

# Saints Peter and Paul Advancement Board Minutes

## September 21, 2017 @ 7:00 pm

**Note: There are two action items in here for the board:**

- *Send ideas to Frank and Karen for uses of funds for this year's annual fund.*
    - *fglowaty@sspeterandpaulschool.com*
    - *kmeskill@sspeterandpaulschool.com*
  - *All committees are to meet and provide a report at the October 19 meeting.*
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Meeting called to order by President, Will Hemsworth III.

No minutes were taken at the August, 2017 meeting.

First order of business. Approved Rob Lyon as Treasurer for the Advancement Board.

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### Updates:

**Golf outing:** Nick Gabrione and Frank Glowaty shared the following:

<100 people, including 24 first time golfers. Estimate of \$70K+ before the Moser contribution. Regained some sponsors. Most bills have been received and submitted for payment. Nick Gabrione and Pete Leterbere (sp?) are leading the golf outing next year.

**Universal fundraising:** Frank Glowaty shared the following:

Karen Meskill, Frank Glowaty, the leaders of the four leadership boards, and a few others (didn't catch names) met to discuss their role in

- Coordination of events.
- Release donor fatigue.
- Consider new fundraising and be a clearinghouse for decisions on schedule, and managing overall fundraising efforts.
- Discussing giving packages where families can donate certain amounts for covering multiple events and fundraising efforts from Saints Peter and Paul School. This would reduce asking many times of families through the school year when some only want to give a one time donation.

Frank shared more about the operational budget being \$190K broken down as follows:

- \$110K from home and school
- \$60K from annual fund
- \$20K golf outing operations
  - (another \$40K from golf outing supports financial aid for which \$125K is needed this year.)

### **Illinois' Tax Credit Scholarship Program**

Frank shared information about a historic education funding reform bill passed both by the Illinois House and Senate is a new five-year pilot program designed to take donated funds from individuals or corporations and use them to subsidize student tuition for low-income families at private schools.

The \$75 million endeavor is known as a tax credit scholarship program. The program caps individual donations at \$1 million per year. It is set to begin next school year.

A family of 4 making <\$73K/year can apply.

Article link for program: <http://chicagotonight.wttw.com/2017/08/30/what-will-tax-credit-scholarships-mean-illinois>

### **Virtuous CRM**

Craig Bennet discussed a meeting 9/21/17 at 6pm where several people viewed a demo of the Virtuous CRM program. The purpose of exploring this is to simplify communications, consolidate data, and create sustainable Development practice that institutionalizes data.

The program is for faith based organizations and has a tremendous amount of versatility. It could accommodate every question and scenario the group asked about, according to Will Hemsworth.

The costs include a \$4K setup fee and a ballpark figure of \$350-\$400 per month.

It was generally agreed the program requires an owner championing the cause.

Frank asked for references.

Mike Bracken asked if any other services could be retired to help offset the costs; including Results Plus, Constant Contact and School Speak. That answer is unknown. No one was assigned to investigate that further that I captured.

### **Donor Appreciation Night**

Nick and Val Gabrione volunteered their home at the last meeting to for this year's donor appreciation night. Nick will get with Dave Fox and Karen Meskill to commit to a date. November 9th (Thursday) was floated as a possibility. Thank you Nick and Val!!!

### **Annual Report**

### *Digital for print?*

Frank raised the issue of cost for the printed annual report last meeting. Purpose: cost is \$5K to print and distribute and online solutions exist to support a digital distribution. He checked into a tool used at Naperville Country Club for their digital newsletter called Divot Digest (found with google search...it's amazing). It replicates the look of a physical magazine online. Adobe Indesign ([www.adobe.com/InDesign](http://www.adobe.com/InDesign)) is used to build Divot Digest.

Next step:

- Frank asked if someone on the board knows of an indesign developer perhaps at the school or church. Grace offered Maclyn off ogden. Craig suggested North Central College and possibly an intern and suggested exploring fiverr.com which offers talent for low cost to bid on our project.
- David Hurd is being asked how long it would be for him to do it and Frank will use that to assess whether he and Pat could manage this internally. If David finds it to be easy, Frank will consider internally taking it on. If it is a difficult and long project for David, then Frank would look for more support from someone at SSPP or paying a professional.

*Timing:* Wanted this out by October 2nd.

Frank has pictures and lists ready, but needs some letters still from Will and Karen (assumed) and financial sign-off.

Rob Lyons handed out a financial report and it illustrated many things, not the least of which fundraising was up last year to \$545,089 from \$536,296 the year before. Also, the endowment increased \$1.1M last year (ending June 30, 2017) due to an increase in fund returns in the Market of \$1.5M after a small loss the year before. He also highlighted our total funds used for school operations is up to \$760K from \$727K. \$410.7K was used from endowments, \$50K was used from home and school and \$400K was from fundraising. The ending balance for our endowments is just shy of \$14.5M.

It was discussed how to present this in the annual report. Frank is looking at how other schools report such data to make the financial part simple and relevant.

It was discussed how to present the \$14.5M or whether to present it. The conversation supported keeping it in. The opportunity was raised by Nick that \$14.5M may sound like a lot to a person and their household, but it is not necessarily for a business. A discussion began about using this number as a strength and market the strength of our school during a time when others are struggling.

## **Annual Fund Strategy**

Frank proposed that we consider an alumnus match per class. There are some bigger givers in various classes and perhaps this idea could increase class giving.

**Frank G. asked for the board to send in ideas about uses for Annual Fund funds. There is a desire NOT to make it about the PEBP. Email to Frank and Karen.**

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kmeskill@sspeterandpaulschool.com

### **Committees**

**Will H. asked each committed to meet and come prepared with reports for the October 19 meeting.**