



AD HOC FUNDRAISING COMMITTEE MEETING
Thursday, April 7, 2016, 10 a.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Dr. Steve Knobl, Pat McHugh, Jessica (Griffin) Weightman

Committee Members Excused: None

Coalition Staff Present: Jim Farrelly, Jak Jakubauskas, Audrey Stasko

Others Present: None

I. Welcome and Call to Order – Mr. Jim Farrelly

Mr. Farrelly called the Ad Hoc Fundraising Committee meeting to order at 10:10 a.m. and welcomed attendees.

II. Selection of Committee Chair

Dr. Knobl volunteered to chair this committee and Ms. Weightman moved to nominate Dr. Knobl as Chair. In the absence of another member, he seconded the motion. All were in favor with no abstentions and the motion carried.

III. Update, Pasco County Tax Collector's Office Fundraiser

Dr. Knobl explained that he had met with Pasco County Tax Collector Mike Fasano's assistant, Mr. Greg Giordano. There are four (4) tax collection offices in Pasco County and, on a monthly basis, the office mails out approximately 25,000 auto registration renewals. Each month, Mr. Fasano's office highlights a non-profit agency to be the recipient of donations by enclosing an informational flyer about the agency in the monthly registration mailing. His office also allows the non-profit agency to place the same flyer in each of the tax office locations, hang banners and/or allow an informational table in the parking lot of one of the locations.

Dr. Knobl reported the Sheriff's K-9 unit has raised about \$10,000, but the average amount raised is between \$3-5,000. Each May, Mr. Fasano and Mr. Giordano plan which non-profit agency will be assigned a designated month. The participating agencies are given three (3) choices. Dr. Knobl reported the printing costs for the flyer are approximately \$900, if Mr. Fasano's office does the printing.

Dr. Knobl stated he will follow up with Mr. Giordano sometime this month and present the Committee's three (3) choices: March, April or May. Mr. Farrelly stated that Ms. Stasko would create a draft of a flyer to present at the next meeting. The Committee decided the flyer should be similar in style to the sample of the Sheriff's K-9 flyer.

Ms. Weightman stated Mr. Doug Knowlton of Tampa Type in Dade City may be able to print the flyer at a lower cost. Printing estimates will be obtained based on quantities of up to 30-40,000 so the flyers can also be placed in each of the tax offices as well as distributed at upcoming events.

IV. Brazelton Touchstone Points Project: Need for Ambassadors

Mr. McHugh explained the Coalition has committed to a planning process with Brazelton where the organization would assist the Coalition with educational opportunities for providers, teachers, parents, health care workers, etc. To fund the full program, the cost is between \$300-500,000 over a 3-5 year period.

Mr. Farrelly explained a new concept - "2017 - Year of the Young Child in Pasco and Hernando Counties" is being created and an event will be held every month. Pasco and Hernando counties lag behind in understanding the importance of early learning within a child's first four (4) years of age. Many in this area still consider child care as "babysitting." There is a great need to educate teachers, child care workers, parents and the community.

Mr. Farrelly explained a major initiative is being planned over the next 3-5 years and partnerships will be created with county commissions, local school boards, United Ways and health departments. Mr. McHugh briefly discussed United Way's past national campaign, "Success by Six", a tool created to help prepare children under the age of six (6) for school, but the program was not utilized in Pasco or Hernando. Mr. Farrelly explained that parents usually choose a center for their child based on location and/or cost; quality of education is fourth or fifth on their list.

For the Brazelton project, Mr. Farrelly has a small planning committee that is committed to the project and a minimum \$50,000 contribution from the Coalition is needed to proceed. Additionally, key people will be needed from each county to work with the county commissions, schools, health departments, etc.

V. Planning for Future Events

Mr. Farrelly explained that a provider had contacted him to thank him for helping to build his business and now he is in a position to give back. This provider, well aware of the Coalition's growing waitlist, has agreed to donate twelve (12) slots, for various age groups, to the Coalition, a donation valued at \$92,000. Mr. Farrelly reported that OEL is researching whether or not this donation can be used for match and he would also like to expand this opportunity to other centers by asking them if they can find a slot to donate.

Mr. McHugh explained he has been in communication with the owner of a new brewery on Cortez Blvd. that hosts a "Tap for a Cause" each month for non-profits. He is hoping to schedule a fundraising event there in either November or December. A brief discussion followed on events that included hosting a holiday party at the brewery and

hosting another Spelling Bee. Ms. Weightman suggested holding small events to keep the overhead low as some events will require at least six (6) months planning time and to send donation requests to “key” people.

Ms. Stasko announced that the Coalition will be participating in this year’s Give Day Tampa Bay, an on-line social media event scheduled for May 3, 2016. Everyone involved with the Coalition will be asked to reach out to their respective social networks and request that donations be made to the Coalition.

Discussion continued on special events including having centers donate children’s art to be auctioned off at an event like the Spelling Bee. Dr. Knobl stated this discussion on hosting another Spelling Bee or a Trivia evening will continue next month.

VI. Schedule Next Committee Meeting Date

Ms. Jakubauskas will send a doodle to members with several dates in May in order to establish the next meeting date.

VII. Public Input

None.

VIII. Adjournment

Dr. Knobl adjourned this meeting of the Ad Hoc Fundraising Committee at 11:17 a.m. without further discussion.

Respectfully submitted by,

Ramute “Jak” Jakubauskas
Administrative Assistant I