Development Committee  
Tuesday, January 12, 2016  
Meeting Minutes

Attendance: Peter Alpaugh, Brian Brockhoff, Sean McGrory, Jim Ortman, Justin Vanderglas, Bradley Meeks, Marihelen Millar, Kristin McFadden, Julie Heath, Sabine Flessa and Danielle Demma

I. Welcome
Marihelen Millar introduced Kristin McFadden, new Associate Director of Development. Kristin will also work with Marihelen on providing support for the Economics Center.

II. Fundraising Report

The Committee reviewed the fundraising report for the fiscal year. The Center has received $120.00 less in donations this year compared to last year. Among other items, Julie discussed the State Farm grant and indicated that we’ve been 100% successful in the past. The Center has taken a different direction for this State Farm grant, targeting $martPath implementation with this submission. We will hear from State Farm this month, but expect to receive the funds.

Kazanjian Foundation is a big win for the Center. The purpose of the grant is to augment $martPath (not implement it as with the State Farm grant).
Julie had a meeting with Heidi Jark, Lea Ann Stevenson and three or four others from Fifth Third in mid-December. Julie proposed to Heidi that Fifth Third sponsor $martPath from three revenue streams: the Foundation, marketing and CRA funds. Julie asked for a three year commitment--$290,000 for the first year and $240,000 for years two and three. Heidi was meeting with Mike Michael prior to Christmas. Julie hasn’t heard anything from Heidi.

Julie is going to Albuquerque, New Mexico next week to present $martPath to Stuart Rose who is a UC alumni and runs a bio start up. He is interested in financial education. Julie will present to 15 people who can potentially fund $martPath.

Jenny Powell runs marketing for all of U.S. Bank. Brian Brockhoff is going to introduce Jenny to Julie.

Update on Annual luncheon. Shawn Kelley is asking Andy Dalton to present at the luncheon. Susan Zaunbrecher is also asking Marvin Lewis.

III. Developing a 2016 plan

Julie, Marihelen and Kristin had a meeting in December to talk about 2016. For the first six months, the focus had been on Board solicitation (which is wrapping up and has been successful) and the event in October celebrating the Center moving to CECH. Marihelen reported that support from the Foundation for grant writing and corporation solicitations is strongly in place and is running effectively.
To solicit individual donors. Julie, Marihelen and possibly Dean Johnson will start meeting with each Board member individually to talk about their vision and passion for the Center, what they would support long-term, and suggestions of other individuals who might be interested in our mission.

The Center has had more individual donors in past years. At the peak in 2010 The Center had 147 and now we are at 80 donors. The Center needs to engage more donors even with donations of $100-$200 over the next five to eight years. These donors are likely to consider a larger gift after that time period.

There is a new team in place at the UC Foundation for gift planning. The Committee discussed having someone from that team make a 10-15 presentation to Board on how that process works. Marihelen will coordinate with the Center to get something on the calendar.

The Committee discussed ways to nurture a donor relationship after that first gift. The current practice is to put on them on the distribution list for the bi-weekly email and they receive an invitation to the luncheon. The Committee also discussed continuing doing an annual event that isn’t a fundraiser. Sean McGrory suggested a “Class of 2016” for first time donors and have an event just for them.

The Marketing Committee would like someone from the Research, Education and Development Committee to sit on Marketing Committee. Peter Alpaugh volunteered to sit on the Marketing Committee on behalf of the Development Committee.

IV. Presentation of potential prospects

The UC Foundation supplies Marihelen and Kristin a report on a monthly basis of people that have a high capacity for giving (gift of $50,000 or more and $1 M net worth). These people are often those who have some affinity to the University, but they have not been engaged. The goal over the next three to four years is to reach out engage these people about CECH and the Center. Building these types of relationships typically takes 5-7 meetings and 12-18 months The Committee then discussed specific leads that Marihelen provided:

Allen & Anne Zaring and the Zaring Family foundation. Allen has been on the Center’s Board in the past, but their giving has fallen off. Marihelen had lunch with Allen and Anne in October and told them about the Center’s move to CECH. In 2008 they donated $40,000 over five years to CECH. The Committee decided to do a lunch or dinner with Julie and appropriate Board members to talk about what’s new with the Center and to lay the foundation for re-engagement.

The Crosset Family Fund. Sean McGrory knows them very well and will reach out to Jim Crosset (the son).
Michael D. Baker. He was on the Board in the past and is now retired from Fifth Third. He has made small donations in the $100-$200 range. Brian Brockoff is going to call him.

Kenneth C. Segal. He has made small donations ($100-$200 range) in the past. Marihelen will attempt to re-engage.

Joan Peck. She has given in the past. Her large gift to UC was $614,000 to UC Neuroscience and Linder Center for Hope. Sean will connect with her.

Adrijana put together a list of foundations that the Center should be engaged with. There was some discussion of specifics on the list, but the Committee ran out of time. Julie will follow up with individual board members requesting help in making connections.

Danielle will send a list of the former Board members to Marihelen so she can start reaching out to those individuals.

V. 2016 Meeting Schedule

Please save the date for the next 2016 Development Committee meeting:

Wednesday, March 23, 8:00am-9:30am (Room 352)
Wednesday, May 25, 8:00am-9:30am
Wednesday, July 27, 8:00am-9:30am
Wednesday, September 28, 8:00am-9:30am (Room 352)
Wednesday, November 30, 8:00am-9:30am

All meetings will be held at the Economics Center, Room 359 unless indicated otherwise. The meeting was adjourned