



Board of Directors Meeting

October 8, 2022 8-12 pm

Today's Patio: 24400 N 19th Ave, Phoenix, AZ 85085

I. Call to Order/Roll: 8:12 am

Present: Ildi Laczko-Kerr, Shannon Collins, Seth Zimmerman, James Walker, Lindsey Gray, Katy Cavanagh; Ashley Larson, Tim Harris; Craig Scheinerman

Not present: Pam Lang, Harvey Bedolla

II. Call to the Public: None

III. Consent Agenda

Motion to approve consent agenda: by Katy Cavanagh; second Ashley Larson; passed unanimously

- a. Approval of September 1, 2022 meeting minutes
- b. Community/Family Outreach Report (Obj #1, Goal #3)
- c. Fundraising/Marketing Committee Report (Obj. #3, Goals #1-3)

IV. Discussion/Action Items

a. President's Report (Tim Harris)

- Meeting with several board members.
- Working on fundraising
- Camp staffing hiring before the end of the year is a goal. Grants available for staffing. Meeting with someone next week to discuss full time staff grants – will need to locate the grants and will update on how to apply and grant cycle.
- There are also grants for operational costs. Certain budget number limitations – Hilton and Herst foundation, but you have to have a budget of \$1million. There is a site visit for Herst foundation.
- Had a meeting with Jennifer from COCA. They are going to come out this year. COCA is the largest grant donation for the organization.
- Tim: casino night in the springtime. Allows us to bring in our own personal circuit of friends. Went to Big Brother and Big Sisters—raised \$105k in one night. Can invite professional athletes. Did do one for Scott Foundation. \$65k.
 1. Per Craig, need a larger venue to accomplish. Per Katy, auto dealership is a good location. Discussion on the pros and cons of the event verses a gala. Discussion of having family and kid presence at the events. Discussion on dates and location. Board will be sending locations to Tim. ASU is a probable location.

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2. Need venue, food, drinks donations

- Lily's Pad – new location. Clean location for immune compromised kids. Possible day camp at this location. New location in Tempe opening after the first of the year. Discussion partnerships with day camps and dates to not conflict.
- Discussion on possible new donors, including Kiwanis (in December) and Elks club. Per Katy, is there an arduous process to secure those funds? It is simpler, per Tim. But, they do complete due diligence on the events. Per Lindsey, discussion on have new, non-camp ideas ready to be funded.
- Meeting with someone from Boomerang. Wants to stick with Boomerang. The cost is lower. But there are other things we should look at when we want to transfer over. We have approximately 800ish members on Boomerang, but that is inflated. Discussion on donor identification and donor stewardship. Discussion on Mailchimp/Boomerang interface and Constant Contact. Boomerang does connect with Constant Contact. If you want to move over templates, you have to start over. Per Lindsey, let's just blow it up and create a better plan. Per Katy, they need to hear from you. That is why we create newsletters. Per Shannon, what would be the program we used. Event Brite and dumped into Mailchimp. Discussion on how to merge the two data bases.
- Per Ashley, COCA conference in November, 10. Ashley things it would be beneficial for Tim to attend. Will be discussed in the budget. Will talk offline. We have chase points to book a flight.
- Discussion re raising awareness. Per Seth, there was an issue with name recognition. Per Ashley, we do struggle with PCH. There is an issue with awareness. Awareness with the communities and awareness with the families. Per Ildi, this is all part of our strategic plan. We don't actually work the strategic plan. Per Lindsey, we need to break out marking/awareness. Shannon and Lindsey will start working on it. Per Ildi, discussion on strategic plan and how we have lost sight of it. Several years to accomplish certain goals. Per Katy, we need a calendar. October 15 event will get us in the door.

b. Fundraising Events/Updates (Obj #3, Goal #2)

- Discussion re grants. Will be discussed offline. It is an area to improve. Tim does have a friend that writes grants, but she is \$1,000 a grant. He would like Jackie to give a presentation to the board re grants. Per Lindsey, we haven't had capacity to do grants, we should hire someone. Per Craig, let's put it in the budget. Will try and set it for November. There are grants for board training.
- Golf Tournament – projected \$31,500 net. Last year it was \$29,000. This number will likely go up because of additional sales. We have sold 56 tickets = 14 foursomes out of 22 available. There are 10 foursomes for sponsorships. \$28k in corporate sponsorships. Expenses are \$17k. \$11k from just ticket sales. Shannon provides update on donors and picking up Hula's check.

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- Anthem event. Went better than James expectations. Does not have any solid numbers yet. Talked with 50+ people at the event. It is an event that we could continue on with in the future. There is a pot of money that is shared if you bring 75 people to the event. The pot was \$11,000. Add to calendar next year—always in early October.
- Kendra Scott is in September for cancer month. Ildi thinks we had \$500 in donations when she checked out. The 2-4 slot is the best time frame. Don't know what we have online.
- March – Ling and Louise's fundraiser. Katy recommends we get together for lunch or dinner during the event. Per Lindsey, do they need flyers? Per Katy, can be on the marketing newsletter. Is willing to keep doing it every year. On the bill, you can add money to your bill to the charity. This is little different than a pizza night.
- Nelson Partners – they gave a few years ago. They will give \$5,000. They last donated in 2020.
- Per Katy, update on other partnerships/donors, including Tbirds. We had received money from Tbirds a long time ago. We are on the radar.

c. Finance Report (Obj #3, Goal #1)

- Revenues & Expenses

1. \$1,161 in deposits; (\$4,607 in expenses). Balance as of 9/2022: \$193,532. Income is \$125,000 to date. Craig is optimistic that it will grow, but we will not meet \$275,000 goal. No concern with funding camp. Cautiously optimistic that we will be in a better position in 2023.
2. End of year expenses projected around \$40,000
3. Donation money comes right away when donated. We don't have a lot of success on tracking \$\$ donated for tax credit. If you know someone that wants to donate, send them though the website. Per Seth, we have wanted to do mousepads with QR codes to tax consultants. Per Katy, 42 people wanted reminders for where to donate.
 - a. Tim is working on his welcome letter and camp letter, save the date for camp next year. It will be base email. Shannon wants to be part of the follow-up letter. Regular postings on social media. Mailchimp, we can set invites in advance. Seth had question about distribution list. It will be a live list.
4. Discussion re storage units. Tim will provide a date.
5. Tim got business cards. Ashley is going to talk about name tags. If you need a card, email Craig.

d. Action items from Committee Meetings

- Volunteer picnic **November 19th, 2022**- budget not to exceed \$2,000.

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1. Asking everyone to bring 1 extra volunteer. Event at Kiwanis Park. Fees, food and decorations for budget. Seth is looking into whether there is a discount for the Kiwanis Park. Looking at start time at 10:00 am. Discussion re communication plan and who can volunteer at events. Per Katy, wants information on graphic so she can share to volunteer group. Seth thinks turnout will be double than last year.
 2. Permit is \$275.
 3. Craig will sponsor all the food.
 4. **Motion to approve volunteer appreciation picnic budget not to exceed \$500 by Craig Scheinerman; second Seth Zimmerman; unanimously approved.**
- Golf Tournament- increase budget by \$1,500 for golfer gifts, etc. Additional money would be going to pay for the buffer of snacks, banners, prizes. Half of \$6,000 went to gifts for golfers. Katy believes this is a good investment.
 1. **Motion to approve increase in budget for \$1,500 for golf tournament additional expenses by Katy Cavanagh; second James Walker; unanimously approved.**
- e. FY23 Budget Process (Obj #3, Goal #1)
- There will be debrief on costs from camp to determine what we need for budget
 - Discussion on priorities for next years budget:
 1. TARGET GOAL--Two-week camp with 100 min people per week (100 min x \$65 x 12) + 15,000 per bus + \$8,000 program = \$101,000/\$1,000 for a kid to go to camp (travel for out of state)
 - a. Hospital outreach, awareness/community outreach, \$\$activities, partnership for kids day camp-CCN, Lily's pad, Amanda Hope), cancer community (Champ, Run to Fight, Ryan House)
 - b. community engagement -adults volunteers/networking/donors – golf tournament, casino night, other third party fundraisers, volunteer picnic,
 - c. Expenses -- Grant writer, camp director, salary increases, stipends, conference, travel
 - d. Media communications-flyers, merchandise
 - e. Additional programs –lake powell, zoo day, movie night, water park
 - Per Craig, can we work on building other experiences.
 - Per Ashley, we need to get more families involved. Per Katy, need to set # of total kids we want at camp. Goal is 200 kids total. =\$218,000
 - At this point, there is no chance to expand the days at the camp as long as we are at Whispering Hope Ranch.
- f. Camp Director & Assistant Directors: Hiring & Timeline. We are going to post job descriptions and goal is to have people in position by January. 3 or the 4 of the assistant directors are interested

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in continuing next year. Discussion on grant vs. part time staff position. De-brief in the next few weeks will determine if we need as many assistant directors as we had last year or less. Per Lindsey, are we doing a hybrid for hiring of camp director. Lindsey emailed policy to board.

V. **Future Agenda Items**

- a. Storage cleanout date
- b. Location and date for casino night and budget
- c. A calendar
- d. 2023 budget
- e. Jackie presentation

VI. **Meeting Closing**

- a. Review action items from meeting
- b. Next Board meeting
 - i. Thursday, November 3, 2022 6pm-8pm (virtual)
 - ii. Thursday, December 1, 2022 6pm-8pm (virtual)

VII. **Adjournment: 12:13 pm**

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