

Committee Name: Fund Development
Meeting Date & Time: Wednesday, April 17, 2013, Noon

Attending: Deb, Laurel, Maggie, Bill, Chad, Chianne

Absent: Judie, Jayne

Next Meeting Date & Time: Wednesday, May 29, 2013, Noon

Agenda Items

• Grant updates – Received, Awaiting Outcomes	• Marketing items - Advertising, Laundry, Shredding
• SET Program update	• Sponsorship Brochure
• Website updates	• Dancing with the Winona Stars
• 5K planning – status, committee, logo, roles	•

Grant updates – Received, Awaiting Outcomes

Received

<u>Grant Name</u>	<u>Amount Received</u>	<u>Program</u>	<u>Submitted</u>
Elizabeth Callender King Foundation	\$2,500	Shredding – for a baler	March 1, 2013
Winona Community Foundation	\$2,500	Shredding – for a baler	March 18, 2013
BNSF	\$1,500	SET Program	September , 2012

Awaiting Outcomes

<u>Grant Name</u>	<u>Amount Requested</u>	<u>Program</u>	<u>Submitted</u>
Department of Education	\$86,000	Technology	January 21, 2013
Veterans Grant	\$65,000	Programming	July 20, 2012
Ameriprise	\$4,250	iPad Purchase	January 31, 2013
Home Federal	\$4,250	iPad Purchase	January 30, 2013
Maximus	\$10,000	iPad Purchase	January 30, 2013
United Way	\$11,000	SET Program	March 15, 2013/April 11

Marketing items - Advertising, Laundry, Shredding

Advertising: We have received \$1,200 of in kind advertising with Winona Radio for 2013. We are currently running Shredding advertisements on the radio. In May, we will focus on the Golf Outing and June will be highlighting Winona ORC programs

Laundry/Walk-off Mats: Marketing materials have been developed for both the Healthcare Linens and the Walk-Off Mat service. Sales calls have been started with a few Nursing Homes and walk-off mat information has been sent to a few companies in Winona.

Shredding: A new shredding brochure has been developed to look like the laundry/mat brochures to be more cohesive with the marketing of our services.

SET Program update

A task force has been formed to determine how we can best utilize the monies we have received from the multiple granting foundations. We are currently looking to increase the types of programs we offer our clients to provide them with more variety and better educational information. We are looking at adding a computer lab to help with those seeking employment where there is technology used.

Sponsorship Brochure

The Special Event Sponsorship Opportunities brochure has been printed and was mailed on our April 15. Copies are available to take to potential sponsors. If you need more, please contact Chianne.

We have already received responses for the sponsorship events and we are happy to announce who has committed already:

- Fastenal: \$2800 Making the Difference
- MBM: \$2800 Making the Difference
- Bay State: \$350 Golf Gold
- David Taber: \$100 Banquet Gold
- Ron Wenzel: \$100 Banquet Gold
- Bob Kierlin/Mary Burrichter : \$3027 Matching Golf
- Gostomski: \$3000 Matching Golf

Website updates

The Winona ORC website will be updated in regards to Winona Laundry/Walk-Off Mats, the Shredding webpage will be more prominently featured as well as adding a Golf Tournament webpage and a 5k webpage. Winona Laundry progress pictures will also be updated frequently.

Dancing with the Winona Stars

Winona ORC was chosen by Edina Realty to be the organization they will dance for at the Dancing with the Winona Stars. Winona ORC staff and Board have been requested to help gain votes for the dancers. The event will be held December 31st at Winona State University. More information on the voting process will be provided.

5K planning – Status, committee, logo/design

The City has sent approval for our race. One concern may be the repairs they are doing to the bike path. It is planned for Fall of 2013 or Spring of 2014. We will need to adjust plans accordingly if this were to occur. No additional details have been sent on this.

Logo Design update – Maggie – Logo is ready and just need to determine what is needed for postcards and registration forms.

Roles for 5k – Adding a Safety coordinator role.

Action Items:

What kind of shirts do we want this race to have? Neon colored shirts with black printing, or Charcoal gray shirts with neon print?

Additional community/committee members for 5k Roles – who would be a good addition?