



Development Committee Meeting AGENDA
October 29, 2021
9:00 am – 10:30 am

TOPIC	FACILITATOR	ACTION	TIME
1. Welcome and Call to Order	John Bayne		3
2. Prayer/Poem/Positivity	Joe Thomas		2
3. Approval of Aug. 20, 2021 minutes	John Bayne	Approve	3
4. Fundraising update	Meghan Parsons	Presentation	15
5. 2022 fundraising development plan	Meghan Parsons	Presentation	45
6. Action items review & member report out	John Bayne	Discussion	15
7. Next meeting dates	John Bayne		
• February 4			
• May 6			
• August 26			
• October 28			
8. Adjourn	John Bayne		

FOOD BANK OF THE SOUTHERN TIER
Development Committee Meeting
 August 20, 2021 9:00 - 10:30 am

Member	In Attendance	Unable to Attend
John Bayne (Chair)	X	
John Alexander	X	
Peter Newman		X
Dave Radin		X
Joe Thomas	X	
Alison Wolfe	X	
Julie Monahan	X	
Anis Fadul	X	
Amanda Smith-Socaris	X	
<i>Ex-Officio</i>		
Natasha Thompson	X	
<i>Visitor</i>		
Maya Gasuk, West Wind Consulting	X	
<i>Staff</i>		
Meghan Parsons	X	
Vince Caperelli	X	
Mary Jane Bray	X	
Lynn Dates		X

1. Welcome and Call to Order

John Bayne called the meeting to order at 9 am

2. Opening Prayer

John Alexander led the opening prayer.

3. Approval of May 7, 2021 Minutes

*Joe Thomas made a motion to approve the May 7, 2021 minutes.
 Amanda Smith-Socaris seconded. All were in favor. None opposed.*

4. Fundraising Update

Meghan reviewed the Development and Community Engagement Dashboard which included introductions of the new Director of Communications, Vince Caperelli (in attendance) and the new Annual Fund Manager, Theresa Dougherty, noting two open positions: Community Engagement Manager and Digital Manager, along with introductions of Major Gift Officer, Mary Jane Bray, and West Wind Consultant, Maya Gasuk, who were both in attendance. Meghan went on to report \$3.1M in cumulative giving this year, and an adjusted 2021 budget goal of \$4M, further noting successful methods of giving that included a \$163k bequest. Meghan reviewed 2021 retention behavior data pointing out that loyal givers of four-plus-years have given at a rate of 61.5%, new-last-year donors have returned at a rate of 22.6%, and donors who have given two or more gifts total 3,205 which Maya pointed out is above the 20% industry standard.

5. Major Donor Program Update

Mary Jane Bray provided a Major Donor Program update comparing major donor support in 2020 to year-to-date outcomes. Mary Jane explained that the 2021 major donor fundraising goal is \$571,500 and we have met 76% as we approach Q4. She presented the Journey of an Action to illuminate the number of times and types of contact she makes as she works with major donors, further adding a donor story to punctuate her path to

success. Natasha and the Committee lauded Mary Jane’s presentation, fundraising work, and her continued “laser focus.”

6. Strategic Investment Fund & Continued Fundraising

Meghan provided a Strategic Investment Fund (SIF) update and explained how, upon commencing an internal RFP process this summer, we are now able to present Strategic Cases for Support (SCS) totaling \$2.7M, which prompted Committee discussion about outreach to major donors for additional investment in SCS. The group discussed the following: how SCS align with what donors want to support; understanding the triangulation of income, expenses, and strategy; hiring additional staff/new hires; thoughts about how to market fiscal prudence in the face of unmet need; and thoughts about starting an endowment.

7. Gift Acceptance Policy – “V. Planned Gifts” \$25k Restriction

Meghan reviewed V. Planned Gifts text from FBST Gift Acceptance Policy and prompted a discussion about the need for and possibility of revising the first paragraph of “V. Planned Gifts” because of the following: “...\$25,000 or greater shall become part of the FBST operating reserves...” Joe Thomas recommended a revision. Finally, John Bayne echoed an endorsement on behalf of this Committee in support of revision with Meghan and Natasha leading the review and reporting back to the Development Committee at the October meeting.

8. Action Items Review & Member Report Out

The group discussed the contacts they have made, or anticipate making prior to the next meeting, sharing stories about why they are proud to share the work of the Food Bank. John Bayne thanked Anis Fadul for his good work in finding an organization that will benefit from the Tour De Keuka fundraising event, adding that the United Way of the Southern Tier is an excellent fit for this type of event. Meghan reported on behalf of Julie Monahan who continues to manage the Drive Away Hunger event, adding that they raised more than \$13k this year.

9. Next meeting dates

- **October 29**

10. Adjourn

The meeting adjourned at 10:30 am.

Minutes respectfully submitted by,

Lynn Dates, *Executive Assistant to
Natasha R. Thompson, President & CEO*

Action Items	Responsible	Due Date
Revise: Gift Acceptance Policy – “V. Planned Gifts” \$25k Restriction	Meghan/Natasha	October 29

FOOD BANK OF THE SOUTHERN TIER

Board of Directors

Proposed 2022 Meeting Schedule

<i>COMMITTEE</i>	<i>MEETING DATE</i>	<i>MEETING TIME</i>	<i>Prayer/Poem/Positivity</i>
General Board (3 rd Thursday)	February 17	4:00 p.m. – 6:00 p.m.	Alison Wolfe
	May 19	4:00 p.m. – 6:00 p.m.	John Bayne
	June 16	4:00 p.m. – 6:00 p.m.	Marty Heysham
	September 15	4:00 p.m. - 6:00 p.m.	Peter Newman
	December 15	4:00 p.m. – 6:00 p.m.	Fred Van Sickle
Executive Committee (2 nd Tuesday)	January 11	8:00 a.m. – 10:00 a.m.	Joe Thomas
	February 8	8:00 a.m. – 10:00 a.m.	Mary Pat Dolan
	March 8	8:00 a.m. – 10:00 a.m.	Steve Hoyt
	April 12	8:00 a.m. – 10:00 a.m.	Jessica Renner
	May 10	8:00 a.m. – 10:00 a.m.	Jack Balinsky
	June 14	8:00 a.m. – 10:00 a.m.	Natasha Thompson
	July 12	8:00 a.m. – 10:00 a.m.	Joe Thomas
	August 2	8:00 a.m. – 10:00 a.m.	Mary Pat Dolan
	September 7 (Wed.)	8:00 a.m. – 10:00 a.m.	Steve Hoyt
	October 11	8:00 a.m. – 10:00 a.m.	Jessica Renner
	November 8	8:00 a.m. – 10:00 a.m.	Jack Balinsky
	December 7 (Wed.)	8:00 a.m. – 10:00 a.m.	Natasha Thompson
Finance Committee (1 st Tuesday)	February 1	4:30 p.m. – 6:00 p.m.	Krista Niles-Updyke
	May 3	4:00 p.m. – 6:00 p.m.	Dick Pirozzolo
	September 6	4:30 p.m. – 6:00 p.m.	Nancy Miller
	November 1	4:00 p.m. – 6:00 p.m.	Meghan Rose
	December 6	4:30 p.m. – 6:00 p.m.	Karl Krebs
Nominating & Corporate Governance Committee (1 st Thursday)	February 3	8:30 a.m. – 9:30 a.m.	Mary Pat Dolan
	April 7	8:30 a.m. – 9:30 a.m.	Marty Heysham
	June 2	8:30 a.m. – 9:30 a.m.	Alison Wolfe
	August 4	8:30 a.m. – 9:30 a.m.	Grace Park
	October 6	8:30 a.m. – 9:30 a.m.	Linda Bruckner
	December 1	8:30 a.m. – 9:30 a.m.	Fred Van Sickle
Development Committee	February 4	8:30a.m. – 10:00a.m.	Meghan Parsons
	May 6	8:30a.m. – 10:00a.m.	Peter Newman
	August 26	8:30a.m. – 10:00a.m.	Julie Monahan
	October 28	8:30a.m. – 10:00a.m.	John Alexander