



Development Committee Meeting AGENDA
January 27, 2023
8:30 am – 10:00 am

TOPIC	FACILITATOR	ACTION	TIME
1. Welcome and Call to Order	John Bayne		3
2. Prayer/Poem/Positivity	John Bayne		2
3. Approval of October 28, 2022 minutes	John Bayne	Approve	3
4. Fundraising update	Meghan Parsons	Presentation	10
5. 2023 committee goals	Meghan Parsons	Discussion	25
6. 2023 Board solicitation process	John Bayne	Review	20
7. Circle to Feed Hope name wall	Meghan Parsons	Discussion	10
8. Action items review & member report out	John Bayne	Discussion	15
9. Next meeting dates <ul style="list-style-type: none">• May 5• September 8• November 15	John Bayne		
10. Adjourn	John Bayne		

Next Meeting:

May 5, 2023

Opening Prayer/Poem/Positivity: Jamie Kaffenbarger

RSVP to Kate Paterson at kate.paterson@foodbankst.org

FOOD BANK OF THE SOUTHERN TIER

Development Committee Meeting

October 28, 2022 8:30 – 10 am

Member	In Attendance	Unable to Attend
John Bayne (Chair)	X	
John Alexander		X
Dave Radin		X
Joe Thomas	X	
Alison Wolfe	X	
Julie Monahan	X	
Anis Fadul	X	
Amanda Smith-Socaris	X	
Jamie Kaffenbarger (Vice Chair)	X	
Connie Park	X	
Krista Niles-Updyke		X
<i>Guest</i>		
Maya Gusak	X	
<i>Ex-Officio</i>		
Natasha Thompson	X	
<i>Staff</i>		
Meghan Parsons	X	
Jennifer Bertron	X	

1. **Welcome and Call to Order** – John Bayne called the meeting to order at 8:32 am
2. **Opening Prayer/Poem/Positivity** – Natasha shared a prayer.
3. **Welcome Guest** – Meghan introduced Maya Gusak from West Wind Consulting
4. **Approval of May 6, 2022 Minutes**

*Joe Thomas made a motion to approve the May minutes.
 Jamie Kaffenbarger seconded. All were in favor. None opposed.*
5. **Fundraising Update** – Meghan shared dashboards of new Key Performance Indicators (KPIs) through Q3. These are broken out into Dollars, Donors & Engagement.
 - Dollars: As of end of Q3 revenue at \$2.95m and on track to \$4.2m goal. Dashboards further breakout planned solicitation progress, number of actions with donors, Annual Fund goals and a Gift Table for more granular analysis. Discussion about confidence in closing the gap by year end. Q4 is historically a high volume and tracking to meet goal. This is one of the downsides of being on a calendar year budget.
 - Donors: Meghan explained the Donor Retention Segments. Discussed that not all segments are of equal priority. Maya shared that maximizing retention of loyal donors & new donors are key. Looking to better understand specifically were COVID donors fall. Board & Committee giving goals will be discussed further later in agenda. Process of developing Volunteer Giving indicator shows some data cleaning needs, but likely an opportunity for growth in this group.
 - Engagement: Informational, but goals will be forthcoming for volunteer, email and website engagement indicators. Sent emails in August were down due to staff turnover, but great open rate for the emails that were sent.
6. **2023 Fundraising Plan** – Meghan shared that 2020 & 2021 were anomalies and still looking for “new normal.” Looking at “Stagflation” with both inflation and recession at play and Covid is still a reality. However, fundraising for basic needs - like food - tend to be more compelling in recessions. Maya shared that

in her experience organizations who keep asking, keep raising funds. It's when organizations back down that they run into trouble. Her recommendation is not less than 2022, but question for the group is what is a reasonable increase. Points in favor of a higher goal include decreases in donated & TEFAP foods, resulting in needing to purchase more food. Cost of staples are increasing 20-30%. Also gained more donors with more money in COVID and trend for them does not seem to be decreasing giving. Points in favor of flat goal at \$4.2m is based on concerns about economy and market. Food Bank is not planning on any new programs that are not already covered by the Strategic Investment Funds (SIF). Food Bank launched a capital campaign in 2009 during the last recession (2008) and had success. Pre-covid were seeing 2-3% annual increases in fundraising. Discussed impact of not meeting the goal. Since the Food Bank is on a calendar year budget, they monitor by doing Quarterly budget adjustments. Budget is a mix of fundraising (~\$4.2m), government grants / contracts (~\$1.9m) and fees (~\$2m). Given the quarterly monitoring and adjustments, any deficit at year end should be able to be covered.

Group agreed to a flat finance goal of \$4.2m with a goal of \$4.4m for development (4% increase).

7. **Develop 2023 Board Solicitation Plan** – John discussed that expectation has been 100% participation for Board & Committee members. Have an opportunity to start developing goals in 2023 to increase giving amounts by person and for the Board and Committees as a whole. All agreed this was appropriate.

Goal for 2022 will be to get 100% participation from remaining Board and Committee Members. Will start with a reminder at the November Board meeting with individual follow ups. Maya shared that the volunteer Chair may be a good position to make these follow ups.

For 2023 expectation will be 100% participation by Q1 – including pledges and will work on goals for Board & Committees in January followed by individual asks.

8. **Action Items Review & Member Report Out** – All actions items were reviewed and are complete or in process.

John Bayne will be making calls for 2022 100% Board giving.

Anis Fadul will be making his 2022 donation.

Connie Park has been working with Natasha on an relationship with the Elmira-Corning NAACP.

Joe Thomas has been having casual conversations with people he knows are donors.

Jamie Kaffenbarger is working with his partners to provide profiles of their respective volunteer work to their clients. This will get the Food Bank in front of local clients.

Amanda Smith-Socarlis started another food drive for the local Food Pantry and will be doing a matching contribution.

John Alexander, per Meghan, has done about ½ the thank you calls in his docket and plans to finish.

9. **Next meeting dates** – TBD

10. **Adjourn** – John expressed his thanks to the entire group. The meeting adjourned at 9:39

Minutes respectfully submitted by,
Jennifer Bertron, *Community Impact Manager*

Action Items	Responsible	Due Date
Follow up with remaining Board & Committee Members for 2022 giving		
Board & Committee Goals / Individual Asks		