

Development Committee Meeting Minutes
Veterans Services Foundation Board
American Legion Building
1708 Commonwealth Avenue, Richmond, Virginia
December 12, 2019
9:00 a.m. – 9:25 a.m.

The Veterans Services Foundation (VSF) Board of Trustees Development Committee met on Thursday, December 12, 2019 at the American Legion Building, Richmond, VA.

DEVELOPMENT COMMITTEE MEMBERS PRESENT

- Brad Antle
- Nicole Carry
- Frances Finelli
- John Lesinski (*Development Committee Chair*)
- Allen Burke

DEVELOPMENT COMMITTEE MEMBERS ABSENT

- Anthony T. Gitalado (*Development Committee Assistant Chair*)
- Jack Lanier (*attended Finance/Procedures & Policies Joint Committee meeting*)

VSF REPRESENTATIVES PRESENT

- Karla Boughey (*Veterans Services Foundation (VSF) Executive Director*)

DVS REPRESENTATIVES PRESENT

- Manhattan Royal (*DVS Staff*)

GUESTS PRESENT

- Maggie Wickersham

Materials Distributed and Edited

- Development Meeting Agenda (*Attachment 1*)
- VSF Executive Director Report (*Attachment 2*)

Opening Remarks

Mr. John Lesinski, Development Committee Chair, welcomed everyone and called the meeting to order at 9:05 a.m. **A quorum was determined.**

Approval of Agenda

Mr. Lesinski reviewed the agenda (*Attachment 1*) Mr. Brad Antle **moved** to approve the agenda and Ms. Nicole Carry **seconded** the motion. There was no discussion and the motion passed unanimously.

Approval of Minutes of September 19, 2019 Meeting

Minutes of the September 19, 2019 Development Committee meeting were sent electronically prior to the meeting. A paper copy was available as well. Mr. Lesinski asked for a motion to approve the minutes from the September 19, 2019 Development Committee meeting. Mr. Antle **moved** to approve the minutes, and Mr. Burke **seconded** the motion. There was no discussion and the motion passed unanimously.

REPORTS

a. Veteran Day Fundraising Events

Mr. Anthony Gitalado, Committee Assistant Chair, had not arrived at the meeting and the report would be given later.

b. Veteran Day Letter

Mrs. Karla Boughey, VSF Executive Director, reviewed the report on the Veterans Day Direct mail. *(Attachment 2)* Over 2,000 pieces were mailed resulting in donations currently totaling over \$10,000 in revenue. Mrs. Boughey added that additional donations were still being received and expected the total to increase. This was the first direct mail project for the Foundation. The mailing targeted VSOs, past donors and V3 companies.

c. FY20 Donations

Mrs. Boughey reported that as of December 11, VSF had received a total of over \$100,000 in donations. *(Attachment 2)* The Foundation continues to receive donations daily and is attracting new donors. In addition, there have been new businesses that have contacted the office, some of which offer their employees a matching gift program. The Commonwealth of Virginia Charities (CVC) donations are also increasing.

Mrs. Boughey announced that Altria awarded the Foundation \$100,000 in grant funding for V3.

Overall, there seems to be an upward momentum in donations and name recognition for the Foundation is improving. However, it was emphasized that work to increase donations is essential to keeping up with the rate of expenses needed to support DVS programs. Securing corporate funding should remain a priority for the Foundation.

It was suggested that a generic letter be available to trustees for soliciting organizations, asking for small but regular contributions with a streamlined message. Ms. Beres and Mr. Antle agreed to work on this project.

UNFINISHED BUSINESS

The Governor's Suicide Prevention initiative was discussed along with possible ways the Foundation could play a part in providing funding. Mr. Lesinski suggested the real estate industry in Northern Virginia as possible candidates. The committee was also asked to consider the construction industry, as it employees many veterans and experiences a high rates of suicide. Mr. Lesinski will work with Mr. Finelli to explore possible funding sources.

Chair Lesinski, announced that a brief overview of Boodle AI was to be provided at the Development Committee meeting. However do to the time; the committee would receive that information during the presentation planned for the VSF Board meeting.

NEW BUSINESS

Mr. Antle suggested displaying posters in the care centers asking to consider VSF in their estate plans. Mr. Antle noted that a poster or nice signs could be cost effective and easy to distribute.

Mr. Lesinski announced his gratitude to Ms. Nicole Carry for the ADP employee giving initiative.

There were no Development recommendations that needed committee approval for this meeting.

OTHER NEW BUSINESS

There was no other new business.

PUBLIC COMMENT

No members of the public had any comments.

ADJOURNMENT

Mr. Lesinski asked for a motion to adjourn. Mr. Allan Burke **made** the motion, and Mr. Brad Antle **seconded** the motion.

There was no discussion, and the motion passed unanimously. The meeting adjourned at 9:27 a.m.

DEVELOPMENT Committee Meeting Agenda

Veterans Services Foundation Board

American Legion Department Headquarters

1708 Commonwealth Avenue

Richmond, Virginia

December 12, 2019

9:00 AM – 9:25 AM

DRAFT

1. Welcome and Roll Call: *John Lesinski, Development Committee Chair* (1 minute)
2. Approval of Agenda: *Committee Chair* (1 minute)
3. Review and Approval of September 19, 2019 Development Committee Meeting Minutes:
Committee Chair (1 minute)
4. REPORTS:
 - a. Veteran Day Fundraising Events: *Anthony Gitalado, Committee Assistant Chair* (5 minutes)
 - b. Veteran Day Letter: *Karla Boughey, VSF Executive Director* (2 minute)
 - c. FY20 Donations: *VSF Executive Director* (3 minute)
5. UNFINISHED BUSINESS:
 - a. Employee Giving Programs and Large Corporate Donors: *Committee Chair* (5 minutes)
 - b. Other Unfinished Business: *Committee Chair* (1 minute)
6. NEW BUSINESS:
7. Approval of Development Committee Recommendations, if needed: *Committee Chair* (1 minute)
8. Other New Business (1 minute)
9. Public Comment (approximately 9:20 am)
10. Adjournment

	A	B	C	D	E	F
1						
2	VSF Income & Expense Comparison SEPTEMBER (FM 03) 1st Quarter Report					
3						
4		September 30, 2019	September 30, 2018	September 30, 2017	September 30, 2016	September 30, 2015
5						
6	Total Fund Balance	\$ 1,567,313.50	\$ 1,451,698.88	\$ 1,534,946.87	\$ 1,471,221.94	\$ 1,346,580.71
7						
8	INCOME	\$ 33,835.88	\$ 49,800.12	\$ 104,378.77	\$ 40,655.67	\$ 149,969.89
9	EXPENDITURES	\$ 101,877.10	\$ 218,321.85	\$ 122,774.11	\$ 98,802.07	\$ 88,381.19
10						
11	Excess of Income over Expenditures	\$ (68,041.22)	\$ (168,521.73)	\$ (18,395.34)	\$ (58,146.40)	\$ 61,588.70
12						
13	Remaining Fund Balances By Activity:					
14	VVCC	\$ 156,412.28	\$ 158,865.35	\$ 128,209.15	\$ 162,848.58	\$ 197,826.35
15	SBVCC	\$ 38,607.36	\$ 37,919.70	\$ 28,246.42	\$ 23,967.75	\$ 24,869.29
16	Cemetery	\$ 41,726.15	\$ 30,976.24	\$ 26,851.24	\$ 26,234.24	\$ 24,384.24
17	VVFS (VWVWP 2015)	\$ 513,600.15	\$ 563,122.28	\$ 806,453.56	\$ 912,206.23	\$ 831,062.96
18	Benefits	\$ 1,325.52	\$ 675.52	\$ 475.52	\$ 475.52	\$ 450.00
19	V3/NTAP	\$ 472,405.65	\$ 387,672.30	\$ 294,298.82	\$ 105,427.39	\$ 43,651.59
20	Women's Summit	\$ -	\$ -	\$ 11,084.74	\$ 8,782.66	\$ -
21	VSF Support	\$ 8,242.07	\$ 58,367.73	\$ 59,334.97	\$ 58,573.15	\$ 46,699.30
22						
23						
24	VSF Unrestricted Revenue	\$ 334,994.32	\$ 214,099.43	\$ 179,992.45	\$ 172,706.42	\$ 177,636.98
25	2016-18 Non-general fund 2016-15 Endowment fund					
26	Appropriated Funds	\$ 202,109.92	\$ 154,981.01	\$ 154,981.01	\$ 163,378.82	
27	Donor Funds	\$ 56,597.84	\$ 15,258.50	\$ 3,615.00	\$ 660.00	
28	Interest	\$ 73,191.02	\$ 41,248.35	\$ 21,396.44	\$ 8,367.60	
29						
30	Total All Funds	\$ 1,567,313.50	\$ 1,451,698.88	\$ 1,534,946.87	\$ 147,221.94	\$ 1,346,580.71
31						
32						
33						

	A	B	C	D	E	F	G
1	Veterans Day Letter Direct Mail						
2							
3		First Mailing VSOs, Board members, past donors in 2019-18	Second Mailing V3 Companies	Total Pieces Sent	Pieces RET	# Donations Rec'd	TOTAL Donations Rec'd
4		1,076	947	2,023		25	\$ 10,145.00
5							
6							
7	V3 RET				51		
8	VSOs		479				
9	VSOs RET				53		
10	VSOs Corrected & resent				26		
11	Past Donor			577			
12	Past Donor RET					11	
13	Current/Former Board member			20			

Veterans Services Foundation

Summary of all Donations by Category Between July 1, 2019 and December 11, 2019

Printed: December 11, 2019

Category	Amount	# Donations	# Donors
Benefits 4160	\$120.00	2	2
Cemetery Amelia 4134	\$200.00	2	2
Cemetery Dublin 4138	\$100.00	1	1
Cemetery Suff 4136	\$100.00	1	1
SBVCC Act 4114	\$50.00	1	1
SBVCC Other 4116	\$8,621.00	9	8
VSF INTEREST NGfund	\$10,146.45	3	1
VSF Unrest DonorFund	\$25,294.30	77	65
WVCC Act 4014	\$450.00	1	1
WVCC Carnival 4018	\$100.00	1	1
WVCC Holiday 4016	\$1,450.00	3	3
WVCC Indig 4012	\$200.00	2	1
WVCC Other 4026	\$1,470.00	9	9
WVFS Direct Services	\$384.00	1	1
WVFS Other 4152	\$51,924.15	110	72
Totals:	\$100,609.90	223	

Total Distinct Donors across all Categories: 163