



**The North Carolina Partnership for Children
Fund Development Committee Meeting
January 14, 2025 Minutes
8:30-9:30 a.m.**

Members Present: Madison Shook Downing – Chair, Stuart Mills, Joseph Patterson, and Tina Sherman
Others Present: Amy Cubbage, Safiyah Jackson, Katie Landi, and Maura Pherson – recording secretary. Sharon Moyer joined as an incoming local partnership representative.

The Fund Development Committee (Committee) of the North Carolina Partnership for Children (NCPC) Board of Directors (Board) met on January 14, 2025 via Zoom video conference. Chair Madison Shook Downing called the meeting to order at 8:30 a.m. The presence of a quorum was established. Katie Landi and Sharon Moyer were introduced to the Committee.

Approval of Agenda and Minutes

A motion was made by Tina Sherman and seconded to approve the agenda. **Motion carried.**

A motion was made by Tina Sherman and seconded to approve the minutes of the May 14, 2024 meeting. **Motion carried.**

Year End Review 2024

The Committee discussed the transition of the Fund Development Director from Julie Fogg to Katie Landi.

Summary Dan Gerlach Contract

The contract with Dan Gerlach ended in 2024. He has submitted his final report. His focus was on understanding NCPC and how to communicate the messages of Smart Start to potential donors. He was instrumental in identifying ways to connect with outside donors, continuing relationships with potential donors, and securing a grant from the SECU Foundation, for which he will be the consultant. The grant will be led by Jessica Carter, Communications Director, and is focused on communications and public awareness.

Leon Levine Foundation Award \$100K Hurricane Helene

This foundation contributed to the Hurricane Helene relief effort. This crisis funding requires no reporting. The funding was used for purchasing Wi-Fi hot spots and other needs of the local partnerships affected by Hurricane Helene. This foundation also has a focus on funding literacy. A grant effort is in the works to support the vision of 80 books for every child before age 5, 60 from Dolly Parton's Imagination Library (DPIL) and 20 from other literacy projects.

Giving Tuesday Toolkit

NCPC provided Giving Tuesday toolkits to local partnership. There is currently no effective way to track the use of this resource; however, it seems to be working well. Sharon Moyer stated the Partnership for Children of Cumberland County works with Community Foundation for this initiative in their community.

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Shared Service Blackbaud

Blackbaud is not delivering services as promised and NCPC has begun sunseting its contract. Local partnerships were given the opportunity to use two Blackbaud products, e-Tapestry and Raiser's Edge. Neither worked the way the partnerships need to track their data. NCPC is working with peer networking group for another data collection platforms going forward. The peer networking will see demonstrations from other product companies. Sharon Moyer stated Cumberland uses Salesforce for their data.

Blue Cross Blue Shield of North Carolina Foundation

The capacity grant has been providing resources for the network and ends June 30, 2025. NCPC is working to bring projects to a close by June. This grant provided a 4-year \$3 million investment for the Smart Start network. In the future there will be a reflection and celebration for this grant.

The Duke Endowment

NCPC was awarded a 3-year grant of nearly \$1 million from The Duke Endowment, to test the Innovate, Develop, Evaluate, Adapt and Scale framework. NCPC will begin this grant in 2025.

Dolly Parton Imagination Library (DPIL)

State funding of \$1.5 million is non-recurring. NCPC was hoping to have this changed to recurring; however, the State did not agree to this commitment. Local partnerships have been instructed to stop new enrollments in February and are move to county enrollment if they have funding. NCPC is working with Dollywood Foundation to continue enrollment for those already receiving books. DPIL has run successfully for 7 years. NCPC is hoping to bring the program back to all 100 counties and is working with a consultant to survey local partnerships on their level of priority with DPIL.

Lobbyists

Lewis King, one of the former lobbyists from Manning Fulton, will serve as Deputy Chief of Staff for Policy and Budget for Destin Hall, House Speaker. The remaining Smart Start Advocates (lobbyists) John Hardin, Sue Ann Swift, and Will Morgan recently left Manning Fulton to establish their own firm, *The Raleigh Group*. Their focus will include comprehensive lobbying, consulting, government contracts, and economic development services.

Peer Networking Group

There are 10 peer networking groups made up of Smart Start network staff. These groups rotate meeting bi-weekly. Development is one of the most robust groups. Local partnerships collaborate with NCPC. A third of Katie Landi's time will be devoted to local partnership consulting.

2025-2026 Committee Plan

The Committee Work Plan will be revised, and a proposal of the revisions will be added to the next Committee agenda. Corporate stewardship, grants management/tracking, and supporting local partnerships will be priorities.

NCPC Board Giving/Time, Talent, Treasure

The Committee discussed connecting with Board members in 2025. The Committee agreed that Chair Downing will communicate to Board members ways to engage with time, talent, and treasure -

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including advocacy. Time and talent won't be limited to fundraising. Madison will start communicating in May before the end of the fiscal year with reminders for time, talent, and treasurer. Katie Landi will also reach out to Board members to assess talent and advocacy efforts.

Recap action items and Follow-up:

- Welcomed Katie Landi as committee liaison
- Reviewed year end 2024 including Dan Gerlach's contract, Hurricane Helene relief effort, Giving Tuesday, and shared services
- Discussed 2025 projections for the Blue Cross Blue Sheid NC Foundation grant, The Duke Endowment, literacy funding, and Smart Start Advocates changes
- Discussed the development peer networking group
- Made plans for NCPC Board giving time, talent and treasure notifications

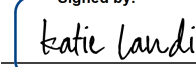
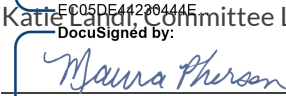
Follow-up:

- Next meeting is March 11, 2025
- Committee Work Plan

Adjournment

Having no further business, the meeting adjourned at 9:26 a.m.

Minutes submitted by:

Signed by:

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Katie Landi, Committee Liaison
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Maura Pherson, Recording Secretary

3/11/2025 | 11:08 AM EDT

Date

3/11/2025 | 11:00 AM EDT

Date