



# Seward Community Foundation

*An Affiliate of The Alaska Community Foundation*

## Board of Advisors Agenda Breeze Inn Motel Wednesday, December 18, 2019 - 6:00 PM

Kim Reiersen	President		Robbie Huett	Advisor	
Patricia Linville	Vice President		Mark Kansteiner	Advisor	
Phyllis Shoemaker	Secretary		Rodger Painter	Advisor	
Melody Hatch	Treasurer		David Paperman	Advisor	
Ginger Allen	Advisor		Tekla Seavey	Advisor	
Ryan Fisher	Advisor		Amy Hankins	Program Manager	

- A. Call to Order
- B. Approve Agenda
- C. Mission Connect – Seward Area Hospice Visit
- D. Business Session
  - Approve November 20, 2019 minutes
  - Donations/Treasurer’s Report
  - Team Reports
    - I. Grant Team Update—Patty
      - a. Mini grants – None this month
      - b. ACF Basic Needs Grant \$5,000?
        - Food Bank, Senior Center food & transportation programs, Seward Ministerial Association medications program, Independent Living Center taxi vouchers.
      - c. Discretionary Grants (proactive grants) \$10,000 available
      - d. 2020 Grant Cycle – January 15-February 21, have applicants set up their own log-in to applications even if they have a fiscal sponsor. January \$ announcement and Nonprofit Gathering - January 22. Brown Bag discussion – How to run an efficient board meeting, speaker Cindy Ecklund.
    - II. Executive Team – Kim
      - January Meeting, 2020 Calendar, SCF personal thank you’s, additional advisors
    - III. Fundraising/Development Team
      - Team lead 2020
    - IV. Community Outreach Team
      - Team Lead 2020, Winter Newsletter, January event, 2020 PCG cycle starts 1/1/20,
    - V. Program Manager Report – Amy
- E. Giving Tuesday December 3 recap
- F. Other Business
- G. Comments
- J. Adjourn

**Next Meeting Date:** January 15, 2020 - Breeze Inn Motel



# Seward Community Foundation

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**Board of Advisors  
Draft Meeting Minutes  
Breeze Inn  
Wednesday, November 20, 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	✓
Ryan Fisher	Advisor	
Robbie Huett	Advisor	
Virginia (Ginger) Allen	Advisor	Call in
Tekla Seavey	Advisor	✓
Amy Hankins	Program Manager	✓

Documents sent out in board packet prior to meeting: Agenda; Draft October 16, 2019 minutes; October 16, 2019 Treasurer's report; SCF Fund Summary & Goals to Achieve Rasmuson Match Report; SCF Donor History Report; Three November mini grant applications; Program Manager's November 2019 Report; Legacy Society Declaration of Intent form.

- A. Call to Order – 6:03 PM
- B. Approve Agenda – **Mark moved to approve the agenda as presented. Dave seconded the motion. PASSED.**
- C. Mission Connect – The new Community Suites software program is operational. Amy attended two training sessions and both Kim and Amy have used it. They reported that there are some improvements over the previous system and some not so great changes. One missing element are total numbers. It's now necessary to do more math to get those figures. A good change is that donations show up almost immediately. **Amy will send out a link to the recorded training session for any Advisor who would like to watch it.** The board will decide at a future date who will have a log-in to use the program. Currently the Program Advisor and Board President and Treasurer have access. The rest of the board will get monthly updates in the board packet.  
There needs to be new advisor orientation for Tekla and Ginger. Tekla will be gone 12/4 – 2/8. Ginger will be gone for a few days after 12/15. Kim will schedule with them. **Kim will try to get them an advisor's notebook of resource material to review before the orientation is held.**  
There is a new director at the Chamber of Commerce. **Kim will meet with him to see if SCF can continue to use their copier and storage space for SCF materials.**
- D. Business Session
  - Approve October 16, 2019 minutes – Mark made a correction to the October

minutes. Dave moved to approve the October 16, 2019 minutes as corrected. Mark seconded the motion. PASSED.

- Donations/Treasurer's Report—Patty for Melody: See written report provided. Patty noted that the bill from Foraker for the Brown Bag lunch speaker was over \$600 but SCF was quoted a price of \$330. Kim will contact Foraker to clarify the bill.

Kim reviewed the report on SCF's progress toward meeting the Rasmuson matches for this year. In the past month there were \$1120 contributed to the SCF Fund, \$25459.67 to the Dieter Fund, \$7251 to the SCF Operating Endowment (including \$3800 from PCG), which totals \$33830.67. Since SCF has reached the \$100K goal we should receive the \$25K bonus. ACF may have additional goals and matching programs in the next four years.

- Team Reports

I. Grant Team Update—Patty

a. Mini grants –

1. Seward PTSA – Resurrection Robotics-FTC Team #15154. This application is for travel expenses and competition registration fees. Although many on the board are hesitant to fund these type of one-time expenses, after discussion Patty moved to approve \$1000 for this mini-grant. Phyllis seconded the motion. PASSED.
2. Seward Arts Council – Music Room and Auditorium rent. Dave, Patty and Phyllis are all involved in this organization and abstained from voting. Mark suggested that the band have a donation jar at their concerts to help with expenses. After discussion Mark moved to approve \$1000 for this mini-grant. Kim seconded the motion. PASSED.
3. Sustainable Seward/Seward Prevention Coalition – Recycling Station. After discussion Phyllis moved to approve \$1000 for this mini-grant. Patty seconded the motion. PASSED. A discussion was held regarding unspent funds from a previous grant to Sustainable Seward. Patty reported that she has talked to Lori Landstrom and told her that Sustainable Seward could use those funds for a future event. Kim reported that ACF would like them to submit a revised grant report reflecting the use of the previously unspent funds. Patty will pass this on to Lori.

Kim had questions about a grant approved for funding last month. The board explained their reasoning for approval.

Mark asked how many grant applications are in draft stage on the SCF site. Amy reported that there are five, but they have all been there for some time. Amy will attempt to contact the applicants to see if they need help or are still interested in applying.

- b. Lowell Point Fire Department – The problem with the grant funded for the Lowell Point Fire Department has not been resolved. Mariko is working with the Lowell Point Fire Chief on this. Amy has forwarded the MOU between Lowell Point and Bear Creek Fire Departments to Karl as backup.
- c. ACF Basic needs grant – Amy reported that ACF would like a list of potential grant recipients. Melody reported that the two organizations identified at the last meeting do not have immediate needs. The ministerial Association would like some time to develop a plan. The board decided to keep these two organizations on the list because they may have needs or a more definite plan by the time the funds are available. After discussion the

board recommended the following: Seward Senior Center, Seward Ministerial Association prescription drug or emergency housing programs, Seward Food Bank, Sea View Community Services program for emergency utilities, and Independent Living Center taxi voucher program. Amy will send this list to ACF.

d. Discretionary Grants (proactive grants) – Kim. Each December the SCF Board looks at funds left in the budget and decides whether to fund proactive grants or to roll it over to the next year. In the new system there is a tab for proactive grants so SCF does not have to ask organizations to complete an application.

A question was asked about how grant applicants are notified of the SCF Board's decision after our meetings. Patty said she calls all the applicants and lets them know whether or not their application was approved. ACF also sends an email. It was reported that the email on the grant application is often that of the fiscal sponsor, not the actual applicant. Amy is working to encourage all applicants to set up their own log-in to the grant application site and not to use the fiscal sponsor's log-in. That way SCF and ACF would have correct, current contact information for the applicant.

e. 2020 Grant Cycle – January 15 – February 21. January Grant \$ announcement and Non-profit gathering will be January 22 at the Breeze Inn. The Brown Bag discussion will be “How to run an efficient board meeting” led by Cindy Ecklund. The Development Team will work to get information about this out to non-profits in December. Kim will check with Melody and Robbie and schedule a time to meet and plan.

II. Executive Team – Kim: The SCF executive team for next year tentatively consists of Kim – President, Dave – VP and grant team leader, Tekla – Treasurer, Mark – Secretary.

Team leaders are needed for the Development and Communications teams.

III. Fundraising/Development Team

Kim would like SCF to focus on Legacy Giving in 2020. There is \$500 available from ACF for training in estate planning, wills, etc. February is the target month for this.

SCF advisors should follow up with business that have been contacted for donations and haven't responded or that requested a call back later. Amy has set up a spreadsheet on the internet to track business contacts and will send the link to Ginger.

IV. Community Outreach Team – The winter newsletter will go out the first week of December. It is one sheet: front and 2/3 of the back. Content is due to Amy by November 22. It will be in an envelope rather than tri-fold.

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

- Amy emphasized the importance of personal Thank You's to fund holders and major donors. She has developed a template for use by advisors.
- Giving Tuesday is December 3. Robbie is the lead for this. Zudy's and Resurrect Art have agreed to participate.
- ACF would like any SCF Advisors who attended the Brown Bag lunch with Chellie Skoog to send thoughts and take-aways via email to Amy who will compile the comments and send them on the ACF.
- Kim asked Amy to remove Katie from the grant evaluation list.
- Kim asked Amy to be sure people with recurring donations are set up in the new system.

- Kim asked Amy to develop a Legacy page for the SCF web site.
- E. National Philanthropy Day is November 25. Kim and Amy will work together to send personal thank you notes to recurring donors, \$1,000+ donors and fund holders.
- F. Giving Tuesday – already discussed
- G. Other Business – Patty has talked with Casie Warner regarding the lack of day care options in Seward. She would like SCF to support a community meeting on this issue. Dave commented that AVTEC has lost students because of the lack of affordable day care.
- H. Comments:
- Patty – I hope SCF can help with the day care situation.
- Tekla – I am learning a lot.
- Ginger – I have a question about the Providence Grants. Could they be used for Day Care? (Patty responded that she has talked to Providence and the answer is no.)
- Phyllis – I'm looking forward to seeing everyone at the Holiday gathering next month.
- Mark – Thank you, Tekla and Dave, for taking positions on the Executive Board. Since we should be recruiting some new advisors I would like to invite Jennifer Carr to come to a meeting.
- Dave – I have talked with Sarah Spanos. She is still too busy.
- Kim – The year is coming to a close. I would like to make 2020 a “clean-up” year. We will have a lot of new advisors so it would be good to review the job descriptions and other parts of the SCF manual and make any updates needed. We can all share the load and work together.
- Amy – The middle school ski program raised \$4K for their ski program with a fun run fundraiser. There will be a fundraiser for the Kids to Slopes program on December 15 at the KM Rae Building. There will be a movie and soup feed. A Greenvelope invitation will be sent out for the SCF Holiday gathering.
- I. Adjourn: Mark moved to adjourn the meeting. Phyllis seconded the motion. PASSED at 8:06 pm.

**Holiday Gathering:** Sunday, December 8th – 6pm at Melody's house  
**Next Meeting Date:** December 18, 2019, Breeze Inn Motel

## SCF Treasurer's Report As Of 11/4/19

### PFD Pick.Click.Give Donations to SCF OEF

Total Contributors: 53

Total Amount Contributed: \$4,100.00

7% Fee: \$287.00

Total Amount Paid to SCF OEF: \$3,813.00

Online	Name	Amount	Fund
10/5/19	Amy Hankins	\$50 recurring	SCF OEF
10/14/19	Susan Pfeiffenberger	\$30	SCF
10/14/19	Richard & Marie Brown	\$100	SCF
10/29/19	Michael & Maya Moriarty	\$30 recurring	SCF

Checks	Name	Amount	Fund
10/28/19	Bruce Knofel	\$200	SCF
10/28/19	Sue McClure	\$160	SCF
10/28/19	Tekla & Tyrell Seavey	\$1500	SCF OEF

### **Bills:**

\*\*Paid Foraker Brown Bag Lunch Training bill \$611.68 using the SCF credit card on 10/28/19. At the Oct. board meeting, Phyllis moved to pay the bill and Robbie seconded. ACF will reimburse SCF \$500 via an interfund payment.

### **Mail:**

\*\*Letter from UAF College of Fisheries & Ocean Sciences asking for sponsorship for the 2020 Tsunami Bowl, which will be held February 15-16.

\*\*Letter from Sequoia Sieverts asking for support for her upcoming educational tour to Costa Rica in May 2020 as a member of the Seward Student Travel Club.

**SCF GOALS TO ACHIEVE RASMUSON MATCH**

<b>Fundraising Goals: [APPROVED BY SCF ADVISORY BOARD ON 8/22/18]</b>	<b>Results:</b>	Endowment	Operating	
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		\$ 57,751.37	\$ 9,450.00	
2019: Raise \$40,000 for endowed gifts and raise \$15K for operating endowment		\$ 71,525.32	\$ 26,988.00	2019 Goals Achieved!!
2020: Raise \$25,000 for endowed gifts and raise \$15K for operating endowment		\$ 31,525.32	\$ 11,988.00	Rollover from 2019
Total Raised: \$125,000 for Endowed Gifts and \$60,000 for operating Endowment				\$25,000 Bonus will be given for reaching \$100K Match incentive
<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>\$3,067,829</b>	<b>\$53,563</b>	<b>\$57,751</b>	<b>\$71,525</b>	<b>\$40,000</b>	<b>\$31,525</b>	<b>\$131,525</b>	<b>\$125,000</b>
City of Seward Unrestricted Fund	\$8,180	\$200	\$50	\$100			\$350	
Dieter Family Endowment Fund for the Prevention of Domestic Violence and Teen Suicide	\$110,457	\$25,000	\$25,998	\$25,460			\$76,458	
Frank Dieckgraeff Memorial Fund for Seward Seniors	\$19,529	\$0		\$0			\$0	
Kaanta Community Fund for the Beautification of Seward	\$128,343	\$0		\$0			\$0	
Larson Family Fund	\$11,607	\$600	\$550	\$0			\$1,150	
Margaret A. Anderson Fund	\$27,792	\$200	\$200	\$0			\$400	
Paul and Sharon Ruppel Fund	\$20,059	\$3,004	\$500	\$500			\$4,004	
Seward Community Foundation Fund	\$2,729,801	\$24,409	\$16,890	\$7,714			\$49,013	
Seward Wellness Fund	\$12,062	\$151					\$151	
Roll-Over from Previous Year(s)			\$13,563	\$37,751				
<b>Operating Endowment</b>	<b>\$98,541</b>	<b>\$13,375</b>	<b>\$9,450</b>	<b>\$26,988</b>	<b>\$15,000</b>	<b>\$11,988</b>	<b>\$49,813</b>	<b>\$60,000</b>
Seward Community Foundation Operating Endowment Fund	\$98,541	\$13,375	\$9,450	\$26,988	\$15,000		\$49,813	\$60,000
<b>Non-endowed Funds (Not Match Eligible)</b>	<b>\$19,688</b>	<b>\$16,499</b>	<b>\$22,825</b>	<b>\$5,500</b>	<b>\$0</b>	<b>\$0</b>	<b>\$50,324</b>	<b>\$0</b>
Seward Affiliate Operating Fund	\$11,440	\$7,000	\$22,825	\$5,500			\$35,325	
Seward International Friendship Assoc. Sister City Exchange Fund	\$8,249	\$9,499	\$0	\$0			\$14,999	
<b>Grand Total</b>	<b>\$3,186,059</b>	<b>\$83,438</b>	<b>\$90,026</b>	<b>\$104,013</b>	<b>\$55,000</b>	<b>\$43,513</b>	<b>\$231,663</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      \$20,200

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

\$13,375      \$9,530

<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  
12/16/2019

### SUMMARY

<b>Original Allocation*:</b> \$23,000	<b>Total Requested:</b> \$23,255
<b>6/14/2019 Adjusted Allocation**:</b> \$15,898	
<b>Return of SPC Grant</b> \$9,000	<b>Total Granted:</b> \$17,220
<b>Balance:</b> \$7,678	

*\* 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. Balance now includes return of SPC Grant (\$9K)*

### DETAIL

Organization	Project	\$ Requested	\$ Granted	Date Reviewed
Seward Arts Council	Skip and Marie Fletcher Movie Series "Earn a Ticket"	\$ 1,000.00	\$ 1,000.00	12/19/2018
Bunnell Street Arts Center	Seward Artist in Schools sponsored by Bunnell Street Arts Center	\$ 1,000.00	\$ 1,000.00	12/19/2018
Seward PTSA	Missoula Children's Theater Residency	\$ 1,000.00	\$ 1,000.00	12/19/2018
Resurrection Lutheran Church	Community Christmas Tree	\$ 500.00	\$ -	1/16/2019
Hopecam, Inc	Give Hope, Get Connected - Alaska	\$ 1,000.00	\$ -	1/16/2019
SOS Pets	Road Trip for Cats and Dogs	\$ 873.00	\$ 436.00	2/13/2019
Resurrection Bay Historical Society	Seward Community Library Museum Exhibit Upgrade Spring 2019	\$ 1,000.00	\$ 1,000.00	2/13/2019
Marathon Wrestling Club	Purchase a Certified Weigh In Scale	\$ 439.00	\$ 439.00	2/13/2019
Kenai Mountains Public Media, Inc.	KMPM Legal Counsel	\$ 1,000.00	\$ -	3/20/2019
<i>No April Mini Grants</i>		\$ -		
Inspiring Girls Expeditions	Guess the Amount Winner from Grant Announcement Luncheon	\$ 1,000.00	\$ 1,000.00	5/22/2019
Seward Little League	Bats	\$ 1,000.00	\$ 977.90	5/22/2019
Kenai Watershed Forum	Weed Pulling	\$ 850.00	\$ 250.00	5/22/2019
Seward Pride Alliance	Pride Event - BBQ	\$ 1,000.00	\$ 1,000.00	5/22/2019
<i>No June Mini Grants</i>		\$ -		
SeaView Community Services	CPR/First Aid Skills Instructor Equipment	\$ 616.35	\$ 640.00	7/18/2019
SeaView Community Services	Therapeutic Self-Care	\$ 1,000.00	\$ -	7/18/2019
<i>No August Mini Grants</i>				
Seward Arts Council	"Our Flag Flies in Washington" Mural installation.	\$ 1,500.00	\$ -	9/18/2019
Seward PTSA	Okaidja Afroso Ghanaian Culture and Music Residency	\$ 1,000.00	\$ 1,000.00	9/18/2019
Seward Elementary School	Seward Elementary Art Program	\$ 527.00	\$ 527.00	9/18/2019
Iron Mountain FFA/ fiscal sponsor of Kenai Peninsula Borough School District	National FFA Convention in Indianapolis, IN	\$ 1,000.00	\$ 1,000.00	10/16/2019
Alaska SeaLife Center	2019 Community Holiday Party	\$ 1,000.00	\$ 1,000.00	10/16/2019
Alaska SeaLife Center	Small Fry School 2019-2020	\$ 1,000.00	\$ 1,000.00	10/16/2019
Seward Sonics Middle School Basket Ball League / Alaska PTA Seward Parent Teacher Student Association	Project Funding	\$ 950.00	\$ 950.00	10/16/2019
Seward PTA	Robotics	\$ 1,000.00	\$ 1,000.00	11/20/2019
Seward Arts Council	Music Room and Auditorium Rent	\$ 1,000.00	\$ 1,000.00	11/20/2019
Sustainable Seward	Recycling Station	\$ 1,000.00	\$ 1,000.00	11/20/2019
<b>Upcoming:</b>	<b>Seward Sports Association, Inc</b>	<b>Eric Olsen Jr</b>	<b>Safety topping for Jon Perry softball field</b>	





**TIME UTILIZATION** (as of 12/16/2019)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining (308.25/yr)
31.25	17.25	17.25	.5	48	25	29	34	32.75	25.5	21.75	17.5	299.75	8.5

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: Assisting with Giving Tuesday December 3<sup>rd</sup>. My recommendation would be to make it a “Day of Giving” from SCF. The advisory board could have a lot of fun giving out discretionary grants on this day!
- Donor Stewardship: Developing personal Thank You letters with specific funding info for fund holders and donors of 1K plus – Finished and delivered by Kim and Phyllis. Maybe this is a better project for a slower time?
- Next up: Grant Announcement Luncheon – January 22<sup>nd</sup>
- Developing a ‘Grant Portal’ Tutorial to go over new application, will include tips. Will send out a Greenvelope to NP.
- News: Winter Newsletter has been approved and is at the printer. Will drop ship to all mailing addresses in Seward/Moose Pass including all other donor addresses outside of our area. Approx. 2,508.

**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: Update as needed.
- Nonprofit Brown Bag Luncheon Series: Emailed take-aways to Mariko to present to ACF. Possibly looking at a ‘mini’ Nonprofit Convening.

**ANNOUNCEMENTS/OTHER INFORMATION**

Mariko is our new point person at ACF. Mariko and Lindsey have split lead on ACF Affiliates.

Happy New Year! As 2019 comes to an end I want to thank you for trusting in me to provide support for your amazing work. I will miss Patti, Phyllis, and Melody, but I know I will see you around!

I look forward to 2020 and all we can accomplish!

“Alone we can do so little; together we can do so much.” – **Helen Keller**

**ACTION REQUESTS FOR BOARD**

- Be thinking and talking with our NP leaders: Encourage local leadership to identify problems and invest in solutions in their communities. We can support these problems by providing relevant education through Brown Bag Lunches.