



Sisters of St. Joseph of Carondelet  
St. Paul Province  
Ministries Foundation

Bold Moves for Real Change

**DRAFT**

**Ministries Foundation Development Committee Meeting**  
**Tuesday, June 7, 2022; 3 – 4:30pm**  
**Zoom Virtual Meeting**

**In Attendance:** Alyssa Howells; Stacy Jacobson; Stephanie Klenk; Brian Mullen; Mimi Pizzi; Gabrielle Rohde; Ralph Scorpio; Lacy Sietsema; Kris Smyth

The Ministries Foundation Development Committee convened on Tuesday, June 7, 2022 on Zoom. The meeting was called to order by Chair Kris Smyth at 3:00 pm.

**Diversity Statement:** Read by Kris.

**Prayer:** led by Kris Smyth.

**Minutes:** Kris asked for corrections or changes to the April 12, 2022 minutes. Hearing none, Brian made a motion to approve and Stephanie seconded. All voted to approve.

**Information Updates**

Revenue YTD: Alyssa presented an overview of all fundraising activities throughout the year. The fiscal year ends June 30. Currently, the Annual Fund is at \$467,513 against a budget of \$600,000. Grants have been very successful this year. The Carondelet Celebration also did well. The LYBUNT appeal was sent out to roughly 700 people who have donated in previous years but haven't yet this year. Ralph added that 100% return on this appeal is unlikely, but we will likely receive a high response rate. It would be great to bring in \$80,000-\$90,000. The Ministries Foundation will be calling those who typically give large gifts, and an email went out this morning.

Individual Success Metrics: To date, we have 257 new donors and we've recaptured 320 donors. This number will increase with the LYBUNT appeal. Repeat donors is consistent at 934. We've had 158 memorial donors and 67 donors have given through donor advised funds. There was a discussion about what we give to new donors and how this will change when the Newly Designed Organization takes over. It was suggested that we could give out a special invite/tickets to our events.

Institutional Giving: Grant Tracker: Grants have been very successful this year. A grant from the Richard Schulze Family Foundation increased, and there are a lot of pending grants as well. There was a discussion about St. Mary's Health Clinics and whether or not they receive funding from the Province if they've had a successful grant period. Ralph stated that the Clinics will probably not need all of its budgeted Province subsidy this year, and the Foundation has also made their commitments to the clinics as well.

Social Media Numbers: We've had the most growth on our Instagram platform and Facebook growth has increased by 2%. Looking ahead, Alyssa would like to continue putting money into Instagram ads because we've had a good response to content around the Carondelet Celebration. Over 35,000 people saw these ads and a number of people clicked on them and visited our website. The ads are a cheap way to stay in front of people.

Thank You Notes & Thank-a-Thon: Since July 2021, we've sent out 178 handwritten thank you notes to new donors and we will be caught up into the next year. It was decided that we should keep doing this. It's a great way for Board members to participate in fundraising. Ralph said that it would be interesting to see the number of new donors who turn into repeat donors.

2022 Celebration: Mimi debriefed the Committee on the 2022 Carondelet Celebration. She's glad it was in-person this year and did not result in any known COVID cases. There were about 360 guests; total revenue was around \$280,000. Our expenses were \$85,000, which was less than in previous years. The Development Committee expressed appreciation for all of Stacy Jacobson's hard work as Celebration Steering Committee Chair.

Bold Moves 2030: Brian gave an update on the work of the Steering Committee and MOU Committee. Anita Duckor and Jean Wincek, CSJ met with Cathy Steffens, CSJ and Marie Herbert, CSJ to make sure that both committees are on the same page regarding Board design and reserve powers. The goal is to keep the process moving forward. An update will be given at the Sister Assembly on Saturday. The work timeline has been extended through the end of September. As they complete their analysis and put their business case together/get the financials in line, they are hoping to have the structure in place. Brian stressed that this is a process and it takes time to get through everything. Challenges include people are taking time off over summer, and the ability for one person to slow the process down. What they think has been agreed upon isn't always the case. Kris added that they are trying not to miss anything and something always pops up. Ralph stated that this shows exactly how much we do, which people don't always realize. That being said, all committee members are focused on reaching the finish line.

### **Discussion Topics**

Septemberfest & 30<sup>th</sup> Year SMHC Anniversary: There was a discussion about Septemberfest, which will take place on September 8, 2022. Mimi met with Sue Gehlsen and Cristina Flood from St. Mary's Health Clinics, which will be celebrating its 30<sup>th</sup> anniversary at the same time. They discussed the possibility of celebrating the Clinics' anniversary at Septemberfest. Mimi presented a few scenarios of how this would work. There is also the possibility of including the St. Joseph Workers, which will be celebrating its 20<sup>th</sup> anniversary as well. Kris asked if SMHC had any other plans for their anniversary. Ralph stated that the MF may work with SMHC to host smaller gatherings of higher-end SMHC donors throughout the year, but the Clinics leadership seems to want to celebrate their anniversary with a larger audience yet in an inexpensive way. Since the Ministries Foundation is already planning this event, they could piggy-back and help drive attendance. As we've done in the past, each ministry would staff their own tables. A new possibility would be for the MF to work with SMHC and SJW to advertise to their mailing lists with specific anniversary language for their lists. Concern was expressed about SMHC possibly usurping Septemberfest and we don't want that. Mimi stated that this event would be marketed as Septemberfest.

End of Year Wrap-Up: Campaigns: Alyssa presented an analysis of all the appeals sent out this year. This year we sent out fewer appeals but we sent them to more people. The Women-Owned Business mailing, memorials, and tributes aren't included in this. The personalized Annual Fund that went out did better than last year. The holiday mailing was not a specific appeal and Alyssa thinks we should keep sending out the remit envelopes because people do mail them back. The LYBUNT appeal just went out, and we'll have those results at the end of the month. Appeals do not get us new donors because we mail out from our established lists. She added that we should include QR codes for donations in every mailing. There was a discussion about how to get new donors. Gabi reiterated the necessity of strong messaging.

**Adjournment:** The meeting adjourned at 4:38pm.

Respectfully Submitted,

Lacy Sietsema, CSJ Ministries Foundation