



ALBUQUERQUE  
COMMUNITY  
FOUNDATION  
*trust • equity • integrity • accountability*

## MEMO

To: Board of Trustees  
From: Bob Bowman, Advancement Committee Chair  
Date: December 10, 2024  
Re: Advancement Committee Report

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The Advancement Committee held its last meeting of the year on October 29, 2024. The Committee discussed two major topics: Annual Business Meeting (also known as Great Grant Giveaway) and the Foundation's fundraising philosophy.

### **Annual Business Meeting**

Marisa Magallanez, COO, reviewed brainstorming outcomes from the Annual Business Meeting Subcommittee held on November 5, emphasizing the importance of reimagining the event.

Those who participated in the second brainstorming session included Foundation staff, Bob Bowman, Advancement Committee Chair & Trustee, Ethan Melvin, Advancement Committee member, Pam Hurd-Knief, Advancement Committee Member & Past Trustee, Sanjay Engineer, Advancement Committee member & Trustee, Michelle Dearholt, Community Impact Committee member & Trustee, Ashlee Wright, Community Impact Committee member, Adrien Lawyer, Community Impact Committee member, Charlotte Schoenmann, Community Impact Committee member & Trustee, Paul Mondragon, Community Impact Committee member & Trustee, and Rachel Rodriguez, Community Impact Committee member.

Discussions revealed the necessity of diverse events—both large-scale and intimate—to serve our multifaceted audience. These events must balance relationship-building with strategic fundraising.

Key considerations for the Annual Business Meeting:

1. **Purpose:** Celebrate community impact and donor engagement while aligning with the Foundation's fundraising philosophy of deep and thought relationships.
2. **Focus:** Integrate themes of inclusivity and community empowerment. Events like the Great Grant Giveaway highlight the value of collaborative philanthropy.
3. **Format:** Use a mix of recognition moments (e.g., showcasing grantees and corporate partners) and interactive sessions to deepen connections.
4. **Strategic Impact:** Ensure alignment with Foundation's long-term goals within the strategic plan.

### **Neighborhood Initiative**

The proposed neighborhood-focused block party initiative was discussed during both brainstorming sessions and aligns with the Foundation's vision of transformative philanthropy.

This process will focus on celebrating and investing in the four-county area one neighborhood at a time.

Key components include:

1. **Grantmaking:** Centered around neighborhood-selected projects, guided by a local advisory council to ensure community-driven outcomes.
2. **Fundraising:** Target \$500,000 over two years through a combination of corporate sponsorships, current donors, and new philanthropic tools like impact investments.
3. **Event Structure:** A vibrant block party highlighting nonprofit partners, live entertainment, and family-friendly activities, providing a tangible demonstration of community impact.
4. **Building Connections:** Foster authentic relationships through informal and celebratory settings, while also inspiring new and existing donors.

### **Next Steps**

1. **Staff Logistical Planning:** Develop a timeline for the next iteration of the Annual Business Meeting and the first neighborhood initiative cycle, ensuring alignment with the Foundation's strategic plan. Determine the cadence of the event with a "bridge" or kick-off event planned for 2025.
2. **Communication Strategy:** Craft messaging that emphasizes community empowerment, inclusivity, and the transformative potential of collaborative philanthropy.

### **The Foundation's Fundraising Philosophy**

The Committee discussed what fundraising looks like on the other nonprofit Boards they serve and how that compares to the Foundation's fundraising/development efforts. The Committee commented that many philanthropic organizations and nonprofits were more transactional in nature, but the Foundation focused on relationship building, community building and reputation building.

The Committee and Staff discussed the role of community foundations as philanthropic advisors, and the difference between the Foundation's work in supporting donors' philanthropy, and efforts to raise money, either for the Foundation's operating budget and/or its strategic priorities, through more traditional initiatives like corporate partner sponsorship programs and the annual giving campaign, Partners in Philanthropy. The Committee stated that the Foundation was intentional about who they invited to the table and why, as an example, using giving circles for a broad charter. The Committee also encouraged Staff to think carefully about when to ask for money so that the fundraising side was not lost completely to relationship building.

Denise Nava, Marketing & Development Director, also went over a new addition to the Advancement Committee update, a development dashboard to reflect the donor development of the year, including giving circle numbers and funds closed. An updated development dashboard is included below.

# 2024 DEVELOPMENT UPDATES

## ACF

**24**  
New Funds  
Opened

+



EAF Reactivated

- \$** 7 Organizational
- \$** 1 Pass Through
- \$** 4 Estate (2 Actualized)
- \$** 7 Donor Advised
- \$** 5 Fiscal Sponsorships

## NMCT

**8**  
New Funds  
Opened



## NUMBERS TO \$\$\$\*

\*January 1 - December 4, 2024

## Over \$ 9,000,000

# 2024 Corporate Partner Program

**20**

Total  
Corporate  
Partners

**\$64,265**  
granted out  
through events &  
programming

All 3 giving circles supported by  
Corporate Partners



ALBUQUERQUE  
COMMUNITY FOUNDATION

Social  
Giving  
Club



2024 ACF  
Operating GOAL

**\$70,000**

ACF Operating  
Dollars Raised

**\$74,735**

**Over  
\$139,000**

Raised in  
2024

# Giving Circles

## Memberships

### Social Giving Club

NOV 2023 - Current

**38**

Couples

### Future Fund

AUG 2023 - Current

**107**

Individuals

### PRIDE Circle

NOV 2023 - Current

**91**

Individuals

## 2024 Goals

### Social Giving Club Goal

▮▮▮ 35 Memberships

### Future Fund Goal

▮▮▮ 100 Members

### PRIDE Circle Goal

🏳️‍🌈 Host 3 Events

## Grantmaking

### Future Fund

\$1,500 to Pink Warrior House  
\$2,500 to NAMI  
\$26,000 to Horizons ABQ  
\$3,000 to ABQ Reads

### PRIDE Circle

\$10,000 to HEAL+ NM  
\$6,000 to ORCA

### Social Giving Club

\$25,000 to Veterans Integration Center  
\$5,000 to Centro Sávila  
\$5,000 to OffCenter Community Arts Center