

# dLCV Resource Development Committee Meeting Notes

December 10<sup>th</sup>, 2020

## Audio recording and transcript:

<https://otter.ai/u/5kHKmli0BYLbaSmxfGI8c1VnunQ?t=7s>

**Attendance:** Diana Crosswhite, Greg Crapanzano, Tyler Williamson, Jefferson Harding, Gavriel Legynd, Tom Walk, Frank Hayes

**Staff:** Colleen Miller, Valerie Jones, Sim Wimbush

**Absent:** Sally Conway, Harry Gewanter

## Introductions (Hi, How Are You)

Follow Up: Recap on Action Items from The Previous Meeting board and staff introduced themselves to Gavriel Legynd, the new board member, as well as Gavriel Legynd introducing himself to the board. Gavriel, has a background in IT and has a company called, Visioneer IT, which is based in Maryland. Gavriel, lives in Stafford Virginia and has lived here for about 23 years.

- I. Recap: Follow up on action items from previous meeting – Diana – no notes from the previous meeting. Gavriel mentioned sending over suggestions for programs that can record and produce transcriptions.

Greg asked if Diana is officially the Chair of the R&D committee. Colleen confirmed that Carrie had agreed to ask Diana to Chair the committee and wanted Greg Chair the subcommittee related to Annual Fund/General Fundraising. By default Diana is Chairing the Committee on Special Events.

- a) Fundraising Consultant – Colleen

Colleen shared that after this suggestion came up during the last meeting, and was discussed as part of a smaller group (comprised of Tom, Diana, Colleen and Sim) dLCV is ready to move forward with exploring options for bringing in a fundraising consultant to assist the dLCV board navigate incorporating resource development activities into the boards current governance related activities. Diana sent links for potential consultants. Colleen and Sim will review what was sent and will explore additional consultant leads. The intention would be for the consultants to gather some information at the January board meeting.

- b) Spring 2021 Event Ideas – Greg

Greg thought it would be a good idea, depending on the status of the world with COVID, that we could do a virtual event where people could host a few folks in their homes by

inviting people for a cookout, or some kind of a movie night at their home as a way to engage our board members. Put together an online presentation to ask board members to host some kind of event at their home, whether it be dinner or whatever they find appropriate and wherever they think that their friends would be interested in. Host this event and ask friends who come to pay an amount. As a part of that night there would be a streamed program that we could try to get everyone set up to stream from a computer, if they are tech savvy enough. To have something like a videotape about a testimonial or something that the dLVC has done. Something that highlights the importance of dLVC work. As part of that we could also do an action find a services that will allow us to have a silent auction that is done from an app on your phone. Could also reserve items with a bigger ticket for live bidding, make it all be digital. If people aren't comfortable having it in their home a couple of options are to move it to the summer or have it outside.

Benefits from this idea are one, it's entirely on the board members, and it's a lot less work on the staff and the other good thing is that it's all profit.

Question asked: Would be donating? What is the strategy around getting people to donate items? Response: to get everybody involved, not just the people here, but everyone on the board. Use the connections that you already have.

## II. Highlights: New Funding Leads - Sim

During Sr. Mgmt. call different funding opportunities such as staff keeping their ears open on the ground. One is to potentially subcontract with DARS, they have some excess funding they need to spend down and that they are carrying over. The scope of the work is going to be related to possibly coming up with some trainings and implementing some trainings related to individuals with traumatic brain injuries, who are on waiver services provided through Medicaid. Not quite sure of the amount. If it's a significant amount for dLVC to stand to subcontract for, will likely proceed with that opportunity. This information was received from a staff member who's been building a relationship with people within that particular department (@DARS)

The other opportunity that has presented itself is from JMU. They received funding for the next three years from the federal government to try and increase access to inclusive sexual education for youth with disabilities between the ages of 10-23. Selected partners can receive grants of \$50K. Not sure if it is \$50K per year or if it's just \$50K, one contract, but dLVC does NOT have to have previous sexual health education experience.. Exciting opportunity is that this funding opportunity can be used to pay for policy advocacy work.

The third one that came up is currently through the City of Richmond and they are calling it a non-departmental grant. Opportunity and ability to help support organizations that are providing, more direct human service related activities. Also meant to support

organizations that are really working to address different social determinants of health. This could be related to civil rights, housing food, things like that. The benefit or the potential benefit of this grant is one of the particular social determinants that they called out, services related to older adults and people with disabilities. The deadline for this is next Friday, December 18. Just found out yesterday (December 9<sup>th</sup>).

The JMU grant seems like they really want to partner with us. We don't have anything figured out but we can submit a letter of interest. Would be great if a board member would assist with the grants, especially with the short turnaround.

Some concerns regarding applying for different grants is chasing money just for the sake of chasing money, and not experiencing mission creep (so need to make sure we stay focused on our priorities and objectives). Another concern brought up is about taking staff away from their work to focus on a new project formed just for the sake of a new grant. The objective is to focus on funding areas align with dLCV mission and spirit of grants, but due to restrictions, that our federal grant money isn't able to pay.

### III. Discussion: Learning tools for committee members – Diana/Sim

### IV. Open Brainstorm: Project and Fundraising Ideas

- a) What are some campaigns/projects around which dLCV could fundraise?
- b) What are some additional ways that dLCV can fundraise (outside of just asking donors for donations)?
- c) What have you seen over the past 10 months of virtual events that have been engaging, interesting, and successful? How could dLCV incorporate these elements into future virtual events?

Tyler provided insights gained from a virtual fundraising event hosted by his organization. Mentioned that essentially took the in person components and made it virtual. The major focus and money makers were the live-auction (where bidding occurred virtually and people were able to watch and participate from their couch), and also the doing a silent auction, that opened up for bids two weeks prior to the event. Org also hired an auctioneer for the event as well.

Diana and Sim will send a survey to ask what individuals have done before on the fundraising development side, and use that to seek out a consultant.

Diana opened up for discussion ideas/projects to fundraise around. Coleen mentioned doing a live stream with hopefully some high profile speakers, have it be a free event. Hopefully this could be done in the upcoming spring. This was something she suggested based upon a

virtual awards event she attended a few months back, that seemed to be executed their virtual program well.

Diana asked about the dLCV pursuing the Voting Signs project, and if that would be something to fundraise around for dLCV.

Colleen mentioned that there are current objectives that are contingent upon grant funding (one being surveying transportation routes for accessibility). Colleen provided a quick overview of thought behind transportation related objective. Tom mentioned he would send some thoughts/potential leads for funding for the SW region.

Gavriel will think on virtual event platforms and compile a list and get back to the R&D committee

Additional potential funders – Legacy Health Foundations or other foundations that have been established once the org goes from non-profit to For-profit (Robins Foundation named as an example).