



Development Committee Meeting Summary

**December 11, 2020
9:00am
Via Zoom**

Attending: Clark Machemer, Kelly Marx, Bob Murray, Mike Petillo
Staff: Purna Rodman Conare, David Bishop, Natasha McCall

Gala Receivables

David reported that of the one million dollars in gala revenue, there is now just \$165,000 outstanding and calls are being made to secure the remaining funds. We anticipate being able to collect all of the outstanding monies.

2021 Gala

Committee members reviewed a list of prospective honorees for the 2021 gala. Clark said he will again approach event committee member Jeff Milanaik to see if he will agree to serve as the honoree. The committee suggested that the staff explore various concepts for the 2021 event in the event we cannot do a traditional in-person gala, since doing a second virtual gala will be less attractive to our donors. David will explore this and report back to the committee.

Wheelin'-n'-Walkin' Challenge

The Board of Trustees agreed to pause any major expenditures from the Wheelin'-n'-Walkin' Challenge due to the agency's cash shortage. Committee members discussed the idea of programs identifying major projects to be supported through the walk, with a combination of last year's funds and monies raised in the spring of 2021. Committee members asked David to solicit input from board member and WWC fundraiser Matt Gittleman and to speak with program representatives about prospective projects.

Family Support Fund

Committee members discussed the concept of creating a fund to support families with financial problems/emergencies. The fund could also be used to support expenditures such as the Thanksgiving food drive and the holiday toy drive. Purna and David will consult with program staff regarding how such a fund might be administered and report back to the committee. The committee suggested that \$25,000 from the 2020 gala should be allocated to seed the new fund.

Purna and David will report back to the committee with the goal of trying to bring a recommendation before the full board.

Potential New Events

Clark met recently with board members David Carlson and Darren Burns and discussed the idea of a fundraiser based around paddle tennis. David Bishop had a follow up discussion with David and Darren. The challenge around such an event is the high overhead- the only likely means of generating revenue would be to secure support or sponsorship from a club to host the event. Mike said he has a contact with a major facility that operates pickleball tournaments. David was asked to reach out to Darren and David about whether pickleball might be worth pursuing.

David suggested that, in light of the recent legalization of recreational marijuana in New Jersey, we explore the concept of a cannabis tasting event for a staff fundraiser. Purna mentioned we will first have to resolve the issue of our existing drug testing policies. Bob offered to connect the agency with a lobbyist who might be able to connect us with potential sponsors in the cannabis industry. David will follow up with Bob.