

Development Committee Proposal

Promoting HIPS and Development

The HIPS study has given SVF image a surge of recognition in the valley, and energized a number of conversations with newly interested citizens, as well as members of our current Donor and Legacy groups. It is a third element of our community programs which directly support the nonprofit sector, and the most important because it focuses on the sectors effectiveness and future. Under served areas have been identified, some issues of effectiveness and stability noted, and the direction of growing needs established. Lots of conversation, which is great. Our visibility in the valley has increased dramatically.

Several directors have suggested we need to take this opportunity to expand our role in the valley, and mobilize more community participation in established non-profits and SVF programs. The first step in this process was extending the community understanding of the study, initially through two public presentations (May25 and June 1), to be followed by smaller group discussions with our established donors and legacy members, and persons who show interest, as well as public officials and non profits / service groups in the community. This envisions a number of meetings with large and small groups, and individuals to promote the call to action in response to HIPS: Mobilizing all to look at issues, hopefully collectively, and undertaking steps to adjust to the future. This is the moment to plan the establishment of an operating fund for HIPS follow up and other SVF purposes--An SVF FUND. An operating fund will give us more immediate results than seeking an endowment base, though that could be added later. This is a matter of short and longer range capacity and appetite both internally and in the donor base--issues for board consideration.

While HIPS is current in the minds of the community, we must explore the launch of a fund raising program for current operations to finance additional work moving the HIPS study forward to new programs in the nonprofit sector, in addition to funding a larger STAR program and extending the Capacity Building Project into a multi-year program . The financial needs for all this have to be determined before we can launch a fund raising program. That is an immediate priority. We can't start soliciting without fleshing out what will be done and when. We have the base of a good proposition, it needs to be developed into a plan.

Together SVF would continue to provide the DAF and Legacy financial products, and significantly augment its role as an umbrella organization in strengthening the nonprofit sector.

Organizational Recommendation

While initially it was proposed that development committee would organize HIPS promotion, it looks like a larger task than it can undertake, with current size, and planned absences during the critical months of the rest of this year. This requires a team effort of a number of directors, plus interested community members who have expertise to contribute.

It is proposed that the development committee second Michael Mulcahy to the HIPS team, as he has expressed interest in presenting HIPS, and can help the HIPS team identify and capture the individual donor development prospects contacted through HIPS promotion activities, and coordinate their incorporation into the development program.

There would be a three pronged thrust:

--one focused on HIPS presentations and discussions intended to mobilize our community to action groups (with some spinoff to potential donors to traditional donor products, and the SVF FUND).

--a second which will focus on the development of donor relationships for the usual DAF and Legacy products , and funding for current operations .

--A third "combined team" of these two for funding of a SVF fund of substantial size, to finance our community service to the non profits, executing on the themes of HIPS.

They are separate activities, but with overlap at the donor/partner level, and obviously the need for active coordination within SVF.

1--Katherine/Nancy/Peg/Joshua (for awhile) would run the HIPS promotion program, with Michael Mulcahy attached. This should probably have co-chairpersons, it is a big load, and be formalized as a HIPS leadership committee, which will need to be populated by additional directors and other supporters.

2--Art Grandy will run the traditional development committee, with Michael Mulcahy the coordinating link to HIPS . Some additional director involvement will be needed.

3--Michael Mulcahy then would work on the formulation of the SVF Fund strategy, and development of the contact process with our experienced seniors who know the valley donor base. The development committee will be active in making these donor contacts on a coordinated basis, and additional director time commitment will need to be mobilized.

Next Steps--if this suggestion is adopted:

1-Present to full Board for approval of this proposal, and that we need full involvement to populate the program. This would consist of sub-sets of directors looking at key areas of concern as identified in HIPS, noting that in most cases there will need to be additional information added to that taken from the HIPS data.

2-SVF should initiate detailed discussions with the key non profits, to determine what they wish to move forward on, and how SVF can help (which might be through engagement of expertise, and might be through funding if the SVF fund is a success). Likely first efforts would be:
--Senior Needs--there are several services available to seniors through the county which were not in the scope of HIPS, so the overall coverage needs to be understood.
--Youth services --noted it is well served, but of key importance so look for gaps
--Affordable housing--a very big topic, complex with governmental oversight and requirements, but there are private sector examples which can be studied for suitability to the valley and interest in the donor base with which we have contact.

3-Hold a few discussions with key donors in the valley, as to their thoughts on what should be done and what interest they have in supporting identified areas. This would be used both as base for funding sources, and community leadership on the issues. An alternate or subsequent stage could be to hire a professional surveyor to cover the interest and prioritization of key donors in the valley. This needs further discussion.

4-As a last thought--obviously all of the above is bigger than development, and needs to be understood and supported by the full board--probably in an offsite for discussion and formulation of a plan for the rest of this year and 2018.