



MEMO

To: ACF Board of Trustees
From: Bob Bowman, Advancement Committee Chair
Date: March 11, 2025
Re: Advancement Committee Update

The Advancement Committee's recent meeting held on March 11 focused specifically on the 2025 Annual Business Meeting. Below are updates regarding the event.

Grantee and Fundraising Strategy

A subcommittee comprised of Advancement Committee members, Community Impact Committee members and Trustees have begun conceptual work for this year's event. Key updates include:

- Fundraising efforts are ongoing and led by Denise Nava, Marketing & Development Senior Director. We've received positive feedback from those who have been contacted, and partnerships have been secured. We anticipate fundraising will build momentum after the grantee announcement.
- The Marketing & Development team are currently in the process of branding the new event.
- The Community Impact Committee is currently solidifying the grantee application and selection process. This selection will be informed by an RFP and rubric developed by staff and Community Impact members. For information on the grantee selection process and timeline, please refer to the Community Impact Committee memo.
- The target for the first two-year cycle is \$350,000, with a public goal of \$300,000 for the first year. We anticipate the second year to surpass this once visibility and donor engagement increase.

Event Planning Timeline

- Communications Roll-Out / Save the Date: May 2025
- Confirm Venue: July 2025
- Full Invite: August 2025
- Event Date: October 23, 2025

Budget and Operational Considerations

The Foundation has budgeted \$40,000 annually for the Annual Business Meeting. With our department expanding—including the addition of a Major Gifts Officer and other key development staff—we are well-positioned to support fundraising efforts across the Foundation. This growth ensures that while we raise funds for the Annual Business Meeting, we remain fully committed to securing support for the Foundation's broader priorities, particularly endowment growth.

ADDITIONAL UPDATES

ACF 101: Laying the Foundation

The Committee also discussed how to better describe the Foundation's work to new donors as the Marketing & Development team prepare for their first round of Donor Dinners. Donor dinners will focus on connecting with our donors' networks to learn more about their communities and introduce the mission and impact of the Foundation. Our first donor dinner will be hosted at the home of



Advancement Committee member, Sharon Neal Dreyfus. Committee members suggested storytelling that reflects the Foundation's wide-ranging philanthropic tools: planned gifts, giving circles, capacity building, impact investing, policy and advocacy, and more to "show" our work. Clear, relatable language will be a cornerstone of our outreach efforts.

Fidelity Charitable Catalyst Fund

We're proud to share the Foundation was awarded a \$630,000 Catalyst Fund grant from Fidelity Charitable. These funds will be instrumental in strengthening internal capacity and piloting new projects. A new, full-time position in Development will be established through this grant.

Randy Royster Impact Fund

The Randy Royster Impact Fund campaign is off to a strong start, raising \$28,900 to date. As part of our outreach, Brian Colón and Denise Nava personally connected with current Trustees to invite their support, while a letter was sent to past Trustees acknowledging Randy's legacy and encouraging participation in the fund. Building on this momentum, Denise will be reaching out next to Randy's close family and friends via email, as well as sending a letter to a targeted group of fund holders, Heritage Partners, and Partners in Philanthropy. Subcommittee member, Carl Alongi, has also secured a handful of pledges. Big thanks to subcommittee members, Carl Alongi, Brian Colón, Pam Hurd-Knief and Walter Stern, for their support.