

RESOURCE DEVELOPMENT COMMITTEE MEETING NOTES

Tuesday, January 13, 2015

Members Present:

Catherine Haffner, Committee Chair
Bill Day, Vice Chair of Board
Frank Zoch, Annual Campaign Chair
Rosalind Reeder
Marian Sokol and Denise Rizzo, Staff

Absences: Laura Nell Burton, Past Chair
Julia Anderson, Franchesca Velten and
Irene Hahn

➤ 2014 Annual Campaign

- Approximately 3,000 letters mailed to prospect, lapsed and current donors
- Email series to request end of year giving support
- Goal \$350,000 – **Final total \$466,329!** (*Ed Badouh, Jr. memorial gifts \$100k*)
 - **Received some last minute gifts and over \$10k online in response to the Center's email series campaign**

➤ Healing Hearts Gala

- Hearts in Harmony Gala – (February 26, 2015, chaired by Mallory Ahl)
- 36 tables reserved or sold, \$78,350 paid, \$144,250 pledged. Goal is to have 34 actual tables to avoid feeling over crowded. Individual tickets and contributing sponsorships (\$2,500 level) are no longer available – only tables at the \$5,000 and \$10,000 level will be made available. Invitations to be mailed week of 1/19/15.

➤ Grants & Foundations

- **Recently Awarded:**
 - Methodist Healthcare Ministries \$134k
 - Women of St. Luke's \$2,500
 - Avnet \$1,000
 - Toyota \$750
 - Junior League \$1,500
- **Upcoming Deadlines:**
 - 1/15 Orsinger Full App
 - 2/1 Helen Freeborn Kerr Charitable Foundation
 - 2/1 Marcia and Otto Koehler Foundation
 - 2/1 David and Betty Sacks Foundation
 - 2/1 Shelby Rae Tengg Foundation
 - 2/1 Nathalie and Gladys Dalkowitz Charitable Trust
 - 2/2 Victims of Crime Assistance
 - 2/15 LOI Shield-Ayres

- **Submitted/Pending:**
 - Coates Charitable Foundation \$20k
 - Randall Foundation Trust \$3k
 - Luke and Merle Soules Foundation \$11k
 - Alamo Kiwanis Club \$12k
 - USAA Foundation \$25k
 - Rapier Family Foundation \$20k

- **Sponsorship Opportunities**
 - Camp Kangaroo Presenting Sponsorship \$20,000
 - Fiesta Medal Sponsorship - \$2,500

- **Communications**
 - **Online** – email series raised approximately \$10k online, saw an increase in monthly pledges online as well
 - **Direct Mail Communications**
 - Spring Newsletter underway – to be delivered March 4th

- **Save the Date**
 - Unique Experience at Garcia Glass, Inc. in memory of Jasmine Garcia to be held Feb. 6th 1-3pm @ Garcia Glass Inc.
 - Fiesta Medal Unveiling to be held Feb. 20th 3-5pm @ the Center.
 - Friends Membership Spring Luncheon to be held on April 14th at 11:30am at the home of Barbara Cantrell.