



# Tahoe Donner Giving Fund

## Tahoe Donner Board of Directors Meeting

May 16, 2020

### Topics: Scholarships and July Fundraising Event

#### Scholarships

At the April 25, 2020 meeting you were in agreement with the expenditure of \$200,000 for four IMPACT scholarships and a maximum of \$23,000 for Traditional scholarships. At this time we have made our selection; thus I am presenting a broader overview of these scholarships. We have some funds earmarked for continuing assistance to last year's Traditional scholarship awardees and will come back to you with that information once they present their transcripts and are interviewed next month.

Please remember this information is confidential until the Tahoe Truckee Community Foundation's (TTCF) Board of Directors has also given its approval.

#### IMPACT Scholarship Awards

An IMPACT scholarship is for up to \$50,000 for up to 5 years. These four students are the first generation in their family to go to college and have significant financial need.

Amount	Student Committed To	Major
\$50,000	UC Santa Cruz	Biology / Pre Med
\$50,000	UC Merced	Psychology -> LMFT
\$50,000	UC Riverside	PolySci -> Law
\$50,000	UC Irvine	Criminal Justice

#### Traditional Scholarships

These scholarships are advertised to the students as one-time awards; however, if we have the funds next year we will renew for a second year. In conjunction with other local organizations we have cobbled together enough to get them started. As it happens all of these students are also first generation in their family to go to college.

Amount	Student Committed To	Major
\$1,500	Orange Coast CC	Early Childhood Education
\$1,500	Truckee Meadows CC	Undecided -> Transfer to 4 yr.
\$3,000	Cal Lutheran	Engineering
\$3,000	UC Riverside	Biology

Once again, I am amazed at the process TTCF has in place for scholarship selection; it is a model of cooperation among all the affiliates who grant these awards in Truckee.

## July Fundraising Event/Campaign

As a replacement for the cancelled July 17 annual dinner and auction, the Giving Fund will be holding a virtual fundraiser July 22 through 28. We have been in conversation with other organizations (Alameda County chapter of Girls Inc. and Women's Empowerment) who have recently been put in the same position of not being able to hold their annual events and who have had highly successful virtual results, raising funds beyond their initial goal. Their experience and advice plus the phenomenal expertise of Lindsay Hogan will help us bring about perhaps even greater success than the dinner/auction would, though we will miss the social aspect of gathering together with supporters.

Certainly, in going virtual we will have more exposure than just the 100 dinner participants. We are anticipating much greater participation and engagement. Other local entities that have held virtual fundraisers because of to the COVID-19 situation have done well. We are expecting to also have the same success.

Once piece of advice we have received is the effectiveness of being able to kick-off the campaign with seed money donated by management, board and committee members. These funds would not be needed immediately; however, we are asking you to make a pledge and to encourage others to do the same.

I will keep you informed with more details at the June meeting.

## Software

While talking to and meeting with the Development Director at Girls Inc. we were impressed with the software they used for their fundraising campaign. Classy is a San Diego company working solely with nonprofits since 2011. The software is robust and used by over 4,000 non-profits. We, along with TTCF Lindsay Hogan have reviewed the software and agree it meets our needs. It is simple to use yet flexible. (We wish we had known about it years ago.)

As the current holder of the 501(c)(3), TTCF would sign the lease agreement. We have sponsorship funds to purchase a 1-year subscription. We see this software as a means to taking fundraising by the Giving Fund to another level and as a tool to be used beyond this campaign replacing TTCF's collection and reporting system whose limitations have been a source of frustration all along. Please approve this expenditure in order that we may proceed with our July fundraising event outlined above.

## Classy.org

Special Subscription Rate: \$299 month; \$3,588 annual (regular pricing \$499 month)

Fees: 4% each transaction, 2.2% plus .30 per credit card charge

Thank you.

Respectfully submitted,

Suzanne Sullivan, Chair  
The Giving Fund