

Development Committee Meeting Veterans Services Foundation Board

Virginia State Capitol
1000 Bank Street, Richmond, VA
Senate Room 3

June 13, 2019
10:15-10:45 a.m.

A meeting of the Veterans Services Foundation Board of Trustees Development Committee Meeting was held on Thursday, June 13, 2019 at the Virginia State Capitol, Richmond, VA.

DEVELOPMENT COMMITTEE MEMBERS PRESENT

- Brad Antle
- Jim Boyd
- Allan Burke
- Frank Finelli
- Anthony Gitalado
- Jack Lanier
- John Lesinski (*Development Committee Vice Chair*)
- Meade Spotts

OTHER VSF TRUSTEES PRESENT

- Rick Oertel (*ex officio, voting, Joint Leadership Council (JLC) of Veterans Service Organizations Representative*)

DEVELOPMENT COMMITTEE MEMBERS ABSENT

- Nicole Carry (*Development Committee Chair*)

DVS REPRESENTATIVES PRESENT

- Tiffany Robertson (*DVS Staff*)

GUESTS PRESENT

- Carol Berg
- Jim Icenhour
- Rich Schollmann

Materials Distributed and Attached

- Development Meeting Agenda (*Attachment 1*)
- Host a Veterans Day Event packet (*Attachment 2*)
- Kroger Community Rewards Report (*Attachment 3*)

Opening Remarks

Vice Chair John Lesinski welcomed everyone and called the meeting to order at 10:16a.m.

A quorum was determined.

Approval of Agenda

Vice Chair Lesinski asked for a motion to approve the agenda (*Attachment 1*). Mr. Brad Antle **moved** to approve the agenda, and Mr. Jack Lanier **seconded** the motion. There was no discussion, and the motion passed unanimously.

Approval of Minutes from March 28, 2019

Minutes were sent out electronically prior to the meeting. Paper copies were also available. Vice Chair Lesinski asked for a motion to approve the minutes from the March 28, 2019 Development Committee Meeting. Mr. Brad Antle **moved** to approve the minutes, and Mr. Jack Lanier **seconded** the motion. There was no discussion, and the motion passed unanimously.

Reports:

Update on Fundraising Pipeline

The committee reviewed the pipeline and gave updates where appropriate. Some corporations have foundations or employee resource groups that trustees are approaching regarding donations. Trustees were asked to let the office know if contact has been made with a donor so that the Pipeline can be updated. Information about Birdies for Charity presented by TowneBank was shared. For each donation given, the Foundation earns an extra 10%.

Unfinished Business:

FY20 Development Plan

Vice Chair Lesinski stated that there wasn't a Development Plan for FY19 but that it's something that needs to be worked on for FY20.

A Veterans Day fundraiser packet was shared with the group (**Attachment 2**). Trustees were asked to recruit area restaurants to host a Veterans Day event. Each packet contains information about the Veterans Services Foundation and a guide for how to set up a fundraising event.

The Kroger Community Rewards Report (**Attachment 3**) for March through May was discussed. Other stores that might have similar programs were suggested.

It was suggested to increase our social media presence on Facebook and possibly Twitter.

New Business:

Approval of Development Committee Recommendations – not needed

Public Comment

Vice Chair Lesinski asked if there were any public comments. There were none.

Adjournment

Vice Chair Lesinski called for a motion to adjourn the meeting. Mr. Lanier made the **motion** to adjourn the meeting, and Mr. Antle **seconded** the motion. There was no discussion, and the motion passed unanimously. The meeting adjourned at 10:51 a.m.

DEVELOPMENT Committee Meeting Agenda

Veterans Services Foundation Board

Virginia State Capitol

1000 Bank Street, Richmond, VA

SENATE ROOM 3

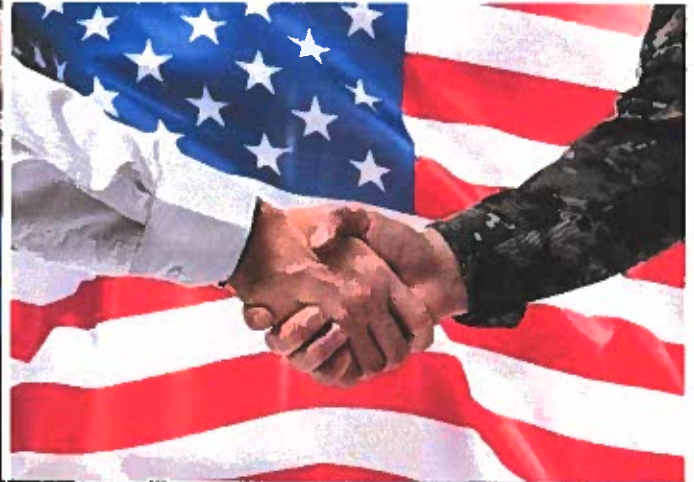
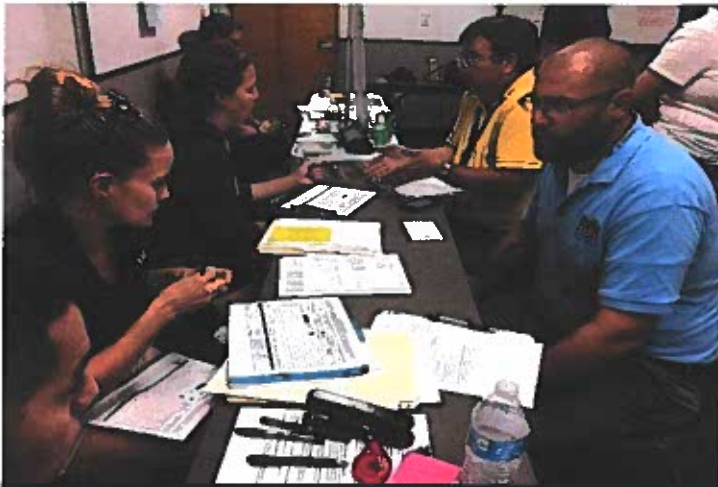
June 13, 2019

10:15 AM – 10:45 AM

1. Welcome and Roll Call: Nicole Carry, *Development Committee Chair*
2. Approval of Agenda: *Committee Chair*
3. Review and Approval of March 28, 2019 Development Committee Meeting Minutes: *Committee Chair*
4. REPORTS:
 - a. Update on Pipeline: *Committee Chair*
5. UNFINISHED BUSINESS:
 - a. FY20 Development Plan: *Committee Chair*
 - b. Other Unfinished Business
6. NEW BUSINESS:
 - a. Approval of Development Committee Recommendations, if needed: *Committee Chair*
 - b. Other New Business
7. Public Comment and Concluding Remarks (*approximately 10:40 am*)
8. Adjournment

Full Board of Trustees Meeting will convene at 11:00 AM in Senate Room 3

ATTACHMENT 1



Celebrate and Support our Virginia Veterans

Host a Veterans Day Event

November 11, 2019



**VIRGINIA VETERANS
SERVICES FOUNDATION**

ATTACHMENT 2



The Commonwealth of Virginia is widely recognized as home to 725,000 Veterans.

These brave Virginians include those who stormed the shores of Iwo Jima and Normandy, who fought in Korea, Vietnam, Central America, Afghanistan, Iraq, Africa, Libya and wherever they were needed throughout the world. They come from all walks of life and all branches of service. Today they live here with us in Virginia and are our friends, our neighbors, our employees, and in many cases, our customers and clients.

Our vets served us. Now it's our turn to serve them.

Government resources alone cannot fully meet the needs of Virginia Veterans and that is why the role of the Virginia Veterans Services Foundation is so important.

Virginia Veterans Services Foundation

The Virginia Veterans Services Foundation was established to support the interest of Virginia Veterans and their families through the Secretary of Veterans and Defense Affairs and services and programs offered by the Department of Veterans Services (DVS). The Foundation is governed and administered by a board of trustees.

The Virginia Veterans Services Foundation provides *supplemental funding* for designated Veteran programs and services when state and federal funds are not available. The Foundation depends solely on contributions from the generosity of community and civic organizations, businesses and corporations, grants, and caring individuals. ***100% of all contributions made to the Virginia Veterans Services Foundation provides direct support to our veterans in crisis or in need of assistance. Each dollar raised stays right here in Virginia!***

The Foundation is eligible to receive tax-deductible donations. Donations may be tax exempt under section 170 (c) (1) of the Internal Revenue Code and section 2.2-2719 of the Code of Virginia.

For additional information:

Please visit the Virginia Veterans Services Foundation website www.vvsf.org or contact:

Karla Williams Boughey
Executive Director
Veterans Services Foundation
101 North 14th Street, 17th Floor
Richmond, Virginia 23219
804-225-4748 or karla.boughey@vsf.virginia.gov



Celebrate and Support our Virginia Veterans

Suggested Guidelines to Plan a Veterans Day Event

November 11, 2019

1. Form a Planning Committee

Recruit friends, family, employees or anyone who shares a common interest in Celebrating and Supporting our Virginia Veterans. With the help of a dedicated and enthusiastic group of people, the success of your event will increase.

2. Select a Date or Dates

Ex: Veterans Day, the week of Veterans Day or the entire month of November.

3. Choose a promotion that will fit your business and draw in your customers

Ex: Percentage of all sales, percentage of sales for a particular menu item. Consider adding a raffle or silent auction. The possibilities are endless.

4. Decide what percent of the net proceeds will be donated

Ex: People are generous and eager to support our Virginia Veterans. Knowing this information will encourage your guests to spend more to increase donations.

5. Start Brainstorming with your Planning Committee to develop a marketing and publicity strategy

Ex: Identify and honor local Veterans and Veteran groups. Create a flyer. Promote on Social Media. Invite elected officials. Use any form of media that is available to reach as many people as possible.

6. Now you are ready to get started!

*Please complete the **Fundraising Registration Form** and send via mail or email to:*

Karla Williams Boughey
Veterans Services Foundation
101 North 14th Street, 17th Floor
Richmond, Virginia 23219
karla.boughey@vsf.virginia.gov
804-225-4748

7. Once the Fundraising Registration Form is submitted, you will be contacted by the Foundation to discuss final details and ask questions.

Our vets served us. Now it's our turn to serve them.



THE VIRGINIA VETERANS SERVICES FOUNDATION

Fundraising Registration Form

Thank you for your willingness to assist our Virginia Veterans and their Families

-
1. **Type of Event and Event Name/Title:**

 2. **Name of the Sponsoring Organization and Mailing Address:**
Name:
Address:
City:

 3. **Brief description of the Organization:**

 4. **Date and Time of the Event:**

 5. **Location of the Event (Facility Name and Street Address):**
Name:
Address:
City:

 6. **Point of Contact for Event:**
Name:
Address:
City: **ZIP:**
Phone: **Cell Number:**
Email Address:

 7. **Is the Event open to the public?**

 8. **Website(s) on which Event will be posted:**

 9. **What percent or amount of the net proceeds, less expenses, will be donated?**

 10. **Requested support from the Foundation or Program staff.**

 11. **Foundation/Program Staff Contact Person:**

 12. **Other Information:**



Dear Virginia Veterans Services Foundation
(DB915),

The Kroger Co. Family of Stores is committed to bringing hope and help to the local neighborhoods we call home. Our stores are on a mission to not just part of, but to help create a stronger community. We recognize that every community has unique causes that need support. Thank you for being such an important organization in our community.

We encourage you to ask your supporters to link their rewards card to your organization. Community Rewards is easy to use, The more your supporters shop with us, the more money your organization will earn!

We are committed to carefully protecting our customer's personal information. In order to meet their expectation of privacy, we have adopted a simple policy to never share a customer's personal information. Our privacy policy applies to Community Rewards participation as well.

Thank you for being such an important organization in our community,

Community Rewards Staff

**08-Mar-2019 to
31-May-2019**

11

Households

\$ 60.54

Total Donations

Copyright 2018 Kroger Co., 1014 Vine Street, Cincinnati OH 45202. All rights reserved.

ATTACHMENT 3