeting due to AVTEC student orientation.
- SCF Potluck on Thursday September 5th for board and significant others at Amy's house at 6 PM. Katie called dibs on bringing Baked Brie.
- Reminder September meeting in Moose Pass.
- Kim will be gone October 10 through the first week of November.
- Ryan will be gone last half of October through the second week of November & all of January.
- Rodger will be gone middle of October through the end of November.
- Katie will be gone mid-December through mid-January.
- Melody will be gone November 10 through December 1.

H. Other Business—New member orientation postponed until after next meeting since Robbie is not here and Ryan has another meeting.

I. Comments:

Patty: Happy Summer

Melody: Pass

Amy: Pass

Rodger: More rain

Ryan: Second that. Just heard from Tekla Seavey she wants to be on the board.

Katie: Send Tekla the paperwork.

Kim: Thanks for coming

Mark: Minutes will be done as soon as I can get it together. Please be patient.

J. Adjourn: 7:38 pm

Next Meeting Date: August 21, 2019 at 6 pm, Breeze Inn

Seward Community Foundation Fundraising Plan and Current Status for Rasmuson Match

SCF GOALS TO ACHIEVE RASMUSON MATCH

Fundraising Goals: [APPROVED BY SCF ADVISORY BOARD ON 8/22/18]	Results:	Endowment	Operating	June	
2017: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment		\$ 53,563.32	\$ 13,375.00		
2018: Raise \$20,000 for endowed gifts and raise \$15K for operating endowment		\$ 57,721.37	\$ 9,530.00		
2019: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment		\$ 3,645.00	\$ 11,290.00		<i>*Endowed funds = \$41,966 with Rollover!!</i>
2020: Raise \$25,000 for endowed gifts and raise \$15K for operating endowment					<i>*Operating funds- \$3,710 for Rasmuson Match</i>
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)	\$2,988,961	\$53,563	\$57,721	\$41,966	\$40,000	\$1,966	\$101,966	\$125,000
City of Seward Unrestricted Fund	\$8,048	\$200	\$50	\$100			\$350	
Dieter Family Endowment Fund for the Prevention of Domestic Violence and Teen Suicide	\$83,673	\$25,000	\$25,998	\$0			\$50,998	
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$19,215	\$0					\$0	
Kaanta Community Fund for the Beautification of Seward	\$126,278	\$0					\$0	
Larson Family Fund	\$11,420	\$600	\$550	\$0			\$1,150	
Margaret A. Anderson Fund	\$27,344	\$200	\$200	\$0			\$400	
Paul and Sharon Ruppel Fund	\$19,736	\$3,004	\$500	\$500			\$4,004	
Seward Community Foundation Fund	\$2,681,379	\$24,409	\$16,860	\$3,645			\$44,914	
Seward Wellness Fund	\$11,868	\$151					\$151	
Roll-Over from Previous Year(s)			\$13,563	\$37,721				
Operating Endowment	\$81,537	\$13,375	\$9,530	\$11,290	\$15,000	(\$3,710)	\$34,195	\$60,000
Seward Community Foundation Operating Endowment Fund	\$81,537	\$13,375	\$9,530	\$11,290	\$15,000		\$34,195	\$60,000
Non-endowed Funds (Not Match Eligible)	\$20,710	\$16,499	\$22,905	\$5,000	\$0	\$0	\$49,404	\$0
Seward Affiliate Operating Fund	\$12,548	\$7,000	\$22,905	\$5,000			\$34,905	
Seward International Friendship Assoc. Sister City Exchange Fund	\$8,162	\$9,499	\$0	\$0			\$14,499	
Grand Total	\$3,091,208	\$83,438	\$90,156	\$58,256	\$55,000	(\$1,744)	\$185,566	\$185,000

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

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 3/16/2019

SUMMARY

Original Allocation*: \$23,000	Total Requested: \$13,278
6/14/2019 Adjusted Allocation**: \$15,898	
Balance: \$7,155	Total Granted: \$8,743

** 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>		\$0		
SeaView Community Services	CPR/First Aid Skills Instructor Equipment	\$616	\$640	7/18/2019
SeaView Community Services	Therapeutic Self-Care	\$1,000	\$0	7/18/2019

Mini-grants upcoming:

Port City Players
 Seward Sports Association, Inc
 Alaska Avalanche Information Center, Inc.
 Seward Backcountry Safety Education
 Seward Prevention Coalition
 Center for Biological Diversity
 American Red Cross of Alaska



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	25	29	21					189.25	119.00	28.7

Note: May hours = Affiliate Convening and Nonprofit Conference

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 you meet with donors and make fundraising asks.
- Donor Stewardship: I would like to develop specific thank you cards/letters to individual fund donors that include specifics and pictures about grants that SCF has funded. Let's share our good work, so that they may see the impact of their gifts. Some ideas might include a baked goods delivered with the thank you. These could be delivered in the form of a coffee date or lunch. What are your ideas?
- Next up: Planning a Legacy event OR Donor Appreciation event on M/V Dutch Harbor
- \$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:

- ACF Liaison: With the new Affiliate Program Officer, Lindsey Hajduk, requests and turnarounds have been much quicker.
- Training: No report.
- Newsletter: Completed, going to print. Will be stuffed with new remit envelopes.

Be a valuable community resource making an impact

Current Activities:

- Marketing and Communications: Ongoing activity. Updating web, formatting newsletter. Updating website with new Legacy Giving information and standards.
- Website/ Facebook Management: Last update was information on how to change your PCG. Working on a post about funding partners and why they're important.
- Nonprofit Brown Bag Luncheon Series: Scheduled for September 12. Sent out announcement and Foraker posted on their website.

ANNOUNCEMENTS/OTHER INFORMATION

- Board Member Page nearly complete – thank you! Need bios from Patty, Dave, Robbie, and Katie. Need photo from Robbie (will take at meeting).
- New SCF business cards. Please take a few to use.
- Greenvelope: ACF gives permission for SCF to open our own account, but we will be required to pay for it. Membership starts at \$120/yr. for 40/ mailing, OR \$195for 250/ mailing, OR \$295 for 500/ mailing
- Cordova and Petersburg: Recruiting for new Program Manager in both locations. If you have connections in those communities, please spread the word.

ACTION REQUESTS FOR BOARD

- I am available to meet with your committee any time. Please email or text me at 491-1448 to let me know when you plan to meet.
- Please visit a business you know to share our good work and request for gifts to the SCF Operating Fund.