

MINUTES OF THE TUESDAY, JUNE 9, 2020 REGULAR BOARD OF DIRECTORS MEETING OF THE
PRESBYTERIAN VILLAGES OF MICHIGAN FOUNDATION BOARD HELD AT THE HOME OFFICE OF
PRESBYTERIAN VILLAGES OF MICHIGAN AND VIA LIFESIZE

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	2/20 Gala Volunteer & Sponsor Celebration	2/28 Winter Governance Summit	3/10 BOD Mtg.	6/5 Village Victory Cup	6/9 BOD Mtg.	TBD Strategic Leadership Advance	10/6 BOD Mtg.	11/19 Un- Gala	12/1 BOD Mtg.	TOTAL
Bomberski			X		X					2
Carnaghi			X		X					2
Denler			X		X					2
Dixon			--		--					0
Gompers			X		X					2
Hubbard			--		X					1
Johnson			Phone		X					2
Kimble			X		X					2
Lewis			X		X					2
Lindow			--		X					1
Machesky			X		--					1
Miller			X		X					2
Peterson			Phone		X					2
Schroeder			X		X					1
Snider			X		Resigned					1
Utley			Phone		X					2
Wallace			Phone		X					2
Williams			X		X					2
Ex-Officio										
Ball			X		X					2
Myers			X		X					2

Foundation Staff:

Guests:

Welcome and Call to
Order

1. Chairman's Report

2. Mission Moment
during COVID-19

3. PVM System Wide
Update

Ms. Yalonda Jackson, Ms. Avni Thomas

Mr. Tom Wyllie; Mr. David Cunningham

Mr. Gompers called the meeting to order at 11:30 a.m., followed by prayer.

PVM is 75 years old. Mr. Gomper gave a brief history of PVM.

Approval of the March 10, 2020 Regular Board of Directors Meeting –

A MOTION WAS MADE BY Mr. John Utley AND SECONDED BY Mr. Paul Hubbard TO APPROVE the meeting minutes from the March 10, 2020 Regular Board of Directors Meeting.
PASSED UNANIMOUSLY.

Mr. Tom Wyllie shared a PowerPoint with stories from PVM COVID-19 experiences.

Village Victory Cup in person postponed to 2021; will have virtual VVC this year in September.

Mr. Roger Myers updated on where PVM is at with COVID-19.

- It will be very important to discern lessons from the virus that will undoubtedly shape part of what we do, to what extent is not clear. A small task force identified at PVM to look at current strategic plan through lens of COVID-19 to evaluate what do we stay the course on or look to change. Any thoughts relative to PVM or the Foundation in terms of our future let management know.
- In past few weeks PVM is part of three tax credit applications for additional housing in Detroit and Port Huron, plans to develop memory care in Harbor Springs, PACE SE MI to expand and grow. Addressing PVM future during COVID. Many positive learnings came out of last 3 months. PVM has an inventory of stories, which will be shared in organized way in the near future.

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4. Board Generative Discussion

- In 2095, we would be celebrating 150 years. Thinks it a very promising future for PVM.

Generative Discussion (Mr. Miller)

Mr. Paul Miller talked about Direct Response Fundraising (aka email appeals).

What did PVMF do as a result of COVID-19? Called donors, Friends and Family readjusted, sharing COVID-19's impact on PVM.

- PVM Foundation has new website.
- Staff Emergency Help Fund – Brian & Beth Carnaghi made initial gift to the fund. To date raised approximately \$22,000 from two appeals. Around 150 employees have used the fund and the fund is depleted.
- Some requests to donors are too big in nature. Sending out requests need to include what it is doing. All different types of media is used. PVM faced with \$250,000 costs for PPE. Became compelling case to donors – problem of COVID expense, unbudgeted. Higher on Maslow's hierarchy – loneliness, sense of belonging and sense of purpose. It's harder to fundraise for problems that rate higher on Maslow's hierarchy. It's easier to raise funds for basic necessities like hunger, shelter and safety, things lower on Maslow's hierarchy.
- Five email appeals went out with a significant increase in donations. Newsletter was mailed. 144 donors, which was an 800% increase in online gifts (compared from May 3, 2019 to 2020). 27 employees donated through payroll deduction. 104 mailed between May 1-June 1, 2020. 126 new donors from residents and family members. 60 donors made multiple gifts (90 including payroll deductions). 266 donors to Friends and Family vs 618 in 2019 = \$41,727.
- \$177,400 (6 new funders) in grants received because of relationships with funders. \$47,400 grant is for telehealth at primarily East Harbor.
- Mr. Roger Myers indicated we feel we are in a good position with PPE as of today. Residents have protection with facemasks and can ask for cleaning & other PPE supplies.

Direct Response Fundraising

- Simplicity sells. Provide a clear idea of how my gift can solve a problem. There is a problem, and I want to solve it and feel good. Send out simple, compelling appeal and see if donor responds. Let donors tell their own stories.
- Smiling faces do not work in direct response fundraising. Different from newsletter reporting. Smiling face makes it look like problem has been solved.
- Donors care about the beneficiary not the organization.
- No conceptual fundraising speak in direct response fundraising.
- Being vulnerable works. Show donor negative consequences of not making a gift. Donors need to know we are a great organization but we are vulnerable.
- Looking at needs/problems as evils, such as homelessness. Dr. Bill Thomas, mind behind Green Houses, loneliness and isolation are true evils. Tell stories about how evil affects our residents.

How to put into action?

- How do we feed a potential donor with what they need? Tell donor there is a problem, tell them what their donation can do, and what we did with their donation.
- Hold management and himself accountable.
- Look at individual we can approach to give to this organization.

Where we are going & challenges moving forward:

- bump, and slump graph: PVMF is heading into slump (handout in board packet).
- Ways to reduce slump: telehealth, social isolation; 75th anniversary and how donors can help; stewarding/reporting to donors.

What is the opportunity going forward?

- Continue Friends & Family resident asks to mitigate slump;
- find affluent individuals to provide matching money to appeals. May increase giving by about 25%.
- May ask board members to give toward match this year vs gala raffle.
- Share story of PVM coming out of COVID and into Homecoming.

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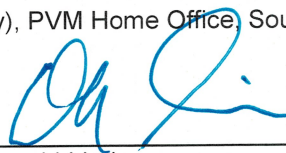
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	<ul style="list-style-type: none"> ○ Friends & Family Reboot: After Labor Day have a Homecoming Week to draw excitement from residents and their families. • Gala moved to April 30th, 2021 – 75th celebration – everyone needs to come. Kern Tomlin, Bob and Mary Schroeder are co-chairs. <ul style="list-style-type: none"> ○ Still need to raise \$100,000 this year; focusing on vendors. Paul called all gala sponsors. ○ Gala Steering committees are all moving ahead and meeting.
5. Treasurer's Report	<p><u>Treasurer's Report (Mr. Carnaghi)</u></p> <ul style="list-style-type: none"> • Repaid the FA line of credit of \$1M for cost of Harbor Inn project. In March put a hold on project at Village of East Harbor until close on bank and bond refinancing. Working with HJ Sims to get updates on market and it is beginning to move with 3 weeks of positive returns. Interest rates down. Getting ready to hand off to Plante Moran in July to provide us an examination opinion on proforma that Sims can use to market with private investors and public offering when markets return to normal. Forecasted to close on financing in September. • Long-term returns still above 8%. Will circulate Foundation proforma to the board so they can see what the Foundation looks like over a 5-year period, also feasibility study for Thome-like projects at Westland, Lake Huron Woods and Oakland Woods. Mr. Henry Johnson asked what Thome-like campus means. It means having a continuum of healthcare on one campus.
6. President's Report	<ul style="list-style-type: none"> • Mr. Paul Miller gave a brief update. Board Giving Form – thank you to those that have filled out and returned to Foundation. Goal of form is for board members to look at what they would like to donate throughout the year and pledge to donate. Please fill out and return if you have not done so. • Debbie Smith had knee replaced last week. Doing well. • Executive Summary reviewed. • 2020 Conflict of Interest form. Please fill out if you have not and return to the Foundation. • Weinberg & Thome Grant Submission Update – to raise \$4M this year, need to have one or both of these grants come through. They were submitted May 1st. Weinberg LOI approved. Weinberg grant size is shrinking because they are getting more quality requests; unlikely to receive full \$2M grant. Sending message to management that we need to continually diversify the fundraising portfolio and find new funders to augment smaller grants from our "core" funders. Early strategizing regarding Kresge Foundation with the some changes in key program leadership. • Staffing Update – position is open but not much interest. Looking at how to fill. • PVMF Website – new and improved website launched. Ageless Stories will give you stories from newsletter and Tom's presentation from today. Good area to frequent to fill your bucket, and find examples to use when you talk to others about PVM and why you volunteer.
7. Executive Session	<p><u>Executive Session</u></p> <ul style="list-style-type: none"> • Not needed.
8. Adjournment	<p>The meeting was adjourned at 1:55 p.m.</p>

NEXT MEETING: PVMF Board Meeting; October 6, 2020 (Tuesday), PVM Home Office, Southfield, MI and LifeSize.



Debbie Smith
Recording Secretary



Donald Lindow
Secretary