

## Foundation Committee

**Members Present:** Gary Acuff (Chairperson), Wendy White (Vice Chairperson and Recording Secretary), Jenny Scott, Neil Bogart, Alvin Lee, Kelly Stevens, Jim Dickson, Bill Huntly, and Pascal Delaquis.

**Advisors Present:** Zeb Blanton, Kathy Glass, Gale Prince, and Emilio Esteban.

**Board Members:** Tim Jackson (Board Liaison) and Michelle Danyluk.

**Staff Liaisons:** David Tharp and Lisa Hovey.

**Guests:** Tyler Eble (ADS Fundraising) and Jeff Borchardt (ADS Fundraising).

**Meeting Called to Order:** 7:30 a.m., Wednesday, July 24, 2019.

Gary Acuff called the meeting to order and introduced the new Vice Chair, Wendy White. Wendy was appointed the Recording Secretary and attendees introduced themselves.

Gary called to approve the 2019 agenda, this was moved by Tim Jackson and seconded by Jenny Scott; motion was approved. Gary called to approve the 2018 meeting minutes, this was moved by Tim Jackson and seconded by Zeb Blanton; motion was approved.

Tyler Eble and Jeff Borchardt of ADS provided a fund-raising report to review the efforts of the past few months. The pre-meeting efforts yielded \$56,000; this included thirty-five \$1,000 donors. An additional \$23,000 was raised at the meeting (as of Tuesday morning), which triggered the generous Weber match of an additional \$20,000. Bill Marler has committed to giving \$5,000 in Doug Powell's name to fund additional student travel scholarships. The Silent Auction yielded an additional estimated \$12,000.

ADS has plans to continue the marketing efforts and will compile a comprehensive report to analyze the initiative by the end of July. They approached additional potential corporate donors during the meeting and will follow-up in the next few weeks. Tim raised the need to develop messaging around building a compelling case for potential donors beyond the travel scholarships to encompass continuing mentorship and career development. In the long term, messaging will be developed around potential Foundation activities that could be achieved with higher levels of capital (ex: Fellowships for career development, FAO, seed funding, emergency relief, etc.).

David Tharp gave the financial reports. There was a small decrease in capital funds, May 31, 2018 to same time, 2019, due to market losses. Donations in 2018 were approximately \$30,000 over 2017. There will be an additional expenditure of approximately \$50,000 in 2019, due to the ADS consulting fees. The 2020 budget was reviewed.

## Unfinished Business:

During the 2018 meeting, there was a decision to not announce a return of honorarium. Honorarium contributions are unknown at this time.

## New Business:

The attendees discussed raising the number of travel awards. Jenny Scott raised an option to craft discussions to targeted corporate sponsors around what a certain monetary amount can do (ex: for \$X, we can sponsor an additional two professionals from a developing country). The discussion evolved to other support efforts IAFP can offer to professionals in developing countries (webinars, etc.). Gary called for attendees to brainstorm ideas to extend the work that the Foundation can support. Wendy also raised the need to market webinars to small manufacturers; partnering with other organizations (extension, affiliate chapters, etc.).

There was discussion around the performance of the fundraising consultants. The initiative to reach out to traditional donors prior to the meeting was successful, but it was in a less forceful way. Tim discussed the need to exploring partnerships with other global charitable organizations (Gates Foundation, Pew Charitable Trust, etc.).

Discussion around additional efforts for Foundation funds: career development via webinars, additional scholarships, fellowship, etc. Gale Prince suggested targeting educational outreach efforts to young adults and children. Innovative fundraising ideas: Amazon Smile (with step by step instructions), targeting members from companies that provide a match (gentle marketing to encourage giving in that direction), and automatic monthly giving.

## Final Comments:

- Follow-up with corporations and crafting marketing messaging that will resonate.
- Send out a year-end request in December.
- Send out a post-annual meeting request for giving.
- Quarterly communication with members on Foundation accomplishments (developing scientist update, *FPT* update).
- Quarterly Foundation calls (Aug., Oct., Jan., and April). Please send Gary ideas for the agenda.

First call will be August 22 at 4:00 p.m. ET to review and discuss the ADS Report.

## Recommendations to the Executive Board:

1. Pursue monthly Foundation contributions.
2. Revisit establishing international registration of the Foundation as a charity.
3. Allow ADS contract to expire. Continue to evaluate 2019 efforts and marketing strategy.
4. Approve Wendy White as Vice Chair.

**Meeting Adjourned:** 8:43 a.m.

**Chairperson:** Gary Acuff.