

TDGF Committee Meeting – Monday, June 8, 2020

Agenda

3:00pm – 5:00pm, via Zoom

Information, Reports, Discussion and/or Action Items

1. Minutes from May meeting
2. Treasurer's Report
3. Thank You's
4. Classy Acquisition
5. July Campaign
 - a) Videos – due to Suzanne no later than June 19
 - b) Plan/timeline
 - c) Communication Plan
6. TD News – may change depending on space available
 - July – Virtual Ask
 - August –
7. **New IMPACT Scholars - college readiness support**
8. 501(c)3, Update
9. Annual Appeal Plan Update
10. Whatever else

Next Meeting:

Monday, July 13, 2020, 3pm, Mezzanine/Board Room, Northwoods Clubhouse or via Zoom

Remote Participation:

<https://zoom.us/j/363076860?pwd=ajljQ1lxWkFUaVFQd0I3K0xFRHY0QT09>

If you wish, choose AudioOnly and participate via the mic and speaker on your computer. Please only login from one device to avoid feedback.

Meeting ID: 363 076 860

Password: 510872

Dial-In: 669 900 6833

Proposed Funding Measures for 2021

In 2014, members of Tahoe Donner Association came together to create the Tahoe Donner Giving Fund for the purpose of pooling charitable giving to affect the betterment of the Truckee community. With 6,472 property units within Tahoe Donner came awareness that there was a role to play in the area's health and wellness, environment, youth development, arts and culture. In addition, funds were to be directed to increasing education opportunities through academic and technical scholarships to qualified local high school seniors. This all-encompassing mission was wrapped up in the motto "Tahoe Donner Cares".

To responsibly manage the collection of donations and the disbursement of funds, the Tahoe Donner Giving Fund currently operates as an Affiliate Fund under the umbrella of the Tahoe Truckee Community Foundation (TTCF), meeting all financial and legal requirements in accordance with their 501(c)3 status. The Giving Fund participates in TTCF's Spring scholarship application and awarding process as well as the similar process in the Fall for related to grants for community nonprofits.

To date the Giving Fund committee has relied on two major activities to raise funds: the year-end appeal sent out to all property owners along with the annual assessment and the annual dinner and silent auction held in the summer. The annual appeals have averaged xxx in earnings from x# of people and the annual dinners have averaged \$xx in earnings from x# of people. Additional donations have been minimal. The vast majority of donations are generated from full time Tahoe Donner residents. One Tahoe Donner member who wishes to remain anonymous has contributed \$200,000 in each of the past two years for scholarships to first generation students with significant financial need. In order to obtain a better grasp of member donations, the figures used within this document do not include this contribution.

This past winter the Tahoe Donner Giving Fund introduced the Speaker Series as a new program offering, which we hope to continue. The talks were very well received, admission fee was \$5.00 and the net proceeds for the 4 part series was \$1,065 with 196 people attending (a few

made donations of more than \$5). The Speaker Series was initiated, in part, to increase awareness of the Giving Fund and motivate increased donations.

The latest annual appeal , December 2019-February 2020, brought in far fewer dollars than in previous years and represented only 69 donors out of the total population of approximately 6,500 property owners. We received \$x less income than the previous year.

The usual annual summer dinner and silent auction is not being held in 2020 because of the constraints of the Covid-19. Instead, a virtual campaign is scheduled July 22-28, 2020. It is our sincere hope that this format will reach more Tahoe Donner members and result in increased giving, especially from second homeowners. [The last sentence will be reworded post – campaign.]

What else can we do and how can the Association be involved? In order to grow the Giving Fund's donor base, the Giving Fund should be more visible within the Association and we believe the Association should provide more overt endorsement of the Giving Fund. Two ways this might be possible are, (1) adding a line item to the 2021 annual assessment for an optional \$100 donation to the Tahoe Donner Giving Fund, and (2) asking purchasers to round up to the nearest dollar on all financial transactions at Tahoe Donner amenities and on all member purchases.

These measures would ground the Giving Fund more firmly as an intrinsic part of Tahoe Donner and provide the Giving Fund with more sustainable funding with which to operate. Adding these initiatives would build the Giving Fund more into the fabric of the Tahoe Donner Association and elevate homeowners as stakeholders in the wellbeing of the greater community in which they live and play.