North Carolina Early Childhood Foundation
Philanthropy Committee Agenda
May 28, 2021, 10:30 – 11:30
Via Zoom: Meeting ID: 823 0102 2424

*NCECF’s mission is to marshal North Carolina’s great people, ideas, and achievements to ensure equitable access to opportunity and success for every child by the end of third grade.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 AM</td>
<td>Welcome, Call to Order, and Establish Quorum</td>
<td>Peggy Carter</td>
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<tr>
<td>10:35 AM</td>
<td>Approve Minutes from November 9, 2020 - <em>Action</em></td>
<td>Peggy Carter</td>
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<tr>
<td></td>
<td>Attachment A</td>
<td></td>
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<tr>
<td>10:40 AM</td>
<td>Review Individual and Board Giving</td>
<td>Peggy Carter</td>
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<td></td>
<td>Attachment B</td>
<td></td>
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<tr>
<td>10:55 AM</td>
<td>Review Recent Grants and Proposals</td>
<td>Peggy Carter</td>
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<tr>
<td></td>
<td>Attachment C</td>
<td></td>
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<tr>
<td>11:10 AM</td>
<td>Board Giving Plan - <em>Discussion</em></td>
<td>Muffy Grant</td>
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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
Board Giving

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>Number of Board members who donated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 YTD</td>
<td>$0</td>
<td>0</td>
</tr>
<tr>
<td>2020</td>
<td>$8,920 ($8,350 resulted from 2020 Annual Appeal)</td>
<td>11 out of 14 (79%)</td>
</tr>
<tr>
<td>2019</td>
<td>$17,350</td>
<td>10 out of 18 (56%)</td>
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Individual Giving

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>Number of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 YTD</td>
<td>$96</td>
<td>4</td>
</tr>
<tr>
<td>2020</td>
<td>$9,618 ($5,363 resulted from 2020 Annual Appeal)</td>
<td>19</td>
</tr>
<tr>
<td>2019</td>
<td>$1,649</td>
<td>11</td>
</tr>
</tbody>
</table>

2021 Year to Date Individual Donations

<table>
<thead>
<tr>
<th>Donor</th>
<th>Amount</th>
<th>Source</th>
</tr>
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<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>
<tr>
<td>Anonymous</td>
<td>$11.93</td>
<td>AmazonSmile</td>
</tr>
<tr>
<td>Anonymous</td>
<td>$9.52</td>
<td>Frontstream</td>
</tr>
</tbody>
</table>

$96.45
Grant Updates

Dec 2020:
- Z Smith Reynolds granted $30,000 to support Rebuild Stronger.
- ChildTrust Foundation granted $25,000 to support Rebuild Stronger.

March 2021:
- Paycheck Protection Program Second Draw loan of $100,961 to support General Operating.

April 2021:
- ChildTrust Foundation granted $170,000 for 2021 and 2022 to support General Operating.
- DHHS Preschool Development Grant (PDG) for $48,000 to support Pathways.

Proposals submitted or in process:

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

- **Bank of America Foundation**
  - Purpose: General Operating
  - Amount: 3 year ask of $300,000 (2021-2023)
  - Status: Proposal submitted February 19

- **Blue Cross Blue Shield of NC Foundation**
  - Purpose: General Operating
  - Amount: 3 year ask of $600,000 (2021-2023)
  - Status: Proposal submitted April 23

- **Alliance for Early Success: ChildCareNEXT**
  - Purpose: Rebuild Stronger
  - Amount: $200,000 first year; if granted, then $500,000 following years
  - Status: Proposal submitted April 30