
Early Learning Coalition



of Pinellas County, Inc.

Advancement Committee

September 13, 2018

4:00 p.m.

ELC, Countryside Towers
2536 Countryside Blvd. Suite 500
Clearwater, FL 33763

I. CALL TO ORDER

- A. Approval of September 13, 2018 Agenda
- B. Approval of August 8, 2018 Minutes

II. DISCUSSION

- A. NEW Advancement Committee Chair
- B. Fundraising Opportunities
 - i. Valspar Birdies for Tampa Bay Charities
 - ii. Santa Train
 - iii. Other options

III. ACTION

- A. Fundraising RFP

IV. PUBLIC COMMENT

In accordance with the Florida Government in the Sunshine, all meetings of the Early Learning Coalition of Pinellas County, Inc. and its committees are open to the public. Those in attendance who wish to address the Coalition must submit a public comment card to the recorder prior to addressing the Coalition.

V. ADJOURNMENT

Next meeting: October 10, 2018 at 4:00pm

ELC, Countryside Tower
2536 Countryside Blvd. Suite 500
Clearwater, FL 33763

ADVANCEMENT COMMITTEE MEETING

Minutes – Unapproved

August 8, 2018 4:00pm

2536 Countryside Blvd, Suite 500

Clearwater, FL 33763

Members In attendance: Elliott Stern, Paula MacDonald, Susan Johnson and Nick Meza

Members Absent: Nancy St. Arnold, Erika Bolline, and Jessica Hooper

Coalition Staff: Lindsay Carson, Merita Kafexhiu, Mar Burns, Kate Bauer-Jones, and Eva Stoddard

I. CALL TO ORDER

Nick Meza called the meeting to order at 4:00 P.M.

A. Nick Meza called for approval of the August 8, 2018 Agenda.

A motion was made by Nancy St. Arnold and seconded by Paula MacDonald to:

Approve the August 8, 2018 Agenda.

The motion passed unanimously.

B. Nick Meza called for approval of the March 14, 2018 Minutes.

A motion was made by Nancy St. Arnold and seconded by Paula MacDonald to:

Approve the March 8, 2018 Minutes.

The motion passed unanimously.

II. DISCUSSION

A. Annual Giving Campaign Update

Mary Burns presented current Board participation, direct mailing campaign and other direct donations received on behalf of the Annual Giving Campaign. The AGC report is attached to the minutes.

B. Strategic Planning

Lindsay Carson presented and reviewed the most current revision of the 2018-2021 Strategic Plan with the Committee. A copy is attached to the minutes.

C. Guests

Lindsay Carson invited guests to speak regarding their expertise in the field of annual and event community fundraising. Amanda Fisher, CFRE President & CEO of Alternative Strategies Consulting and Brenda Geanakos, Founder & Executive Director of o2b Fun, Inc. Amanda Fisher spoke regarding the fundraising development of donors. Brenda Geanakos presented a complimentary Holiday Santa Express fundraiser event for the Committee's consideration.

III. ADJOURNMENT: The meeting adjourned at 5:00P.M.

Next meeting: September 12, 2018 at 4:00pm
2536 Countryside Blvd., Suite 500,
Clearwater FL 33763

Chair Signature

Date

**Early Learning Coalition of Pinellas County, Inc.
September 13, 2018**

Subject: RFP Fundraising

BACKGROUND

The Early Learning Coalition of Pinellas has identified the need to increase and diversify funding as an organizational priority.

We have just received a new Notice of Grant Award from the Office of Early Learning. We've received an additional allocation of \$2,073,591 to serve children from our waiting list. The children on our waiting list are "economically disadvantaged" so the 6% BG8 match requirement applies. It is estimated that the Coalition will need \$1,060,000 in match for the 2018-2019 fiscal year. The Juvenile Welfare Board provides \$860,000 in match, leaving a shortage of \$200,000.

Additionally, the Early Learning Coalition engaged in a strategic planning workshop in May 2018. The 2018-2021 Strategic Plan includes the following focus area and goals:

Investing in the Future: Increase and diversify revenue to support mission advancement.

5.1 Expand Annual Giving Campaign to support mission advancement and required match funding.

5.2 Raise unrestricted funds to allow great flexibility in program eligibility requirements.

In 2017, the Advancement Committee launched an annual giving campaign and raised \$25,870. The Coalition does not have dedicated resource development staff and additional resources are necessary to develop a donor base and diversify revenue streams.

PROPOSED COALITION ACTION

To issuing a Request for Proposals for the purposes of obtaining consultation and assistance in executing a fund development strategy.

Supporting Documentation Attached:

Request for Proposals: Fundraising

Approval

Chair Signature

Date