



Advancement Committee Meeting Minutes
Thursday, May 8, 2025
9:30 – 11:00 AM
Via Zoom

Present: Kevin Berg; Marjie Blevins; Stacy Jacobson; Brian Mullen; Joel Rainville; Gabrielle Rohde; Kris Smyth

Staff: Matt Halley; Lacy Sietsema

Not Present: Stephanie Klenk; Maya Missaghi; Mark Richards; Fr. Larry Snyder

The meeting began on Thursday, May 8, 2025, at 9:33 a.m.

DEI Statement: Matt read the DEI Statement.

Meeting Intention: Led by Joel.

Minutes: The March and April minutes were reviewed. Hearing no changes to the minutes, the committee moved to approve the minutes. All present members voted to approve the minutes.

YTD Advancement Report

Matt reviewed the YTD Advancement Report. Accola continues to receive estate gifts, which are keeping everything on budget. The number of donors has decreased compared to the previous year. However, end-of-year initiatives will hopefully capture some of these lapsed donors. The committee discussed the end-of-year initiatives and what these will entail. There was a discussion about the 2025 Accola Online Auction.

There was a discussion about the March Kindness Calendar. Lacy will collect the data from this initiative.

2026 Budget Proposal Review

Matt presented the committee with the FY26 Budget Proposal. He reviewed the sustainability role that will ensure that Accola will be able to continue after the Province gift is completed. He reviewed potential grant opportunities. Accola is in a place to build energy and momentum. A staffing structure is being developed to move Accola forward.

Update on Marketing Subcommittee

Gabi provided an update on the work of the Marketing Subcommittee. The subcommittee has been discussing approaches to marketing and it has been determined that all programs fall under the Accola umbrella. The phrase "education, shelter, and spirituality" includes the work of Learning In Style School, Sarah's, and Wisdom Ways. The subcommittee is working with the idea that awareness will lead to engagement, which leads to participation plus donation. There was a discussion about volunteers and what engagement means.

There was a discussion about preparing a communication to the Board about the subcommittee's progress. Joel will reach out to Dan Ryan.

Board Engagement Outreach

The Advancement Committee discussed its progress on Board outreach and engagement encouragement.

Advancement Director Position Update

Matt stated that three interviews were held with candidates and the Senior Leadership Team. It has been narrowed down to two very qualified and different candidates. The next steps will be for each candidate to visit each program and engage with program staff. Matt would like to offer the position by next week.

2025-2026 Board Training

Joel asked the committee for feedback on a possible Board training focused on advancement and fundraising. Matt added that the Nomination and Governance committee has discussed this topic and suggested that Joel reach out to Anita.

Other

Matt reported that the CSJ Bus Tour is in two weeks and encouraged committee members to RSVP.

Adjournment: Meeting adjourned at 10:48 a.m.

Respectfully submitted,

Lacy Sietsema, Accola