

# **Development Work Group Veterans Services Foundation Board**

James Monroe Building  
101 North 14<sup>th</sup> Street, 17<sup>th</sup> Floor, Richmond, VA

**January 15, 2019**

**9:00am-1:00pm**

A meeting of the Veterans Services Foundation Board of Trustees Development Work Group was held on Tuesday, January 15, 2019 at the Department of Veterans Services Headquarters, 101 N. 14<sup>th</sup> Street, Richmond, Virginia 23219

## **TRUSTEES PRESENT**

- Frank Finelli
- Nicole Carry (*Development Committee Chair*)
- Anthony Gitalado
- Paul Haughton
- John Lesinski (*Development Committee Vice Chair*)

## **VSE STAFF PRESENT**

- Karla Williams Boughey (*ex officio, nonvoting, Veterans Services Foundation (VSF) Executive Director*)

## **DVS REPRESENTATIVES PRESENT**

- Tiffany Robertson (*DVS Staff*)

Chair Nicole Carry welcomed everyone and called the meeting to order at 9:31 a.m.

## **Discussion and Review of Donor Marketing Materials**

The current marketing materials were reviewed and the need for additional resources was discussed. Members identified that it was essential to increase donor recognition as an important aspect of keeping a donor engaged and to engage additional donors.

## **Discussion of Historic Donor List**

Members discussed past donors and prospective donors and ways to reach out to them. All agreed that the involvement of the Board Trustees to develop relationships and share information regarding the work that VSF is doing in the Community is necessary.

## **Update VSF Fundraising Strategy and Pipeline**

Members discussed the benefits of a strong presence in social media.

The Event Letter of Agreement needs updating.

The Donor Pipeline will be an essential tool to track progress.

## **Open Discussion**

VSF Trustees met with DVS Virginia Veteran and Family Support (VVFS) staff.

Additional DVS staff present included:

Commissioner John L. Newby

Deputy Commissioner Steve Combs

Carol Berg, Interim VVFS Director, East Region Director

Matt Leslie, VVFS Assistant Director, Homeless Program Director  
Ben Shaw, Central Region Director  
Leanna Craig, West Region Director  
Caleb Johnson, North Region Director  
Donna Harrison, VVFS Criminal Justice Coordinator  
Bonnie Hummer, VVFS Operations Manager  
Anne Cabrie' Forsythe, VVFS Operations Specialist

Commissioner Newby shared that while DVS does not fundraise, staff is available to provide information to anyone whether they are donors or not. VSF has received funds because of the great work VVFS is doing.

Foundation brochures were provided to each regional director to display in their offices.

It was requested that VVFS staff follow the Foundation on Facebook.

Directors were asked to share content such as pics, success stories, etc. to help the foundation expand their reach. Commissioner Newby suggested that the Foundation contact Tina Parlett-Calhoun, Communications Director, for additional content.

It was agreed that communication and a strong relationship between VVFS and the Foundation are essential to fundraising success.

Both VVFS and members of the Development workgroup appreciated the opportunity to meet.

#### **Public Comment**

Chair Carry asked if there were any public comments. No members of the public were present.

#### **A Working Lunch Was Provided**

The work group assigned trustees as Points of Contact for each donor included in the Donor Pipeline along with a VVFS staff member as a resource.

#### **Adjournment**

The meeting adjourned at 1:50 p.m.