North Carolina Early Childhood Foundation
Philanthropy Committee Agenda
March 5, 2021 12:00 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.

Philotropy Committee Meeting 12:00 PM
Via Zoom: Meeting ID: 899 3311 2760

12:00 PM ....... Welcome New Member, Call to Order, and Establish Quorum
Peggy Carter

12:05 PM ....... Approve Minute from November 9, 2020
Action Item: Attachment A
Peggy Carter

12:10 PM ....... Giving to Date & 2020 Annual Appeal Update
Attachment B
Peggy Carter

12:25 PM ....... Gimme Five Campaign Update
Muffy Grant

12:45 PM.........Review Current Grant Applications
Attachment C
Peggy Carter

1:00 PM.........Adjourn
North Carolina Early Childhood Foundation  
Philanthropy Committee Minutes  
November 9, 2020 1:00 PM via Conference Call

**Members Present:** Peggy Carter, Patti Gillenwater, Jennifer Vu  
**Members Absent:** 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 November 9, 2020 at 1:00 pm. Muffy Grant called the meeting to order and a quorum was established.

A motion to approve the minutes from the last meeting was seconded and approved unanimously.

**Individual Giving to Date**  
To date, NCECF has received $4,550 in individual giving. Two board members have given so far and the goal is to reach 100 percent board giving by the end of 2020. Easter Maynard is planning to send a direct appeal to board members in the coming weeks to prompt people to give.

Committee members shared that because of COVID-19, new tax requirements may change when board members give and might only choose to make a pledge in 2020. More information can be found [here](#).

**Annual Appeal**  
Muffy is in the works of building an annual appeal letter that will go out the week of Thanksgiving. Muffy shared that Dr. Iheoma Iruka may present at the next Committee meeting about the intersection of childcare and philanthropy.

**Action Item:**  
- Muffy will share a draft of the annual appeal with the Committee before sending it out.

**Gimme Five Campaign**  
Muffy discussed incorporating a Gimme Five Campaign that will be pitched at the December meeting for board members to electronically introduce five people each that would be interested in investing in the work. Committee members requested the staff come up with three to four pitches for what the ideal target audience would be and what would be some approaches to the messaging.

**Action Item:**  
- Muffy will develop pitches to share with the Committee before presenting at the Board meeting in December.

**Brainstorm Session**  
During the brainstorming session, committee members suggested:
- Reach out to BEST NC and similar organizations about their membership models  
- Hold a brainstorming session with the board about the benefits/cons of a membership model  
- Reach out to universities about hiring an intern for communications/development work
• Talk to a marketing and communications firm that would provide their services pro bono or at a discounted rate

Adjournment
Having no further business, the meeting was adjourned at 1:45 PM

Minutes submitted by:

___________________________________
Muffy Grant, Executive Director
2021 Year to Date Individual Donations

<table>
<thead>
<tr>
<th>Donor</th>
<th>Amount</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Casteen</td>
<td>$25.00</td>
<td>Frontstream</td>
</tr>
<tr>
<td>Janie Truesdale</td>
<td>$50.00</td>
<td>PayPal</td>
</tr>
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2020 Annual Appeal

The 2020 Annual Appeal was sent out in late November via snail mail and the NCECF listserve. From this outreach, NCECF received:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>From Board members</td>
<td>$8,350.00</td>
</tr>
<tr>
<td>From Individuals</td>
<td>$5,362.50</td>
</tr>
</tbody>
</table>

Total Annual Board Giving

<table>
<thead>
<tr>
<th></th>
<th>Annual Amount</th>
<th>Number of Board members who donated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$8,920</td>
<td>11 out of 14 (79%)</td>
</tr>
<tr>
<td>2019</td>
<td>$17,350</td>
<td>10 out of 18 (56%)</td>
</tr>
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Total Annual Individual Giving

<table>
<thead>
<tr>
<th></th>
<th>Annual Amount</th>
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<tbody>
<tr>
<td>2020</td>
<td>$9,618</td>
</tr>
<tr>
<td>2019</td>
<td>$405</td>
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</table>
**Grants & Applications**

**Grant Updates:**
- Z Smith Reynolds granted $30,000 in 12/2020 to support Rebuild Stronger.
- ChildTrust Foundation granted $25,000 in 12/2020 to support Rebuild Stronger.

**Proposals submitted or in process:**

- **Bank of America**
  - Purpose: General Operating
  - Amount: 3 year ask of $300,000 (2021-2024)
  - Status: Submitted February 15

- **ChildTrust Foundation**
  - Purpose: General Operating
  - Amount: 2 year ask of $170,000 (2021-2022)
  - Status: Funds expected in March

- **Paycheck Protection Program Round 2**
  - Purpose: General Operating
  - Amount: $100,961
  - Status: Application due 3/31/2021 pending approval of Finance and Executive Committees, and Board

- **Pacific West Bank**
  - Purpose: Family Forward
  - Amount: $10,000
  - Status: Funds expected in March