



Meeting Minutes

Work Group: Fundraising and Financing

Date: May 13, 2010

Time: 5:00 - 6:30 pm

Location: ACPHD Nutrition Services office

Attendance

Suzan Bateson, Christopher Waters, Diane Woloshin, Alethea Harper

General Discussion

- It would be helpful to have a list of three basic things to say in order to describe the OFPC
- Novella Carpenter's book is coming out in paperback shortly, and she has a second book coming soon. We take advantage of this timing, and make the Pizzaiolo event happen in the fall. Assign a new intern to organizing this, and have them choose a date that all Fundraising workgroup members will be able to attend.
- Include Koina on the organizing committee for the possible OMCA event

Agenda Item 1: Approval of minutes

- **Discussion:** See notes on minutes for a minor change
- **Action:** Approved as noted

Agenda Item 2: Proposed "funder forum" at Clarence E. Heller Foundation in August

- **Discussion:**
 - With some minor edits, the invitation to the funder forum looks good.
 - The accompanying budget should have its categories compressed to just staff, occupancy, communications, and consultants.
 - Add the following foundations to the invite list: California Wellness, Richard & Rhoda Goldman, Lisa & Douglas Goldman, The California Endowment (direct invite to Tony Iton), S. D. Bechtel
- **Action:**
 - Alethea will edit the invitation, compress the budget categories, and add the additional foundations to the invite list.
 - Diane will send a follow-up note to Tony Iton after the funder invite goes out

Agenda Item 3: Fundraising materials

- **Discussion:**
 - Current version of the LOI looks good; a minor typo was pointed out. The first paragraph is a good hook.
 - Mary Doyle of the Y & H Soda Foundation will come to the May 20 meeting; saw our LOI and recommended that we talk to a colleague of hers at the Mitchell Kapor Foundation. Y & H is no longer funding food per se, but is very interested in community engagement
 - Very good to have fundraising plan split up into “primary” and “secondary” goals; makes it easier for a funder to pick what they want to focus on for us.
 - Some more foundation to check out: Lisa & Douglas Goldman fund (gave \$15K to the green café network); Getty Family Foundation; K. H. Hofmann Foundation
- **Action:**
 - Alethea will make corrections to the LOI and fundraising plan, and circulate again.
 - Alethea will ask an intern who is a good writer, like Jamie, to see about making the rest of the LOI as engaging as the first paragraph
 - Alethea and Suzan will follow up on connection to Mitchell Kapor Foundation
 - Alethea will research newly suggested foundations for our fundraising plan
 - Alethea will invite Eric Holt-Giménez to our next meeting so we can review a list of foundations/other givers we must not accept money from, so we can form our official gift acceptance policy.

Agenda Item 4: Letter to OFPC members

- **Discussion:** Having OFPC members help raise money will be a good way to get our name out there, and demonstrate members’ commitment to the foundation community
- **Action:** Suzan will introduce the OFPC member-fundraising letter to the group on May 20

Action Items

- Alethea will assign a new intern to organizing the fundraiser at Pizzaiolo in the fall, and have them choose a date that all Fundraising workgroup members will be able to attend
- Alethea will include Koina on the organizing committee for the possible OMCA event
- Alethea will edit the funder forum invitation, compress the budget categories, and add the additional foundations to the invite list.
- Diane will send a follow-up note to Tony Iton after the funder invite goes out
- Alethea will make corrections to the LOI and fundraising plan, and circulate again
- Alethea will ask an intern who is a good writer, like Jamie, to see about making the rest of the LOI as engaging as the first paragraph
- Alethea and Suzan will follow up on connection to Mitchell Kapor Foundation
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- Suzan will introduce the OFPC member-fundraising letter to the group on May 20

Minutes submitted by Alethea Harper.