

The Rainbow Connection
Board of Directors
March 3, 2016

Meeting Minutes

Present: David LewAllen, Jeff Hauswirth, John Jackson, Rebecca McGovern, Dan Flynn, Sue Welker, Mary Grace McCarter, Ingrid Todt, Rebecca Snay, Nancy Schick, Brenda Moore, Kelly Collins and Megan Phelps.

Excused: Julie Nicholson, Russ Shelton, Greg Anderson, D'Ann Colombo, L. Brooks Patterson, Dominic Mocerri, Ryan Giacolone, Howard Goldman, Michael Collischan, Fred Hoffman, Janet Dobson Vernier, and John Welker.

Call to order

The meeting was called to order by President David LewAllen at 5:09 pm.

A motion was made by Dan Flynn to approve the minutes, seconded by John Jackson. President LewAllen called for a vote. The motion passed unanimously.

Committee Reports

Finance and Executive Committee meetings on February 25 were cancelled due to snow.

Finance

Treasurer Flynn reported there was a [REDACTED] 2015. [REDACTED]

1) The Walk for Kids historically received tremendous support from [REDACTED]. The Walk was budgeted to raise [REDACTED] but came in at [REDACTED]. A few years ago [REDACTED] was raising [REDACTED]. The event is still great. [REDACTED] contribution is still meaningful. TRC has made significant progress on other events.

2) TRC budgeted [REDACTED] for unrestricted gifts. [REDACTED] was actually received. TRC did not receive grants requested from [REDACTED] and [REDACTED]

3) TRC experienced a significant increase in wish expenses.

[REDACTED] open wishes carried over into 2016. [REDACTED]
[REDACTED] gift is wonderful. The timing could not be better.

[REDACTED]

The early look at the Dream Makers Ball (DMB) is spectacular. We are starting the year out on a high note. Typically the first few months of the year the cash [REDACTED] The DMB helps with this. We are one month in and tracking with the budget.

Mr. Hauswirth asked where is the best opportunity to replace [REDACTED] ED McCarter shared it is not optimum that one corporation over which we have really no influence and certainly no contractual or other commitment to provide to us to be providing 25% of the budget. We have done a lot to address this issue. The timing of the Welker gift will allow us to extend our plan 12 months.

Treasurer states the final 2015 financials should amend the budget to actuals. A motion was made by Jeff Hauswirth to amend the budget to actual, seconded by Rebecca McGovern. President LewAllen called for a vote. The motion passed unanimously.

Development- MG McCarter A formal Development Committee has been created. Kathi Hunt from the Finance Committee has offered her help. Items addressed are corporate giving, individual giving, foundations and planned/sustained giving. It is a process of many months- with emphasis initially on corporate and individual giving with hope of subcommittees working planned and sustained giving.

The goal is to raise [REDACTED] which has already been raised. TRC is looking at "hot donors" such as [REDACTED] Corporate relationships need to be nurtured. ED McCarter has a meeting scheduled with the head of [REDACTED]

Currently there are [REDACTED] wish children on the board, [REDACTED] completed wishes. For the same time period last year, there were [REDACTED] on the board with [REDACTED] completed wishes. The trend shows the number of wishes are going up each year. [REDACTED] wishes were completed in 2015 compared to [REDACTED] in 2014 and [REDACTED] in 2013. [REDACTED] Mr. Lagrou has prepared the preliminary costs.

Marketing

Mr. LewAllen reported the TRC website has been updated. Staff members Brenda Moore and Rebecca Snay have worked on this effort. The site is clean, friendly, changing and approachable. The changes were projected onto the meeting room screen. Wishes are featured on the website and on social media. Upcoming events are displayed prominently on the site, wish family testimonials, thank you letters and hospital logos are being added as well as links to Twitter. Videos of wish stories will be added along with quarterly features of scholarship recipients.

Press releases have been issued on the [REDACTED] wish and the Dream Makers Ball. ED McCarter was interviewed by Fox 2 News. Seen Magazine will promote TRC in its April magazine.

The Walk for Kids planning is in process.

Dream Makers Ball Update

Invitations have been mailed. They were designed by Megan Phelps with some assistance. The goal is to raise [REDACTED] in sponsorship. [REDACTED] has been committed. [REDACTED] hitting the sponsorships out of the ballpark.

Major Gift Recognition

President LewAllen presented a plaque to [REDACTED] honoring [REDACTED] for their long time commitment to The Rainbow Connection and thanking them for the very generous gift of

██████████ The ██████████ is making a difference in the lives of our wish children. From 17 year old ██████████ last year's Dream Makers Ball ambassador who is traveling the country following experimental treatment for an inoperable brain tumor.

An informal reception will take place this spring to install an engraved brick in TRC's Pathway of Angels forever thanking ██████████ this very special gift.

The Wish Department shared some amazing wishes including ██████████ Celebration of Life party, a boy's wish to go to Denmark to see his family's foreign exchange student and a young man who wishes to go on a Western Caribbean Cruise.

The next meeting will be Thursday, May 12 at 5:00 pm

The meeting adjourned at 5:55 pm.