



Seward Community Foundation

An Affiliate of The Alaska Community Foundation

**Board of Advisors Agenda
Moose Pass Library
Wednesday, September 18, 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	
Virginia Allen	Advisor	
Amy Hankins	Program Manager	

- A. Call to Order
- B. Approve Agenda
- C. Mission Connect
- D. Business Session
 - Approve August 21, 2019 minutes
 - Donations/Treasurer's Report—Melody
 - Return of grant funds
 - Team Reports
 - I. Grant Team Update—Patty
 - a. Mini grants –
 - 1. Mural Installation – Seward Arts Council
 - 2. Seward Elementary Art Program – Seward Elementary School
 - 3. Culture and Music Residency – Seward PTSA
 - b. ACF Basic Needs Grant \$5,000
 - II. Executive Team – Kim
 - Filling positions for 2020
 - III. Fundraising/Development Team – Kim
 - a. Fall Friendraiser – Cruise on the Dutch Harbor
 - b. Brown Bag Lunch Series
 - IV. Community Outreach Team – Kim
 - V. Program Manager Report – Amy
- E. Other Business – Calendar/October meeting/Board Potluck
- F. Comments
- J. Adjourn

Next Meeting Date: October 16, 2019, Breeze Inn Motel



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Board of Advisors DRAFT meeting Minutes
Breeze Inn
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	X
Katie Cornwell	Advisor	X
Ryan Fisher	Advisor	✓
Robbie Huett	Advisor	✓
Amy Hankins	Program Manager	✓

Documents sent out in board packet prior to meeting: Agenda, July draft meeting minutes, SCF Fundraising Plan and Current Status, 2019 Mini-Grant Tracking Report, August Program Manager's Report.

A. Call to Order: 6:00 pm

B. Approve Agenda: **Rodger moved to approve the agenda. Patty seconded the motion. PASSED**

C. Mission Connect –

- Virginia (Ginger) Allen is interested in joining the board and introduced herself. **Kim will send her the forms to apply.**
- Dana Paperman, Senior Center Director, gave an update on the status of their capital improvement project for which they received a major grant and extension, and presented a plan by which SCF could support their transportation program. Dana left with the understanding that she would submit a mini-grant application for \$4,000. After Dana left the board had a discussion regarding the mini-grant process and whether or not SCF should make an exception and grant a mini-grant of over \$1,000. A suggestion was made that SCF consider a \$1,000 mini-grant for the Senior Center after we receive their application. At the end of 2019, if there are funds remaining in the SCF grant budget, we could consider a proactive grant for additional funds.
- Amy suggested SCF consider having two major grant cycles per year instead of one.

D. Business Session

- Approve July 17, 2019 minutes: **Rodger moved that the minutes be approved. Patty seconded the motion. PASSED.**
- Donations/Treasurer's Report—Melody: See written report. Board members signed a Thank You card for a major donation from Carol Lindsey.
- Team Reports
 - I. Grant Team Update

- a. Mini grants – There are no mini-grant applications to consider this month, but there are 8 in the process of being completed. Some are several months old. Amy will make contact to see if they need any help. Sustainable Seward did not use \$600 of the funds granted for their electronics recycling event. Rodger moved to allow them to spend the remaining funds for their next event with a deadline to do so of one year. Patty seconded the motion. PASSED. They will need to complete another grant report reflecting the use of those funds.

- b. Major grant – Ice Rink return of funds: This group did not raise the matching funds which were a requirement of the grant award. They established a bank account but never completed the process to receive their 501c(3) designation. Kim will contact Katy to check on the status of this. Amy volunteered to contact Mica Van Buskirk, who was involved in the project, about the funds. Seward Prevention Coalition is responsible for submitting the grant report.

II. Executive Team – Kim: No report.

III. Fundraising/Development Team – Kim

- a. Business contacts: Board members should continue to contact businesses and make follow up visits. Amy has created and shared with the board a Google Doc spreadsheet to keep track of who has been contacted and by whom.
- b. Fall Friend Raiser – Cruise on the Dutch Harbor: Al McCarty has offered the use of the M/V Dutch Harbor to SCF for a Friend Raiser cruise. It can hold about 24 passengers. The board discussed possibilities for the event – Legacy Giving, Largest Donors, a mix of major donors & friends. The Development Team will work on planning an event for September.

IV. Community Outreach Team – Kim

- a. Summer newsletter, revised remit envelope: Both are at the printers. ACF wanted a larger font in the newsletter so there wasn't room for the donation section. Remit envelopes will be included with the newsletter. The envelopes will serve as a reminder to people who want to donate.
- b. Team is doing weekly Facebook posts. Notices have been submitted to the Seward News, Seward Sun and Seward Journal regarding the deadline to add or change a Pick Click Give donation and the upcoming Brown Bag Luncheon.
- c. The board had a discussion about a previous suggestion that SCF use pull tabs as a fundraiser. Mark has spoken with Ron Hewett at the Breeze Inn. Ron told him SCF would need to get a gaming permit and be licensed with the state. SCF would buy the pull tabs and make arrangements with a business to sell them and share the profits (70% to nonprofit and 30% to business). The board agreed that SCF did not want to get into the gambling business at this time. Amy will check with ACF to see if it would even be allowed or if any other affiliates are doing this.

V. Program Manager Report – See written report sent with board packet.

Amy had some suggestions for the board:

- Personalized “Thank yous” (baked goods are nice)
- Specific newsletters to donors of large funds highlighting projects their fund has enabled

Amy provided SCF business cards for advisors. There is space on the back to provide individual contact information.

There was a discussion about the use of Greenvelope for sending invitations. Patty recommended SCF pay for our own account so it could be personalized for us without sorting through information from all the other affiliates. She suggested a choosing a subscription of \$195 per year for up to 250 contacts per mailing. Amy

will get familiar with the program by working with ACF's subscription and report back at a future meeting with her recommendation.

E. Brown Bag Luncheon for non-profits – Kim

The next event in this series will be on Wednesday, September 12th at the Alaska SeaLife Center. From noon – 1 pm will be a session on evaluating the health of an organization. From 2 – 4 pm will be a training on budgeting for nonprofits. An email vote was taken earlier to approve the expense of \$330 paid by SCF to make this free to the public. To formalize that vote, **Patty moved SCF pay the \$330 fee to Foraker for this training. Mark seconded the motion. PASSED. Mark moved SCF use the funds that are available from ACF for board training. Ryan seconded the motion. PASSED.**

F. Other Business – Board photo postponed due to absent advisors

New member orientation will follow this meeting.

Mark updated the list of dates board members will be gone:

- Melody is out September 19 thru October 7 and November 10 thru December 1. Will miss November meeting.
- Kim is out October 10 thru November 13. Will miss October meeting.
- Rodger is out October 7 thru November 30. Will miss October & November meetings.
- Katie is out December 15 thru January 15. Will miss December meeting.
- Ryan is out October 1 thru October 13. Not sure if he's still gone October 15 thru November 31 or not. He's contemplating being gone all of January 2020. May miss October meeting.
- Mark is out October 3 thru October 31. Will miss October meeting.

G. Comments

Patty – We need some rain!

Melody – Thank you for coming, Ginger.

Rodger – Agree with Patty. We need rain.

Mark – Sorry that we have the smoke but thankful that we still have our houses and homes to go to. Thank you for coming, Ginger.

Ginger – I agree that we need rain. Thank you for letting me visit. I feel that SCF does important work and would like to be part of it.

Phyllis – Thanks for coming, Ginger.

Ryan – Thank you, Ginger. I am trying to do one Facebook post per week and welcome suggestions for topics.

Amy – Sorry I was late. Board member highlights could be posted.

Robbie – Thanks to our guest for coming. Sending prayers out for the folks impacted by the fires.

Kim – Thanks for coming, Ginger. Our board welcomes a diversity of viewpoints and the open sharing of ideas. Often I come to a meeting with one opinion and after discussion see things differently. We are a working board. Everyone is on at least one team. I hope all feel comfortable expressing their point of view.

H. Adjourn: 7:40 pm

SCF Potluck – September 5th, 6pm at Amy Hankins house.

Next Meeting Date: September 18, 2019 @ 6pm, Moose Pass.

8/21/19 SCF Treasurer's Report

Online	Name	Amount	Fund
Pay It Forward Challenge	Judi Andijanoff	\$250	SCF
7/14/19	Adventure Sixty North	\$100 recur.	SCF OEF
7/23/19	Skyles Runser	\$100	City of Seward UnRestricted Fund
7/26/19	Ryan Fisher	\$100 recur.	SCF OEF
7/26/19	Exit Glacier Guides	\$75 recur.	SCF OEF
7/29/19	Michael Moriarty	\$30 recur.	SCF
7/29/19	Carol Lindsey	\$2,500	SCF
8/12/19	First National Bank of Alaska	\$250	SCF OEF

Checks	Name	Amount	Fund
7/16/19	Mt. Marathon Race Committee	\$1,090	SCF OEF
7/24/19	Dan Stirling	\$60	SCF
7/24/19	Jaffa Construction	\$1000	SCF OEF
7/24/19	Anthony & Ann Sieminski	\$300	SCF OEF
8/9/19	Scott & Irene Ransom	\$100	SCF

Total: \$5,955

Notes:

*The monthly recurring gift from Amy Hankins is being corrected by ACF Finance Dept.

*Who is Skyles Runser? Anyone have any info on this donor?

*Treasurer has printed out the SCF Quarterly Fund Statements to share with the board.

Mail:

*Thank you card from Girls In Icy Fjords 2019 and SeaView Community Services



Seward Community Foundation
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Seward Community Foundation Strategic Plan

2018-2027 STRATEGIC PLAN

2018 ACTION PLAN

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	

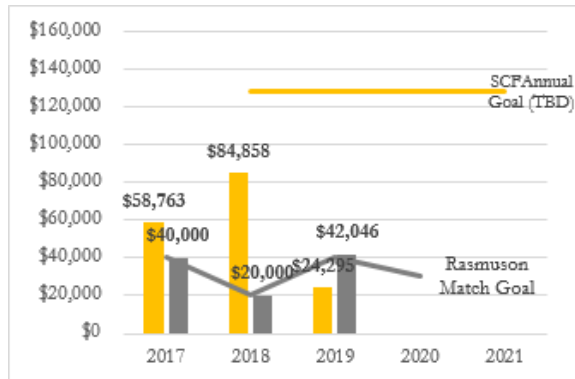
SCF Metric Dashboard

Goals

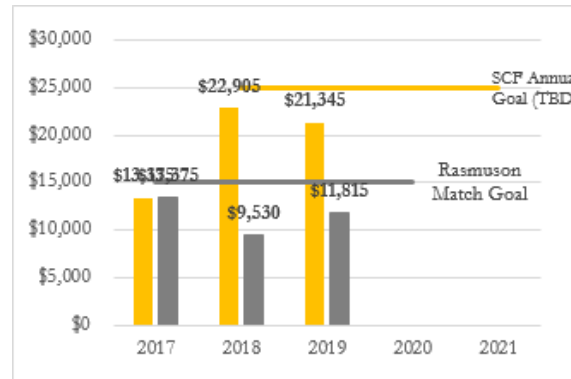
- ❑ Endowed funds are at \$3.5m by 2021 and \$5m by 2027
- ❑ Operating endowment is \$100K by 2021 and \$300K by 2027
- ❑ Increase number of donors by X%.
- ❑ SCF is a valuable community resource making an impact.

2019 Fundraising

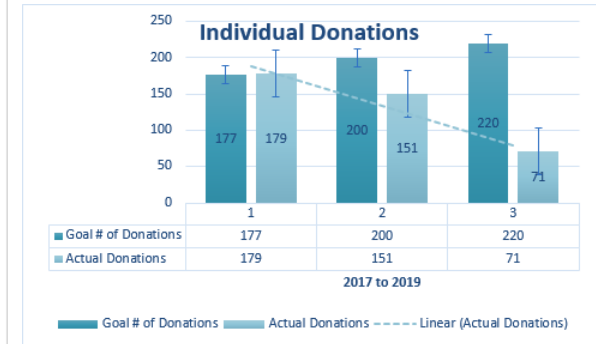
Endowed Funds Progress Towards Goal



Operating Endowed Funds Progress Towards Goal



Donors



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

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

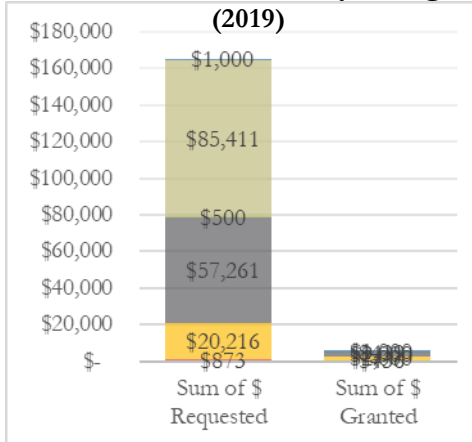
2019 Grants

Award Amounts and Balance

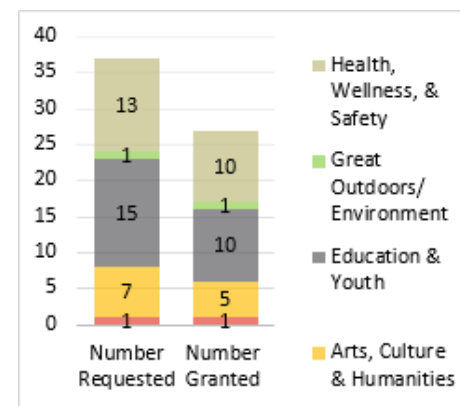
	YTD Granted	Annual Available	Balance
Major		\$104,055	
Mini	\$8,743	\$15,898	\$7,155
Proactive			
Total	\$5,875	\$127,055	\$12,180

*Totals do not include return of Ice Rink Grant

Grant Award Amounts by Category (2019)



Number of Grants by Category (2019)



Long-term Goal 1:
Grow
endowment
to \$5m

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.

Short-term goal	Tactics and Sub-tactics	Champion	Due Date
A. Focus on estate and asset gift donors to secure 1-2 legacy gifts per year starting in 2018	1. Develop an “Asking Protocol” for Legacy giving. (See Goal 2A for more information.)	Dev. Team	May
	2. Follow-up with individuals who have expressed an interest in a legacy gift.	Dev Team	September
B. Engage donors and potential donors in mission opportunities to reach \$3.5 million in unrestricted endowment by 2021	1. Develop an “Asking Protocol” for Individual and Business giving. (See Goal 2A for more information.)	Dev Team	May
	2. Use Asking Protocol and Fundraising Plan to engage individual donors to increase giving by \$____ or ____% each year starting in 2018. (reflect goal in fund development plan)	Dev Team	October
	3. Use Asking Protocol and Fundraising Plan start a business giving program to engage ____% more local corporate and business donors by 2021 i. Create and implement business recognition levels	Dev Team	October

Long-term Goal 2: Build Operational Resiliency

Build the
Operational
Resiliency of SCF
through a full,
diverse board and
growing our
operating
endowment to
\$300,000 by 2027.

Short-term goal	Tactics and Sub-tactics	Champion	Due Date
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) by the end of 2021.	1. Develop an “Asking Protocol” to outline our process for how we identify and approach potential donors, incorporate 3 kinds of giving – Individual, Business, and Legacy i. Get best practices and policies from ACF	Dev. Team Allison	May April
	2. Create a fundraising plan that includes Individual, Business, and Legacy donors. Ensure plans aligns with the communications plan i. Attend Affiliate Convening to identify ACF Best Practices for Fundraising and Fundraising Plans ii. Review historic giving data (Allison will provide charts)	Dev. Team Cindy Dev Team	June April April
	3. Educate and reinforce an asking mentality within our Board i. Facilitate quarterly Board activities (e.g. understand our “asking style”, practice asking conversations, etc.)	Dev. Team	May, August, & November
	1. Define board development priorities and why is it important	Exec Team	Complete
	2. Board Development Priorities i. Full board: Max=13 members, Goal=11, Current=9 ii. Diverse board: Provides representation of different groups in the community. iii. Engaged board: Advisors actively attend and feel comfortable participating in all meetings. iv. Educated board: Board better understands and promotes our mission. Participates in trainings and mission connect. v. Giving board: All board members make a yearly donation to SCF to demonstrate personal commitment to the organization. Raising funds for SCF is an important part of our mission.	Exec Team	2018
	C. By 2021, Recruit a diversified board and committees to reflect the community we serve (board recruitment)	1. Ensure board reflects the gender and cultural diversity of our community, has strong ties to our purpose and values, and has the skills to achieve our goals, especially fundraising goals. i. Tactic 1	Name or Committee
2. Create a pipeline of interested board members i. Tactic 1		Name or Committee	Date

Long-term Goal 3: Valuable community resource making an impact

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 or funded and who benefited.

Short-term goal	Tactics and Sub-tactics	Champion	Due Date
A. Strategically position SCF as a local community investor in community priorities by 2021	1. Ensure communications plan compliments the fund development plan and considers the following: Clear message, clear audience, clear deliverables i. Write/adopt a Case for Support to capture the organizations key message of philanthropy and supports Goal 2A. ii. Plan and implement strategic PR effort <ul style="list-style-type: none"> • Summer Newsletter for July publication. • Begin Grant highlights again • Review/update Communications Plan 	Community Outreach	TBD
	iii. Create and launch a local media campaign tied to community initiatives		End of July Post 6/26 7/23
	2. Create a branding tool-kit for grant recipients to use to connect SCF to the funded projects by next year’s funding dates i. Create a specific check-list of requirements for grantees to connect the dots back to SCF ii. Utilize grantee stories to grow our community presence	Community Outreach	Q4
B. Position SCF as a catalyst for meeting community needs by 2021	1. Facilitate/promote partnerships among nonprofits by convening community (government, civic, and nonprofits) conversations to address a major initiative that meets a community need i. Build a strategy to identify community needs/priorities (see Foraker notes for more details) <ul style="list-style-type: none"> i. Piggy back on Providence Community Health Needs Assessment. 	Community Investment	Date
	ii. Convene 2+ organizations on a major project that requires SCF support and benefits larger segment of the community – cross section of community like playground starting in 2018	Patty	September



TIME UTILIZATION (as of 9/15/19)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remain ing (308.25 /yr)	Remaining (avg/mo)
31.25	17.25	17.25	.5	48	25	29	34	16				218	90.25	25.78

Note: May hours = Affiliate Convening and Nonprofit Conference (26 Hours)

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: What are your ideas?
- Next up: Friend-raiser aboard M/V Dutch Harbor on 9/21/19 11am to 2pm
- Brown Bag Lunches: I Recommend the next Brown Bag Lunch be on Diversity, Equity and Inclusion. This is an important topic that everyone can benefit from.

Completed:

- ACF Liaison: ACF Basic Needs Grant - \$5,000. Can be one, two, or three nonprofits.
- Training: Scheduled training to begin next month on new grants management software.
- Newsletter: The Summer News Letter hit at the end of August. We'll begin looking at Winter News Letter.

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: Updating information as needed.
- Nonprofit Brown Bag Luncheon Series: Let's set a date for the next Brown Bag Lunch and choose a topic.

ANNOUNCEMENTS/OTHER INFORMATION

- Board Member Page nearly complete – thank you! Need bios from Robbie, Katie, and Ginger. Need photo from Ginger (will take at meeting).
- New SCF business cards. Ginger & Katie – I have some for you.
- Greenvelope: I recommend staying with Greenvelope. It took some learning, but I do think it is a good tool and do not recommend purchasing a subscription for SCF. I am happy to schedule training.

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.