

ElderSource Inc. (Parent)
Development Committee
Conference Call
January 14, 2020
11:30 AM

Agenda

- | | | |
|------|-------------------------------------|--------------|
| I. | Welcome/Call to Order | Brenda Ezell |
| II. | Review of Minutes | Brenda Ezell |
| III. | Event Planning | |
| | a. Celebrity Server | |
| | b. Liz Morgan proposal | |
| | c. Event with Swisher International | |
| | d. A Night with the Stars 2020 | |
| | • Corporate Award Criteria | |
| | • Nominations Data | |
| IV. | 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, December 3, 2019
@ 11:00 AM

Present

Brenda Ezell, Chair
Catherine Kelly - Zoom
Danielle McGrath
Debbie Dunn - Exc
Kathy Jones
Sharon Latimer - Exc

Staff

Andrea Spencer
Alexandra (Alex) McClain
Jessica Del Rio

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).

NWTS Final Net

Andrea explained that the final net from a Night with the Stars was \$30,167. There is an \$8,400 difference from 2018. Part of the reason for that difference is from not having a presenting sponsor. The Committee will review the sponsorship levels at the next meeting. It was recommended that we increase some of the sponsorship levels (i.e. Silver from \$1,000 to \$1500).

Budget Breakdown and Review

Andrea reviewed the NWTS budget break down. The Alhambra cost increased this year by \$250 due to the hors d'oeuvres, which were donated to us last year. The per person cost remained the same at \$30 per plate. The wine glasses were not donated this year.

Andrea and Alex were to review the budget figures in their entirety to check accuracy of the figures.

Event Review

Andrea reviewed the event as a whole. Moving the registration from the lobby to the sidewalk was very beneficial; we will do it again next year. Linda mentioned that we will be working with a marketing firm and possibly use their services to create a video about ElderSource and the services we provide. There was positive feedback from the JEA video, and we feel it is essential to have a video of ElderSource. Danielle suggested that an analysis as to why donors donated less this year and figure out how we can improve sponsorship participation. The overall attendance of the event was 202, and the previous year's attendance was 224. Catherine suggested that we get in contact with John Erstlin or another fundraising expert to examine the agency's development strategy.

Nomination Process

To reduce errors in the collection of nominations, Andrea explained that a separate email address will be created -- nominations@myeldersource.org. This email will receive all correspondence about nominations.

It was mentioned that fewer nominations came in this year as compared to the previous year. Staff will analyze where the nominations are coming from over the last two years. The analysis will help determine how and where to expand our reach and make a more targeted effort for nominations. The revised process will also specify that Board members and staff are not eligible for the award. The Committee agreed to keep the Corporate Award and staff will develop criteria for choosing the winner(s).

It was suggested that we add another Committee member to the Development Committee specifically to help create more nominations and assist in the nomination process. Staff will analyze past attendance to see who would be interested in joining the Committee.

NWTS Date Change

To address the concerns of the event being close to election day, the 2020 will be held on Monday, November 9 2020, after the election.

Other Business

Total Fundraising for 2019

Andrea reviewed the fundraising totals for the 2018 and 2019 chart located in the meeting packet. She explained that this year's Celebrity Server Event was successful; we netted \$12,563.00. The Committee will review the final updated fundraising totals to include Giving Tuesday at the next meeting.

Events for 2020 – Celebrity Server and Event with Swisher International.

The Committee reviewed the possible events for next year. The Committee discussed having Debbie Dunn arrange a meeting with John Miller to determine his level of interest in sponsoring an event in 2020. Kathy Jones volunteered to be the primary contact person for the Celebrity Server events.

It was discussed and decided that Andrea and Linda will schedule a meeting with Liz Morgan to discuss her involvement in specific events in 2020. The Committee feels that having an event planner, especially for Celebrity Server, will ease the burden on staff's time. It was also recommended that the event planner be hired not on a retainer, but by project or event.

Staff will create a timeline for 2020 events.

Wrap up

The Committee will start meeting on the first Tuesday of every month, with the exception of the month of January. The next Committee meeting will be held on January 14, 2020, at 11:00 AM. Staff will send out calendar invites for the meetings in 2020.

Meeting Adjourned at 11:50 AM

Minutes prepared by Jessica Del Rio, Executive Administrative Assistant

A Night with the Stars

Revenue Breakdown

Sponsorships & Tickets	2019	2018
Presenting Sponsor	0.00	\$5,000.00
Gold Sponsors	\$7,500.00	\$17,500.00
Platinum Sponsors	\$6,000.00	\$0.00
Silver Sponsors	\$9,000.00	\$6,000.00
Reserved tables of 4	\$1,050.00	\$2,450.00
Reserved tables of 6	\$3,500.00	\$2,500.00
Individual tickets	\$5,700.00	\$4,725.00
Staff tickets	\$0.00	\$30.00
Danielle's Extra tickets	\$0.00	\$675.00
Subtotal:	\$32,750.00	\$38,880.00

Misc. and Donations	2019	2018
Delores Barr Weaver Grant	\$10,000.00	\$10,000.00
Event donations (Night of)	\$30.00	\$1,605.00
Florida Power and Light	\$1,000.00	\$1,000.00
Janice Donaldson	\$150.00	
Subtotal:	\$11,180.00	\$12,605.00

Ads	2019	2018
Full Page	\$350.00	\$300.00
Half Page		\$150.00
Subtotal:	\$350.00	\$450.00

Year	2019	2018
Total Gross Revenue	\$44,280.00	\$51,935.00

Expenses

Venue Fee	2019	2018
Meal Cost	205 x \$26.25= \$5381.25	226 x 26.50 = \$5,989
Gratuity	\$768.75	\$805.00
Hors d'oeuvres	\$250.00	\$0.00
Subtotal:	\$6,400.00	\$6,794.00

AV & Tech Fees	2019	2018
PRI AV Set-up/Projector	\$2,277.41	\$2,715.02
Subtotal:	\$2,277.41	\$2,715.02

Designer & Printing Fees	2019	2018
Designer Fee- Oscar	\$1,980.00	\$1680.00
Re-Design Free	\$330.00	\$0.00
Sign Printing	\$70.00	\$144.42
Mailer Letter	\$0.00	\$285.00
Postage to mail (Printing edge)	\$0.00	\$325.24
Stamps	\$0.00	\$40.00
NWTS Postcards	\$83.00	\$143.00
Table Tents	\$216.00	\$228.00
Program Printing	\$329.50	\$0.00
Program Re-Print	\$329.50	\$0.00
Subtotal:	\$3,338.00	\$2,845.66

Awards	2019	2018
DBW Awards	\$384.51	\$259.93
Luminary Pins – 50 qty	\$247.03	\$297.00
Luminary Certificates	\$42.45	\$42.45
Certificate Folders	\$0.00	\$145.00
Subtotal	\$673.99	\$744.38

Misc. Items & Fees	2019	2018
Decorations & Misc.	\$109.22	\$82.76
Website Design	\$237.50	\$593.00
Photographer	\$350.00	\$300.00
Wine glasses	\$725.76	\$0.00
Facebook ads	\$0.00	\$93.22
904 Tix Fees	\$0.00	\$452.12
Subtotal:	\$1,422.48	\$1,521.10

Year	2019	2018
Expense Total	\$14,111.88	\$14,620.16

	2019	2018
Gross Revenue	\$44,280.00	\$51,935.00
Expenses	\$14,111.88	\$14,620.16
Total Net Revenue	\$30,168.12	\$37,314.84

Fundraising 2018 and 2019

Year	Celeb Server	NWTS	Give Out Day	Giving Tuesday	General Donations	Total Funds Raised
2019	\$12,563.00	\$30,168.12	\$75	\$275.00	\$8,373.00	\$51,454.12
2018	N/A	\$37,314.84	\$185.00	\$2,125.00	\$8,464.28	\$48,089.12

General Donations include: Board contributions, general donations outside of special events, along with EASE and Senior to Senior donations.

