



**North Carolina Early Childhood Foundation
Philanthropy Committee Agenda
August 25, 2020 3:00 PM**

The mission of the North Carolina Early Childhood Foundation (NCECF) is to marshal North Carolina's great people, ideas and achievements to build a foundation of opportunity and success for every child by the end of third grade.

Philanthropy Committee Meeting 3:00 PM

Via Conference Call, (712) 432-0075, access code 648502#

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| 3:00 PMWelcome, Call to Order and Establish Quorum | Muffy Grant |
| 3:05 PMIndividual Giving to Date - <i>Update</i> | Muffy Grant |
| 3:10 PMVirtual Coffee Talks - <i>Discussion</i> | Muffy Grant |
| 3:20 PMImpact Report and Appeal Approach - <i>Discussion</i> | Muffy Grant |
| 3:40 PMCorporate Sponsorship - <i>Discussion</i> | Muffy Grant |
| 3:50 PMGrant Updates - <i>Update</i> | Muffy Grant |
| Adjourn | |



ATTACHMENT A

**North Carolina Early Childhood Foundation
Philanthropy Committee Minutes
January 17, 2020 1:00 PM via Conference Call**

Members Present: Easter Maynard, Jennifer Vu, Patti Gillenwater

Members Absent: Peggy Carter, Matty Lazo-Chadderton

Others in Attendance: Muffy Grant, Sumera Syed

Welcome, Call to Order, and Establish Quorum

The Philanthropy Committee of the Board of Directors (Board) of the North Carolina Early Childhood Foundation (NCECF) met on January 17, 2020 at 1:00 pm. Muffy Grant called the meeting to order and a quorum was established.

Determine Chair

Since there is currently no chair for the Philanthropy Committee, Muffy asked if anyone was interested in stepping into the role and, if interested, to let her know before the next Committee meeting.

Case for Support Document Review

The case for support is an opportunity to show why having a voice as a neutral convener is important in the early childhood space. A case for support provides a platform that creates a loose script or an elevator speech to speak with constituents. The case for support will be a living document that board members can use to be on the same when talking about the work NCECF does.

Muffy provided an update on the results of the winter appeal: the goal was \$15,000. Approximately \$12,000 was raised, and the Board gave around \$9,000. The \$9,000 came from half of the board donating and NCECF did not reach their development goal of 100% board giving for 2019. This year, NCECF will apply for the GSK Impact grant that has a requirement for 100% board giving. The grant is due in May so there will be a serious call to action to get full board support before the deadline.

Action Item:

- Muffy will draft an appeal letter for Easter Maynard's review so that NCECF reaches 100% giving to qualify for the GSK grant.
- Committee members will send any recommendations for changes to the case for support document.

Brainstorm Fundraising Events/Ideas

A priority for NCECF in 2020 is to help invite more people to understand and give to the work. This can happen by the board brokering an invitation to their connections. NCECF is seeking to reach the business community and the average citizen to understand the importance of systems building for NC. Some suggestions that were brainstormed around fundraising events include:

- A get together in early summer to talk about the work with stakeholders, professionals such as pediatricians, backbone organizations, and community influencers. This will be an opportunity to fundraise and build connections. Committee members suggested an introduction first by

potentially having pre-meetings or having a follow-up letter instead of an ask at the first get together. The priority should be on building the relationship first.

- Meet up with existing community groups and gatherings to introduce the mission and vision before inviting them to a larger meeting.
- It would be important to have someone that could draw a crowd at the large meeting. A suggestion was made for Kelly King, Chairman and CEO of Truist Financial
- Have small gatherings in homes of board members, coffee shops, restaurants, so that there is opportunity for one on one connection in a conversational setting.
- Gatherings in Charlotte or the Triad in late spring to build a network across the state.

Sponsorship/Giving Levels Review

Muffy presented the first iteration of the sponsorship/giving levels document. This is about relationship building to move the need for children and families in our state and should not feel transactional. The first step is to build trust.

Adjournment

Having no further business, the meeting was adjourned at 2:00 PM

Minutes submitted by:

Muffy Grant, Executive Director