

Fund Development Agenda

Committee Name: Fund Development

Meeting Date & Time: Tuesday January 31, 2017

Attended: Heidi Smith, Maggie Modjeski, Ellen Smith, Linda Digby, Bob Peterson,

Absent: Bill Reinarts

Next Meeting Date & Time: March 2, 2017

Date: 1/31/17	
• Grant update-Xcel Energy info received	• History of Fund Development-Ellen
• Starlight Stroll final report	• Development coordinator position
• Annual campaign update	• Other business
• Sponsorship bundling- review	•

Grants update

- Xcel Energy info received
- United Way sent \$9100 in January to close out their account since they are leaving Winona.
(This amount was based on a formula.)

Starlight Stroll final report

- The final Starlight Stroll report was compiled. Chianne has the #'s of participants. Maggie will check with her on that data.
- Revenue from the stroll has remained consistent over the four years of its existence.

Annual Campaign Update

- \$5200 was collected in 2016
- Approximately 400 letters were sent out (and hand signed by Heidi)
- Additional funds have come in during January 2017 making the total over \$6000.

Sponsorship bundling-Review

- **(From our meeting minutes in November 2016):** It was decided to further discuss the Sponsorship form (and what should be on it or if ORC should use one at all) at the January Fund Development Meeting.
- Based on November 2016 meeting, the sponsorship bundling form was printed again for committee review.
- It was discussed to talk about changing the form in the fall.
- Heidi will check with Kevin to see if costs for the golf tournament have increased since 2016.
- Heidi will also check on prices for the Banquet, to see if we need to raise the ask for it to help cover the costs of the event (based on the sponsorship form).

History of Fund Development-requested by Ellen

- Ellen asked for a brief history of the Fund Development committee and the role of the board members on the committee.
- Heidi discussed the revamping of the committee in 2016, with an effort to better define the role of board committee members. The Fund Development committee role document was shared with Ellen.

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- Maggie stated that there has been inconsistent leadership and changes in staff that oversee the committee, creating inconsistency with fund development of WORC.
- It was discussed that through the Strategic Planning process, these roles may be better defined through the SWOT analysis process.
- Maggie discussed the two major fund raising events are currently organized by subcommittees, each chaired by a non-Fund Development member. Kevin O'Reilly for the Golf Tournament and Chianne Thicke for the Starlight Stroll. It was discussed that both may move on to other projects and the need to create sustainability within these two events will be essential for their ongoing success.

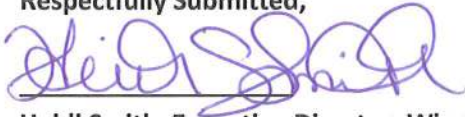
Development coordinator position

- Due to weather related issues, the Personnel committee will be meeting this Thursday, February 2nd and will review the job description of this position before Linda posts to be filled.
- Bob and Ellen stated that they felt the hiring and role of this new position should be handled by Heidi and staff at ORC and since the board approved the budget, should no longer be involved in the process.

Other business

- Maggie suggested that Diane Petz would be a good addition to the Winona ORC board. Ellen and Bob encouraged Maggie to ask Diane if she would be interested in this role. Maggie agreed to follow up.

Respectfully Submitted,



Heidi Smith, Executive Director, Winona ORC



Starlight Stroll

① Penneround
② Franklin
2013-14

INCOME		2016		2015		2014		2013	
Major/Platinum Sponsors	4	1,000.00	4,000.00	4	1,000.00	4,000.00	3	1,000.00	3,000.00
Diamond Sponsors	8	500.00	4,000.00	8	500.00	3,850.00	9	500.00	4,500.00
Gold Sponsors	2	300.00	600.00	3	300.00	900.00	4	300.00	2,400.00
Sponsorship Runners (no charge)				23			26		
Individual Runners 5K Pre Reg				194		3,831.00	38		1,580.00
Individual Runners 5K Post Reg							38		25.00
Group Registrations (5 or more)							78		18.00
Individual 1 Mile Pre Reg				56		825.00	17		255.00
Individual 1 Mile Post Reg				39		975.00	7		140.00
5K & 1 Mile Same Day Registrations				312		14,381.00	204		257
Total Registered									
Sponsor Income			8,600.00			12,209.00			14,571.00
Other Sponsor Income	3		900.00	1	1,200.00	1,200.00	1		400.00
Paid Reservations			4,562.00			-			-
Other Sponsor Income			5,462.00			1,200.00			400.00
Midtown	1			1			-		200.00
XXL Shirts								13	2.00
Donations - Soup			82.75				1		15.00
Donations - Soup - Board Members	12		395.00					3	45.00
Other Income			477.75			-			271.00
Total Income			14,539.75			15,581.00			15,242.00
EXPENSE		2016		2015		2014		2013	
Banners - Signs	1	99.30	99.30	1	203.82	203.82	1		100.00
Lake Lodge and Bike Path Rental	1	158.32	158.32	1	111.73	111.73	1		93.59
Awards	1	278.50	278.50	1	262.00	262.00	1		274.18
Participant T-Shirts (200)	1	1,613.40	1,613.40	1	1,774.78	1,774.78	1		1,121.60
Soup & Crackers	1	51.19	51.19						
Volunteer T-Shirts (29)	1		-	1	418.10	418.10	1		277.00
Custom Bibs (300) & pins	1	46.97	46.97			-	1		135.54
DJ/Announcer	1	200.00	200.00	1	60.00	60.00	1		50.00
Snacks-Goodie Bags	1	189.74	189.74	1	166.34	166.34	1		0.00
Glowsticks / Glow Bracelets/Paint	1	98.75	98.75	1	317.81	317.81	1		49.98
Water stop materials - cups			-			-	1		0.00
Misc Expense	1	55.75	55.75	1	123.14	123.14	1		209.72
Chip Timing	1	300.00	300.00	1	350.00	350.00	1		450.00
Finish Line - Granola Bars			-			-	1		0.00
Total Expenses			3,091.92			3,787.72			2,761.61
Total Net Profit			11,447.83			11,793.28			12,480.39

How many participants? Participants