

HUMBOLDT STATE UNIVERSITY FOUNDATION

MINUTES PHILANTHROPY & ADVOCACY COMMITTEE MEETING

April 25, 2019
2:30 PM

Humboldt State University
Nelson Hall West 213

Present:

Laura Fisher (via ZOOM)
Bernadette McConnell
Craig Wruck

Absent:

Jenny Harris
David Kalb
Emily McBride
Gary Rynearson

Guests:

Lola Alto, Maria Forrest, Deborah Rice and Travis Williams

The Philanthropy & Advocacy Committee meeting was held on Thursday, April 25, 2019, at 2:30 P.M. at Humboldt State University Conference Room NHW 213.

1. Call to order

The meeting was called to order at 2:34 PM by Committee Chair Laura Fisher.

2. Visitor comments

There were no visitor comments.

3. Acceptance of the Minutes from the January 22, 2019 meeting

Upon motion duly made, seconded and unanimously carried, it was:

RESOLVED, that the Minutes of the January 22, 2019 meeting were accepted with corrections.

4. Humboldt Together Campaign

Associate Vice President of Philanthropy, Deborah “Deb” Rice updated the committee on progress for the Humboldt Together Campaign. The Campaign has reached the 37% mark. We are currently in the “quiet” phase and plan to move to the “public” phase in November of 2019.

Deb Rice reminded members that the three priorities of The Campaign are (1) scholarships and awards; (2) cost reductions and (3) provide meaning wages to students. The overall goal is to reach \$7 million by Dec. 31, 2021. Philanthropy staff continue to search for a lead gift and asked committee members to assist with introductions of Philanthropy Advisors to prospective major gift donors.

Philanthropy Advisors have met and are building a relationship with members from a private foundation. There is a proposal planned for \$200,000. Research has been done utilizing Linked-In and HSU is building relationships with people with a high capacity, ability to make large gifts and care about the institution.

Idea Fest is planned for May 3, 2019. Many donors have been invited to return to campus to view student presentations. The plan is to continue to grow this event.

5. Quarterly Gift Reports

Annual Giving Director Travis Williams lead the review of quarterly gift reports ending March 31, 2019. Highlights included continued trend of fewer donors giving at increased rates. There is positive growth at the major gift level. There was a drop in mid-level gifts which was attributed to the Support Your Jacks campaign last year. The re-organization of KHSU caused a decline of charitable donations. Approximately \$7,750 in refunds were issued. Approximately \$57,000 in annual revenue from cancelled sustaining gifts. The station had been running in a deficit from the beginning and this model was not sustainable. Federal Trade Commission and Commercial Programing Software (CPS) licenses are owned by the CSU Board of Trustees.

6. Board Thank You Note/Call Project

Laura Fisher requested an update on the progress of the Board Thank You Note/Call Project. Nine (9) board members agreed to call or write notes of thanks to donors who gave \$1,000 or more between July 1 and Dec. 31, 2018. Three (3) board members have reported completion of their donor list. Laura suggested staff send out another reminder email. We would like to wrap up this round of calls/notes by the end of May.

7. Other Business

Laura congratulated Craig Wruck, VP of Advancement and Executive Director of the HSUF, on his retirement effective May 1, 2019 and thanked him for his leadership.

8. Adjournment

The meeting was adjourned, without objection, at 3:40 PM