



MEMO

To: ACF Board of Trustees
From: Marisa Magallanez, COO
Date: June 5, 2024
Re: Great Grant Giveaway Update

As the re-imagining of Great Grant Giveaway (“GGG”) continues, Staff will continue to provide updates on the progression of community conversations, corporate partner relations and other key elements.

The Advancement Committee is serving as the committee where the GGG work will be housed. We encourage Trustees to attend the Advancement Committee meetings if they are interested in that process. The full Board will be appropriately informed and engaged throughout this process through the committee structure. The Advancement Committee is chaired by Bob Bowman, and current sitting Trustees include Rebecca Harrington, Esther Villas Wingfield, Sanjay Engineer, Katie Esquibel and Meriah Heredia Griego. Additionally, former Trustee Pam Hurd-Knief sits on this committee.

Community Conversations

Engagement of more donors

- As the initial series of Community Conversations was completed, we realized an imbalance in our data, with a significant portion of community conversation participants representing our nonprofit constituents. We feel that it is necessary to engage more donors in these conversations, so we are in the process of scheduling two additional community conversations with specific outreach to donors, particularly those that have attended GGG in the past.
- This was discussed in the April 30, 2024 Advancement Committee, with the committee affirming this approach.

Sharing Community Feedback

- We plan to continue with our commitment to share community feedback with messaging about the process and what is next in determining the re-imagine of GGG. We will include the data of who participated in the community conversations, and a call to action for more input from folks (via the survey) who haven't had a chance to participate. However, this is on hold until we conduct the additional donor-focused community conversations described above.
- Upon completion of the additional conversations, the feedback will be published as planned with a few key components:
 - Trustees will receive an advance of the report before distribution
 - The messaging will be up for two weeks on our website and then come down
 - We will include an update on the next steps, planning timeline (commencing this Fall once Randy and Denise return from their sabbatical and maternity leave)
 - We will share participant information and an additional, final call to action with a survey link for final feedback opportunities.
- This was also discussed in the Advancement Committee on April 30, with the committee supporting this approach. In summary, the Advancement Committee felt it was important to share the feedback in a timely manner once the conversations are completed.