



ElderSource Inc. (Parent)
Development Committee
Meeting
February 4, 2020
11:00 AM

Agenda

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|------|---|--|
| I. | Welcome/Call to Order | Chair, Catherine Kelly |
| II. | Review of Minutes | Chair, Catherine Kelly |
| III. | Long-term Development Strategy Discussion | John Erstling, Principal, Inspire Philanthropy |
| IV. | Event Planning | Andrea Spencer |
| | a. Liz Morgan contract signed. | |
| | b. A Night with the Stars | |
| | i. Keynote Speaker Update | |
| | ii. Target Sponsorships | |
| | iii. Updated Corporate Award Criteria | |
| | c. Celebrity Servers | |
| V. | Other business | |

Vision: Older adults and adults with disabilities are valued and have the resources they need to live with dignity and security in an age- and ability-friendly community.

Mission: ElderSource empowers people to live and age with independence and dignity in their homes and their communities.

Inclusion Statement: ElderSource values all people – including but not limited to all nationalities, socio-economic backgrounds, abilities, races, genders, religious perspectives, sexual orientations and gender identities – in everything we do. We welcome the unique insights and perspectives of all persons in our quest to fulfill our mission.

ElderSource, Inc.
Development Committee Meeting
10688 Old St. Augustine Rd.
Tuesday, January 14, 2020
@ 11:00 AM

Present

Catherine Kelly, Chair
Brenda Ezell
Kathy Jones- via Zoom
Danielle McGrath- via Zoom

Staff

Linda Levin
Andrea Spencer
Alexandra (Alex) McClain
Jessica Del Rio

Absent

Debbie Dunn- Exc.

Meeting Called to Order

The Meeting was called to order at 11:02 AM. The purpose of the meeting was to recap a Night with the Stars (NWTS).

Approval of Minutes

Brenda Ezell moved the approval of the minutes of the December 3, 2019 meeting of the Development Committee. Danielle McGrath seconded the motion. The motion carried without opposition, and the minutes were approved as submitted.

Liz Morgan Proposal

The Committee reviewed Liz Morgan's proposal, and Linda stated that Liz would help organize the following events:

- A Night with the Stars
- Up to two Celebrity Server events
- One event with Swisher International.

Andrea stated that based on the proposal, Liz is estimating 82-105 hours for event planning in 8-9 months. Once sponsors are confirmed, Liz will be the liaison between them and the Eldersource Communications department to secure all items necessary to fulfill sponsorship commitments and items for programs, signage, etc. Liz will also identify the location for the Celebrity Server events, and serve as the primary contact for the venues and necessary logistics and securing servers.

Linda stated that the value to the agency of using Liz is so that Communications staff can focus on communications and the Committee can help with other tasks like securing sponsors, selling tickets, sharing information, etc. Linda reminded the Committee that Liz would not be paid from the revenue of this year. As a Committee, we would have to ask the Parent Board to approve funding.

Motion:

Danielle McGrath moved to approve Liz Morgan's proposal for \$8,500. Brenda Ezell seconded the motion. The motion carried without opposition.

Event With Swisher International

Andrea stated that we have not been able to get in contact with John Miller. The event with Swisher International will be a separate event from Celebrity Servers. The Committee will put this event on hold until we get in contact with John Miller.

A Night with the Stars (NWTS)

Staff recommended raising the Silver Sponsorship Level from \$1,000 to \$1,500 and keeping the other levels the same as 2019. The Committee unanimously agreed to raise the silver sponsorship level. Staff will send out an updated Sponsorship Level sheet to the Committee.

Keynote Speaker

Andrea stated that we would not seek anyone in the Government to be our speaker due to 2020 being an election year. Staff will contact the following people to be a keynote speaker for NWTS:

- Gary Barg
- Joanne Rogers
- Bill Thomas

Corporate Award Criteria

Andrea presented the draft Corporate Award criteria. She stated that this award was created to honor outstanding organizations in the Northeast Florida community who are dedicated to helping seniors and caregivers. This is an opportunity to recognize those who show excellence in service and leadership. These organizations have taken extraordinary steps to make a significant impact on the aging population by exemplifying innovation and initiative in addressing the needs of seniors and caregivers.

Staff will create a list of categories for the Corporate award to present to the Committee at the next meeting.

Luminary Nominations Data

Andrea reviewed the Analysis of Luminary Nominations with the Committee. She stated that the following are agencies who had multiple nominations, or nominated two years in a row:

- Brooks Rehab
- Aging True
- River Garden
- Nassau COA
- St. Johns COA
- Beaches COA
- Taylor Homes
- Home Instead
- Baptist AgeWell

The following agencies submitted nominations for one-year:

- YMCA
- Jacksonville Area Legal Aid
- Hart Felt Ministries
- Haven Hospice

We did not get any nominations from the following:

- City of Jax Senior Services Division
- Major Hospitals – Baptist Home Health, Mayo, St. V's, etc.
- Major ALFs – Westminster, St. Catherine, Pablo Towers, Fleet landing.

Andrea stated that staff would do some cold calls and encourage the agencies that did not nominate to participate with us. Staff will also get in contact with the following to see if they are interested in joining the Development Committee to work on NWTS:

- Al Bagocious- Oasis Senior Advisors
- Matt Tonisch – American In-home Care
- Lisa Felts – Westminster
- Kari Bell – River Garden

NWTS 2020 Working Timeline

Andrea stated that during January through April, staff will work on the following task:

- Finalize sponsorship sheet and letter
- Update sponsor list and send to committee
- Work on securing sponsors
- Seek Keynote speaker
- Seek Presenting Sponsor
- Finalize 2020 budget
- “Corporate” Award nomination process is fine-tuned and finalized
- April – Celebrity Server?

Other Business

Linda stated that at the next Development meeting, John Erstling would speak with the Committee in regards to long-term development strategy.

The Committee set a goal of netting \$60,000 in total funds raised for 2020. This amount takes into the added expense of the event planner/consultant.

As of January 2020, Catherine Kelly will be the new Chair of the Development Committee.

Wrap up

The next Committee meeting will be held on February 4, 2020, at 11:00 AM.

Meeting Adjourned at 11:50 AM

Minutes prepared by Jessica Del Rio, Executive Administrative Assistant

Development Performance Plan: Process Outline Sample

Phase	Activity	Timeline
Discovery	<ul style="list-style-type: none"> ▪ Interview of CEO/Executive Director and select staff ▪ Interview select board and committee members ▪ Interview select donors ▪ Review of the following resources: <ul style="list-style-type: none"> a. Current development results including dollars raised, number of donors, number of appeals, recurring donors, etc. b. Audit of organization’s special events measuring year-over-year trends, staff time and ROI c. Organizational strategic plan and any previous development plan d. Board of Directors by-laws, roles and responsibilities, etc. e. Gift Acceptance Policies f. Donor database, donor tracking, and gift acknowledgement process g. Staff job descriptions h. Marketing and communications plan i. All donor and community engagement collateral and communication ▪ Benchmarking call with a minimum of two “like” organizations in the United States 	
Analysis & Recommendations	<ul style="list-style-type: none"> ▪ Analysis of discovery phase findings ▪ Initial draft of Development Performance Plan ▪ Initial draft of Plan Deliverables* 	
Communicate Results	<ul style="list-style-type: none"> ▪ Finalize Development Performance Plan ▪ Completion of Plan Deliverables* ▪ Presentation to Board of Directors 	

*Development Performance Plan Deliverables

- Three-Year Fundraising Performance Metrics
- Development Plan with Recommendations/Strategies for Priority Areas
- Board of Directors Roles and Responsibilities
- Board Growth Recommendations
- Donor Moves Management
- Stewardship and Cultivation Matrix
- Annual Donor Communications and Marketing Recommendations
- Annual Calendar of Development/Community Engagement Activities
- Staffing Needs and Recommendations

Revised 1/24/2020

Dear XX:

Seniors and caregivers in Northeast Florida are fortunate to have the support and expertise of ElderSource, the Area Agency on Aging and the Aging & Disability Resource Center. This nonprofit organization is focused on empowering individuals to age with independence and dignity in their homes and community.

As a member of the ElderSource Development Committee, I am reaching out to you to ask you to consider being a sponsor for the ElderSource annual fundraising event, *A Night with the Stars*.

A Night with the Stars, scheduled for Monday, November 9, 2020, is a once a year opportunity to raise much needed funds to help ElderSource continue to provide resources and services to seniors, caregivers and their families. Last year, over 200 people attended the event and we are pleased to announce that \$30,000 was raised to support caregivers and their families.

We invite you to join us this year as a sponsor. There are several opportunities for you to be a star for *A Night with the Stars!*

I have attached information about the 2020 Sponsorship Opportunities.

Thank you again. I appreciate your consideration. I will be contacting you soon to discuss the event details.

Sincerely,

YOUR NAME

2020 Night with the Stars Target Sponsorship Sheet

Company Name	Contact Person	Email	Phone	2019 Level	Contacted by:	Date	Notes:	Confirmed 2020 Sponsor
AARP	Justine Conley	jconley@aarp.org		\$2,500.00				
Abel Bean Law	Daniel K. Bean, Executive Partner	dbean@ablebeanlaw.com	904-516-5432					
Aetna	TBD							
Alignment Healthcare								
Allegro Fleming Island	Becky Foster							
Allegro Senior Housing	Amanda King, Executive Director		904-278-4442					
American In Home Care	Matt Robinson, Executive Vice President							
Anthem Lakes	LaTonya LaRosa, Dir. Sales & Marketing		904-583-5399					
Augustine Landing	Megan Gaudet							
Bank of America	Coley Jones							
Baptist/ Age Well	Melanie Husk or Earl , Marketing & Communications			\$1,000				
BellTone								
Boorland-Grover	?							
Bowers,Morgan and Associates	Vicki Bowers, Attorney at Law		904-398-6100					
Brookdale Southside	Carolyn Williams							
Brooks Rehab	Jessica Cummings, Communication/Marketing			\$1,000				
Camillia at Deerwood	Victoria Proctor, SalesAdv.	vproctor@camelliatdeerwood.com	904-519-1034					
ChenMed/ Dedicated Medical Ctr.	Jeanette Bravo, Marketing & Sales Maanger							
Citi Bank								
Colliers International	Fran Pepis			\$500 - Table 6				
Community Hospice	Jim Monahan, VP Communications							
Compass Bank								
Crucial Care	Mike Schumer, CEO		904-854-799					
CVS								
Day Spring Village	Janet Adkins							
Deerwood Place	Maria Shapiro, Business Development Director	BDD@deerwodplacealf.com	642-7300					
elmcroft	Ann Higlander, Sales Director	ann.higlander@elmcroft.com	904-519-9300					
FALA	Veronica Catoe	Veronica@fala.org		\$350 Table 4				
Fidelity Bank	Christina Elmore	christina.elmore@lionbank.com	825-1860					
First Citizen's Bank	Margaret Lowinger			\$1,000				
Florida Blue	Darnell Smith or kristi Aiello			\$2,500				
Florida Community Care	Josefina Carbonell, Sr. VP Long Term Care and Nutrition	jcarbonell@ilshealth.com	305-262-1292x6521	\$1,000				
Florida Power and Light	Dave Lynn	dave_lynn@fpl.com	386-254-2484	\$1,000				
Forcura								
Genesis Rehab Services		jill.suranie@genesishcc.com	904-200-9155					
Guardian Pharmacy	Khristy McClelland, President	Georgina Leininger, Sales & Marketing	904-345-4301 Or 904-345-4304					
Harbor Chase Mandarin	Katie Schachter		904-584-9829					

Haven Hospice	Roxanne Riley, Executive Dir.		904-733-9818	\$1,000.00			
Healogics							
Heartland Hospice Care	Nyree McGrath	nyree.mcgraph@hcr-manorcare.com	904-737-2553				
Humana	Paul Sapia	dmorrison1@humana.com	904-607-2193.	\$350 Ad Full page			
Jax Hearing and Balance							
Jax Orthopedic							
JEA	Voncea Fuller	vfuller@jea.com		\$1,000			
Johnson & Johnson (Vistakon)							
Legacy Law Planning							
Mayo Clinic	Jennifer Chapman	Chapman.Jennifer1@mayo.edu	(904) 953-1489				
Memorial Hospital	Odette Struys, Associate VP Communications and PR						
Mutual of America	Jeanne Tyre	jeanne.tyre@MutualofAmerica.com		\$1,000			
Oasis Senior Advisors	Dave Steiglitz						
Palm Garden	Debbie Cooper-Davis, Dir. Transitional Services	debbie.cooper-davis@palmgarden.com	904-733-6954				
Petros Planning	Michael Macke						
Pruitt Health Flemming Island	Paula Wexler, Admin Director	pwexler@pruitthealth.com	904-293-1311				
Publix	Dwaine Stevens, Media Relations	dwaine.stevens@publix.com	(904) 693-6107				
Regions Bank	Alicia Somers, VP financial Wellness	alicia.somers@regions.com					
River Garden	Kari Bell			\$500 Table 6			
Rock Solid Law							
Roger/Towers	NAME?	cmeux@rtlaw.com	904-398-3911				
Senior Counsel	Mike Jorgensen						
Some Place Like Home	Barbara Tidwell, CEO/Admin	bytidwell@splh.net	904-744-8580				
St. Vincent's	Kyle Sanders						
Starling Mandarin	Jessica Ross	jross@starlingliving.com	904-510-5482				
Sunshine Health	David Carrasco, Sr. Director of Operations	dmelogy@centene.com	Direct: 904.999.3412	\$3,000.00			
Swisher International	John Miller, CEO			\$500 Table 6			
Taylor Homes	Debbie Hoekelberg, President	debbie@taylor-residences.com		\$2,500			
The Bailey Group	Travis Cummings	tcummings@mbaileygroup.com		\$1,000			
UF Health	Ann Marie Knight						
United Healthcare	Michael Lawton, CEO, Florida Health Plan	Michael_s_lawton@uhc.com	352-246-5906 or 954- 364-0744	\$3,000.00			
VITAS	Megan ?		904-230-393				
Vystar							
Wekiva Springs	Jessica Hansen, Community Liason						
WellCare	Faith Tarver	faith.tarver@wellcare.com					
Wells Fargo	Valerie Jenkins, VP Senior Community Development Consultant	Valerie.h.Jenkins@wellsfargo.com	904-351-7231				apply for grant online
WellMed	Jamie Huysman						
Westminster	Lisa Felts or Laurie Lavine						
Wyndham Lakes	Sherida Wedgewood, Sales Director	crd.wyndhanmlakes@pacificaseseniorliving.com					
Wyndham Lakes	Rebecca Matheny		904-256-9414				

YMCA	Claire Watson-Irving, Healthy Aging Manager	cwatson-irving@fcymca.org	904-265-1770					
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ElderSource
A Night with the Stars
Honoring Advocates & Caregivers of Elders

Monday, November 9, 2020 - Alhambra Dinner Theatre

Presenting Sponsor

- One reserved table of 6
- Presenter of the Delores Barr Weaver Elder Advocate Award

\$5,000

- Logo on all marketing materials, including website, social media
- Four-color full page, back cover ad in program

Platinum Sponsor (2)

- One reserved table of 6
- Logo on all marketing materials, including website, social media

\$3,000

- Four-color full page ad in program, inside back or front cover

Gold Sponsor

- One reserved table of 6
- Logo on all marketing materials, including website, social media

\$2,500

- Four-color full page ad inside program

Silver Sponsor

- One reserved table of 4
- One half-page ad in program

\$1,500

- Logo on all marketing materials, website and social media

Bronze Sponsor

\$75 per ticket

Note: Individuals and /or companies are invited to purchase tickets that can be donated to the Luminary Award nominees so they may attend at no cost.

Reserved Tables - **First available*

Table for 6 with signage \$500 Table for 4 with signage \$350

Other Opportunities

Hors d'oeuvres sponsor \$1500 (Includes company logo on napkins)

Advertisement in event program

- All ads are four-color
- Cost is for camera-ready art.
- Add \$75 if ad needs to be designed.

Full page - \$300

Half page - \$150

One-quarter Page - \$100

Corporate Criteria

This award was created to honor outstanding organizations in the Northeast Florida community who are dedicated to helping seniors and caregivers. This is an opportunity to recognize organizations that show:

- Excellence in service and leadership
- Extraordinary efforts to make a significant impact towards the aging community
- Innovation and initiative in meeting the needs of seniors and caregivers
- Impact that makes our communities more age-friendly

Please select category:

Small Corporation (50 to 249 employees)	Nonprofit
Large Corporation (250 or more employees)	For Profit

Name of Organization:

Address:

Contact person:

Contact person information (email, telephone number etc.)

Area of Senior Focus: (Please list specific program or project):

How long has this program been active?

Please describe how this program or project has made a significant impact on the senior and caregiver community in Northeast Florida.

Your narrative should reflect these areas:

- Excellence in service and leadership
- Extraordinary efforts to make a significant impact towards the aging community
- Innovation and initiative in meeting the needs of seniors and caregivers
- Impact that makes our communities more age-friendly