



## EXECUTIVE DIRECTORS REPORT December 2022 Board of Directors Meeting

Here's to a wonderful holiday season, with lots of updates and things to celebrate

### Staffing and Personnel

A new face is coming to MCHFoundation. While Mary and I continue to manage projects and deliverables through the end of the year we have hired a new Administrator who will begin in January 2023. Karla McDonald comes highly recommended with an extensive clerical and operational background in the Willits area. She will be commuting and working remotely as the daily needs evolve. Expect Karla to be the main administrative and operations support for phone, mail, finance, grant administration, donor engagement and board function. I'm very excited about her engagement with MCHFoundation and looking forward to her as part of the Team.

### Strategic Goals & Objectives

I have finalized the work on the Strategic Plan documents, and you will find them uploaded to the Board Portal as well as in the Board Shared Drive. Please send along any edits or suggested changes to me directly.

### Main Street Update

Work on the foundation is continuing, with the significant progress on the inside demolition. I have included the updated Budget to Actual for your review in the Board Packet.

We have [tentative approval for a \\$50,000 USDA Capitol Improvement grant](#) for the project with a site visit scheduled for December 20<sup>th</sup> at 1:30 PM. Gayle and I will present to the USDA Representative.

### Professional Development

I have a full slate of conferences in 2023 to attend including an invite only Healthcare Philanthropy Leadership Retreat in February through Betsy Chapin-Taylor of Accordant (formerly of AH), AFP is in New Orleans in April and AHP in September in Orlando. As this is my CFRE renewal year, plus with the ever-changing philanthropy landscape with continued inflation, COVID and market fluctuation I look forward to bringing back new ideas for our coastal region fundraising.

### Strategic Partnerships

From the current election results (but not formally announced), Jade Tippett, Susan Savage, Paul Katzeff and Lee Finney will be serving, along with the incumbent Sara Spring on the Mendocino Coast Healthcare District Board beginning in January.

As well, changes in the Adventist Health Philanthropy system mean Betsy Chapin-Taylor is returning to her role with her philanthropy healthcare group Accordant, and we are waiting word on who will be our negotiating partners at AH for a formal agreement on fundraising with AHMC – stay tuned.

## COMMITTEE REPORTS

### Programs & Grants Committee

The transition from Lia to Mary is complete and we are focusing on maintaining and managing the All In for Nurses initiative. See the Board Packet for more updates.

### **Finance Committee**

We have finalized the 2021 990 and finishing the 2020 Audit review. Our Employee Retention Credit funds for 2020 (just over \$20,000) have been received and we are still waiting on the 2021 credits, I expect sometime in 2023.

The 2022 Budget is included in your packet and is also loaded onto the Board Portal and Shared Drive. This budget is what is recommended from the Finance Committee for your approval.

### **Development and Fundraising**

Our Annual Appeal will go out the last week of November in both email and direct mail formats. Our goal is \$100,000 and we will focus on outreach once the mailers have been received in mailboxes across our service region. This year we are doing a final outreach to those in our database but lapsed in giving. If no response is received, we will put that list on a formal archived status and focus our energies in 2023 on expanding corporate partnerships with local businesses, and new members of our community.

**REMINDER:** December 9, 2022, at Little River Inn Abalone Room beginning at 4:30 PM for appetizers and a short presentation on our impact in 2022 and our vision for 2023. [Please remember to RSVP if you have not already.](#)

### **Governance Committee**

The Governance Committee is presenting the final suite of policies for your approval under the consent agenda, please see the packet in the Board Portal and on the Shared Drive.

As well, the Governance Committee is recommending adoption of the revised Personnel Handbook, Employee Benefits Summary and Holiday / Paid Time off schedule.

Then finally, attached is the schedule of Board and Committee Meetings for 2023 for your information.

**NOTE** this meeting will be the time to vote to renew Charlene McAllister for another 3-year term, as well as the Executive Committee Slate included in your board packet.

### **Marketing and Communications**

We are planning to renew the contract with Beth Interactive, a healthcare philanthropy focused marketing firm for 2023. Our analysis with the work in 2022 is the success rate and quality of their work is far superior to hiring a Marketing Director in house. This firm dovetails all their communications with a lens toward fundraising and donor engagement and we have seen a direct result of their work in some of our largest gifts to date as well as an expansion in our community response. Our plans for 2023 include expanding our story telling, finally issuing an Annual Report, and elevating our brochures and collateral for community engagement.

Thank you all for your support and effort this year –  
here's to an incredible 2023!