



ADVANCEMENT COMMITTEE MEETING
Tuesday, December 4, 2021; 3 – 4:00 pm.
Zoom

Minutes

- I. **In Attendance:** Shelley Gubelmann, Pamela McIver, Mary Quick, Hazel Schultz, Jamie Stern, Cornelia Thornburgh, and staff: Marilyn Munoz, Anne Noble,
 - a. **Guest:** Jody Gill
 - b. **Not in Attendance:** Diana Barrett, Ann Brown, Julie Fisher Cummings

- II. **Financial Update through 12/10/21** Anne Noble/Marilyn Munoz
 - a. YTD Actual: \$1,919,114
 - b. YTD Budget: \$2,409,495 (through Dec 31)
 - c. Ending Homelessness Breakfast: \$258,783

- III. **Event/Fundraising Calendar** Pam McIver/Anne Noble/Marilyn Munoz
 - a. The End of the Year Appeal was sent out.
 - b. Events
 - i. Ending Homelessness Breakfast, held on November 18, 2021, met the goal and was viewed in 18 countries and 33 states by 1,500 viewers.
 - ii. Palm Beach Event
 1. The event will be a “non-event,” as it was last year. The mailing will run from February 15 to March 31.
 2. Brainstorm on how this could look different this year:
 - a. Consider an “out of the box idea like the “Ice Bucket Challenge.”
 - b. Consider backpacks, luggage, tickets as part of the event photo and design.
 - c. Emphasize journey – TLP Destination Home.
 - iii. SleepOut - April 1, 2022.
 1. A contract has been signed and sent to United Methodist Church to have the live event there.
 2. A small virtual component will also be made available for those who cannot attend the live event.

- IV. **Discussions** Pamela McIver
 - a. Small events to engage different populations
 - i. Several small events are planned for 2022!
 1. January 19 – Cornelia Thornburgh – TLP Holiday Reception (note: postponed due to COVID)
 2. February 23 – Mary Quick
 3. March 15 – Shelley Gubelmann
 4. TBD – Hazel Schultz
 5. TBD – Ann Brown
 6. TBD – Joe Davis

- ii. Donor Climate was discussed
 - 1. Are we losing donors by not having live events?
 - 2. The consensus was that the TLP virtual events were not only meeting goals but attracting a broader group of first-time donors.
- iii. Donation of in-kind items
 - 1. How to raise money from donated items, such as costume jewelry. This will be explored further.

b. Other

- i. The new Advancement Planned Giving Director, George Cruz, and PR Consultant Cara Hansen will be invited to the February 1, 2022 meeting for a meet and greet.

V. ACTION ITEMS:

- i. Marilyn
 - 1. Change theme for PBE to Destination: Home

VI. Next Meeting: Tuesday, February 1, 2022, from 3:00 pm to 4:30 pm.