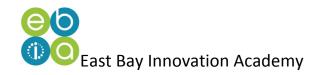
# Board Development Discussion 11/19/14



The purpose of this document is to support consideration of the EBIA board of trustees and other fundraising volunteers to design and implement a plan for EBIA to:

- Raise funds for the first year of operation (14-15) (~\$110K to cover year one gap, \$500K to stabilize through Year 3)
- · Develop the structures and relationships necessary to continue effective fundraising during subsequent years.

#### How might we...

- Educate and involve the full governing board in Development?
- Create a fundraising plan?
- · Begin relationship building with and solicitation of potential individual donors?
- · Begin relationship building with and solicitation of foundations?
- Begin relationship building with corporations?
- Develop marketing and fundraising materials?

## **Activity to Date**

We have had an initial meeting of the PAC Development team and have groups supporting an individual giving campaign, grants and merchant programs. We have also secured a subscription to Bloomerang for donor and opportunity management. Here is a summary of other activity to date:

### Community

- Giving Campaign Nov/Dec 2014
- 2. Community Events Spin-a-thon February 2015
- 3. "Free Money" Programs (Smile, eScrip, etc) Launched
- 4. Speaker Series 2015
- 5. Donors Choose ad-hoc

#### **Corporations and Foundations**

- 1. Employee Matching Requests (giving campaign)
- 2. Corporate Foundations and Grants
  - Received: Rogers \$10K
  - Pending Requests: PG&E \$10k, Bayer\$10k, Banks \$10k
  - Upcoming: NGLC/Rogers
- 3. Initial discussions with "STEAM" organizations (programs, donations, volunteering) TBC

### **Ideas for Consideration**

- Establish a Board Development Committee
- Board Training
- Hire Dedicated Staff
  - Strategic Grants Advisor part time Opportunity identification and advice
  - Development Director
- Establish an EBIA Foundation

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