

**Board Meeting Minutes**

**October 9th, 2024**

**At The Creative Agency- in person**

**In attendance:**

**Carole Crane, Collis Woodward, Lydia Dody, Mark Koepsell, Jahna Eichel, Elise Carver, Debbi Potts, Lana Schueler and Laura Hickey**

**Board Meeting called to order at 5:21pm**

**General**

1. Melissa Venable has resigned from the board as of today, October 9th, 2024.
   1. She had too much going on and did not have time to prioritize everything.
2. August Board Meeting Minutes have not been approved, and will need to be approved next meeting.
3. September Board Meeting Minutes approved unanimously.

**Budget**

FINANCIAL DASHBOARD

1. Looking at revenue and expenses, we have a net revenue of $30,149, we budgeted to have $67,630.
2. Collis is very happy that the liabilities are remaining low at around $10k.

BALANCE SHEET PREVIOUS YEAR COMPARISON

1. Lana noted that we do have some accounts receivable remaining due to unpaid paddles from the Gala.
   1. People left before paying then have been very difficult to track down after the fact.
      1. With our new system, PayBee, this should be much less of an issue because it is much faster.

PROFIT & LOSS BUDGET VS. ACTUAL

1. Our revenue on donations is YTD, $72,993.28. We budgeted to have $67,800.
2. Our expenses for program expenses and G&A have stayed under budget. YTD program expenses is $135,461.52, budgeted to be at $149,446.00. YTD G&A is $38,846.50, budgeted to be at $43,924.
3. Fundraising and events is over what we budgeted, year to date.
   1. Currently at $98,329.70, budgeted to be at $64,400.

GOLFING FOR HOPE- P&L STATEMENT

1. Revenue- $60, 549.90
   1. Donations: $12,304.10
   2. Event: $48,245.80
2. Expense- $20,860.92
   1. Fundraising and events- $20,720
   2. Program expenses: $140.72

It was noted that it would be interesting to see the payroll expenses of these events as well.

CASH FLOW

1. Program expenses have been generally consistent and growing, which is good.
2. We need to reevaluate percentages to make sure program expenses remain passing for grants and the BBB.
   1. Currently Elise’s salary is 90% program, 10% G&A.
   2. We need to do a deeper dive on why the program expenses percentage is not as high as we need it to be.

The Treasurer's report was accepted unanimously.

**Elise Report- Executive Director**

1. Elise got right into Golf, and wanted to circle back on Gala.

GOLF

1. Positives of the golf tournament:
   1. The most players we’ve had, 134 total.
   2. Each team captain received a surprise speaker at registration.
   3. Major sponsors received a personalized tumbler and tee holder from The Rocky Mountain Wood Shop.
   4. Good feedback on location and goody bags.
   5. The Sather’s necklace as the raffle item brought in $2,095 when it was worth $1,290.
   6. Did not run out of food like the previous two years.
   7. Revenue from the Dixon golf and Backswing was great.
2. Growth opportunities for the golf tournament:
   1. We need to charge more for registration.
      1. We had more players than the last 2 years, but our revenue did not rise to reflect this due to rising expenses for events.
   2. We had 3 hold sponsorships that did not sell.
      1. In years past we’ve sold out. This is our lowest sponsorship opportunity.
   3. We need to put Airtags in Hope Lives carts and in money bags.
   4. Miscommunication with the course. We had volunteers ready to start taking things to holes at 5:30am, but we were told day of that we could not have people driving the carts until the sun came up at 6:30am.
   5. We made less than $1,000 in the auction.
      1. We did have less auction items this year than years past.
3. Golf tournament money breakdown:
   1. Raffle: $2,095.
   2. Mulligans: $1,310.
   3. Auction: $945.02.
   4. Closest to the pin for wine: $700.
   5. Ribbon Shot: $780.
   6. Mums: $119.62, uneven number due to Venmo fees.
4. Golfing for Hope! 2025 is set for September 12th at Mariana Butte.
   1. We have not signed the contract yet, we were only allowed to pencil it in.
   2. Next year, we can raise prices not for fun, but because we have to.
      1. We can have a runway for Early Bird pricing. Sell it as a VIP/exclusive event.

THIRD PARTY IN OCTOBER

1. Grains vs. Grains 10/11
2. Pistols for Pink Shoot 9/28. Organized by past Ambassador Chrissy Riley.
3. CSU Line Dancing 10/15, Laura will elaborate
4. Kendra Scott event in Cherry Creek 10/25, Laura will elaborate
5. Throughout the month of October:
   1. Collection basket at All Saints Episcopal Church in Loveland. Elise spoke at the church on 9/29. Collecting both monetary and in-kind donations.
   2. Pinktober and Witches Night Out: Laura will elaborate.
   3. Highlands Ranch H.S. collecting comfort items, working with Debbi.
   4. Texas Roadhouse- collecting donations and donating TR gift cards.
   5. FCHS booster club is selling hoodies and donating to Hope Lives!
   6. Scott’s Automotive- Brakes on Breast Cancer.

GENERAL

1. Attending the Women’s Unstoppable conference on 10/10.
2. Estes grant is nearly spent down. We received donations from UC Health of prosthetics and wigs and Debbi wanted to donate them to the Bridge of Estes to spend down the grant.
3. Put the endowment conversation on the table again.

**Laura Report- Office Manager**

1. Got right into third party events to follow Elise’s report.

THIRD PARTY EVENTS

1. Pistol Shot- Chrissy Riley (past Ambassador).
   1. Was on September 26th, Boulder Fairgrounds
   2. Raised somewhere between $2,000-$3,000 for Hope Lives!
2. Grains vs Grains- October 11th
   1. Said Elise would elaborate on this event.
3. Pinktober and after hours shopping event. All of October and October 17th.
   1. Sugar Mill Antiques/mercantile in Longmont
   2. Owner Sarah’s daughter is a survivor after being diagnosed at 16 and several artists are breast cancer survivors. Sarah is very committed to our organization. She tried to work with us October 2023 but it did not come to fruition.
   3. The shopping event is a social event where a portion of the proceeds from shopping will go to Hope Lives.
   4. Laura is dressing up to attend this event.
4. Scott’s Automotive
   1. Their original plan of a .5K donut run did not work out, so they are only doing this donation collection in stores.
   2. Brakes on Breast Cancer. $5 for every brake service will be donated.
   3. All CO locations are participating.
5. Fort Collins High School
   1. Selling hoodies- proceeds going to Hope Lives!
   2. Laura will be attending the game to speak about Hope Lives on October 25th.
6. Kendra Scott Event
   1. On October 25th from 2-4pm, 20% of the proceeds will go to Hope Lives. Online, if people put in a specific code, 20% of the proceeds will go to Hope Lives for 48 hours.
   2. Laura will be going to Cherry Creek to talk to people about Hope Lives from 2-4pm
7. CSU Line Dancing Event
   1. From 6-7pm on October 15th.
   2. They have been selling shirts all month and will donate the proceeds to Hope Lives.
   3. Laura will be attending the dancing to speak about HL and to dance along with the class.
      1. No other members of the board wanted to join.
8. Future Legends
   1. Laura started the process with them to have an event, but pulled out because she did not want the bad reputation of Future Legends to be associated with Hope Lives.
      1. Future Legends has been in court dealing with loans not being paid/other issues with the stadium itself.

MEDIA CONVERSATION

1. We need to build an approval process to be sure that we are consistently on brand with mass communications.
   1. For October events, we need to have a consistent graphic that we promote each event with. Not their flyer, but making our own.
   2. All posts and emails will be approved by the board, ideally, but Jahna said she is willing to take approval responsibility if needed.
   3. Jahna will be making a policy and content calendar and sharing it with the board. Once approved, this will move into action.

OTHER NOTES

1. Laura is attending a class through Aims Community College for nonprofit leadership.
   1. Laura will not be at the next board meeting as the class is at the same time.

**Debbi Report- Program Manager**

CLIENT UPDATES

1. 125 applied.
2. 116 onboarded or scheduled to come in.

OTHER

1. Debbi applied for the Scheel’s grant for $5,000. Broken up into 50 $100 gift cards for gas.
   1. There has been a common struggle for transportation for our clients. We need to find a way to support our clients when they have to drive to hospitals often for care.
      1. Can we have a segmented donation for gas? We could create a business account on Uber or another driving service and help our clients that way.
2. Debbi attended a New York Life call with Barry Eastman (who was noted to wanting to apply to be a Board Member).
   1. There are specific guidelines to a grant that we could apply for. We have to wait until March to apply for a grant.
      1. Debbi wants Barry Eastman to speak with our financial team (Collis and Lana).
3. The New Client Application has had a question to gauge interest in the support group for a few months now.
   1. 48% of the responses have been wanting a support group
   2. Carole and Debbi have been working on putting together a support group for Hope Lives! clients only. This is looking to start in 2025.
4. Lemon Grass Boxes of Hope
   1. A third party organization where people can purchase a box of goodies for $30 a piece and the box comes to Hope Lives for our clients.
5. Debbi was extremely pleased with how the videotaping with the Ambassadors went at The Creative Agency.
6. Brought up the idea of Pour Brothers doing a tip night.
   1. From specific hours the tips received goes to an organization.

**Gala**

1. A conversation about if children can attend the Gala and Ambassador escorts came up.
   1. Hope Lives! is paying for each Ambassador and one escort at the Gala. After their one escort, the Ambassador is responsible for paying the regular ticket price for other family members.
   2. If the Ambassador chooses to have their escort be their child, that is okay.
   3. We will keep the same ticket price of $175 for everyone, including children.

**Lydia Dody- Volunteer Social**

1. Lydia is hosting a volunteer social for the 2025 Gala.
2. She has been building an agenda where we will have social time with volunteers, Debbi/the Ambassadors will say a few words and tell their stories.
3. Lydia has assigned the Board and Staff to committees for the Gala.

**Board Meeting ends at 7:35pm**

**Next Board Meeting is on November 13th, 2024**