

Family & Children's Trust Fund of Virginia

Events Committee Meeting

June 29, 2021

Attendance: Nicole Poulin, Allison Lawrence, Taylor Davis, Linda Wilkinson and Season Roberts.

Next committee meeting date: we will work together virtually with the potential of meeting in person after the September board meeting.

The meeting was called to order at 1:06 PM

TICN Awards: Nicole gave an update on the TICNs survey. She talked to the technical assistance advisor and gauged interest in the \$350 awards at the Strategic Planning Meeting. Most TICNs were receptive and excited at the opportunity. A few shared ideas of how the funds could be used. We have received two Emergency Funds Project applications in the last few weeks so it appears that TICNs are interested in funding opportunities. Soon we'll be up to 29 TICNs in Virginia.

Budget: A revised budget can be discussed in the September board meeting. The committee does not foresee large costs due to the event being mostly virtual. The largest expense would be the TICN awards ($\$350 \times 30 = \$10,500.00$)

Celebration event: Due to the emergency order being lifted and the board needing to meet in person again, it was decided to plan an in-person event for board members (and guests) with virtual elements for a larger audience. Potential spaces were discussed and Linda suggested the Reynolds' Workforce Development Building. They also have a culinary team that could provide catering. Linda is reaching out to learn more information. Additional spaces discussed were libraries and the Governor's Mansion.

Board Meeting: To prevent multiple days of travel, the potential of moving the December board meeting to November 9th or 10th was discussed. The Board meeting would pause business for an anniversary luncheon event 12-2:30pm. Nicole brought up a potential conflict with the ad hoc grants that run on the quarterly board meeting schedule. The September board meeting can include discussion on giving Nicole discretion on ad-hoc grants that would be retroactively voted on in the next board meeting.

Awards: Nicole and Taylor will look into previous documentation on the Child Welfare Award to potentially change the CAN committee to the broader scope of FACT.

Video Testimonials: Reach out to stakeholders, grantees, and legislators to provide a video testimonial on what FACT means to them and how we have impacted their work. These testimonials could be organized into “chapters” based on similar themes. Examples: Voices for Virginia’s Children, VCU Gerontology Project, previous board members, ad hoc grant recipients, emergency fund project recipients (maybe even families who received funds), TICN members, etc.

Press/Marketing: Want to spread the word as wide as possible to increase chances for fundraising. This would include press releases, getting on the Governor’s public calendar, marketing to key elected officials who will help promote, asking TICNs to write local Letters to the Editor (LTE) about how excited they are about the anniversary and what it means for their community. Interviews with local news channels.

Next Steps:

- Linda will reach out to the Reynolds team about space reservation and culinary school and then report back to Nicole and Taylor for further assistance in securing location.

- Nicole and Taylor will workshop a larger project planning document to send out to the committee.
- Nicole and Taylor will look into previous documentation on the Child Welfare Award
- Nicole will review any changes that will need to be made in regards to changing the Board meeting to November
- Taylor will work on marketing and press materials for committee review
- Nicole and Allison will discuss potential legislators to invite and speak with
- All committee members: send any additional thoughts to Taylor at taylor.davis@dss.virginia.gov to be added into the master planning document.

The meeting adjourned at 2:02PM

The following ideas were sent in by Allison after the meeting:

Draft Agenda for Program

- Welcome & Purpose
- Greetings
- Acknowledgements
- Special Video Presentation
- Luncheon
- Awards Presentation
- Closing Remarks

Video/Speakers

- Former board members
- Community/organization partners

- Former/current elected official champions
 - Delegate Chris Peace (R)
 - Governor Bob McDonald (R)
 - Delegate Paul Krizek (D)
 - Delegate Betsy Carr (D)
 - Senator Jennifer McClellan (D)

Timeline

July-August: 35th Anniversary continues to flush out program, logistical and video details and content

August: Save the Date goes out

September: 35th Anniversary committee reports out to full committee for vote

After September meeting - invites go out

October: Press and social media big push

November: week before event, news interviews

After event, send out thank you notes