

August 18th Meeting Minutes

Next Meeting: September 15th, 2010 at 4:15 p.m.

Present: Maggie, Mandi, Judie

Absent: Ron, Chad

- **Development Target Areas**

- **Development Goal Plan – Next update in September**

- **Annual Campaign**

- Merchants Bank: \$2,500 + \$500 for golf
 - HBCI: No decisions
 - Hugh Miller: postponed
 - Donation envelope in summer newsletter: \$975
 - Note: Maggie thought we should consider putting a donation envelope in every newsletter. Mandi will do this but track results in case it is not cost effective.

- **Grant Writing**

- Local Pepsi Refresh: pending in second round
 - National Pepsi Refresh: unable to submit
 - United Way: awarded for \$11,000
 - Federal OSHA Grant: 7/1/2010 \$100,000
 - Xcel Grant: Awarded for \$7,500
 - Elizabeth Callendar King: \$6,000 waiting for payment
 - Winona HIMS: Denied for fall and Christmas
 - Medica: Pending, results in October
 - WCF: Denied in first round, will be re-submitted
 - Upcoming: MN Bus Grant, Athwin

- **Events**

- Raffle: 690 tickets sold + \$200 donations = \$3,650
 - \$105 in expenses, net income of \$3,545
 - Golf: \$31,016.25 gross income
\$7,904.33 expenses
\$23,111.93 net income: 12.41% increase over 2009

Add Match \$7,500

\$30,611.93 total income: 48.8% increase over 2009

- **Committee Tasks 2010**

- New Fundraising Event

- Notes: We discussed if we want a donor event or another fundraising event. At this point, we are leaning toward a donor cultivation event considering we might have a capital campaign in regards to Laundry in the next year or two.

- Prospect List

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- Cultivation Process
 - Notes: Talking with Maggie, her thought was that we should start with a large group (via an event) of potential donors/supporters and then have BOD follow up. This event would just be a ‘get to know WORC’ event, no solicitations. We talked about working with Merchants Bank as a sponsor. Our target is to do this in October 2010. We will talk with Kevin on Friday to see if he will talk to Rod about doing this event and then the Fund Development committee will work on a mailing list.
- **Other Items**
 - Facebook – info@winonaorc.org is not working, Mandi will get in touch with WORC IT guy to help with this.
 - Laundry Task Force: Capital Campaign – Mandi is now joining the task force.
 - Annual Report and Postcard Mailing – once annual report is complete, we will be sending out a ‘get to know WORC’ postcard to a mailing list of 3,500 +.