



DEVELOPMENT COMMITTEE MEETING

February 18, 2025 at 10:30 a.m. minutes

Welcome and Introduction

Chair, Dr. Dennis Gingrich welcomed everyone to today's meeting.

In Attendance

Dr. Dennis Gingrich, Chair, Steve Tilley, Jim H. Williams, Alicia Titus, Lisa Thomas

Zoom: Keith Wagner, James E. Williams

Absences: Dick Hann, Bob Funk, George Porter

Review of Meeting Minutes

No review.

Welcome Prayer

Dr. Dennis Gingrich led the group in prayer.

A prayer sign-up sheet was distributed for members to volunteer for the future 2025 committee meetings prayers. Olivia sent out meeting dates that were still open for volunteered prayers.

March 18- Jim H Williams

May 20- Steve Tilley

September 23-

November 18- Lisa Thomas

September 23 and July 22 need to have someone sign up as of 2/18/25

2025 Development Committee Meeting Dates

All meeting begin at 10:30 a.m. Held in the Board Room.

February 18, 2025

March 18, 2025

May 20, 2025

July 22, 2025

September 23, 2025

November 18, 2025

2025 Event Dates

- Buddy Society Dinner, Tuesday, April 29, 2025 at 5 PM DWC/FH (Plated Meal).
- Butterfly Release, Saturday, May 17, 2025 at 11 AM (Garden Party, Pavilion), 1PM (Butterfly Release, Shearer Family PlayPark).
- Summer BBQ Bash, Saturday, June 21, 2025, begins at 9 AM, Steven Courtney Concert at 11am, BBQ at 11 AM- 1PM.
- Food Truck & Concert Night, Thursday, September 12 4pm- 8pm
- Cathy Snell Golf Tournament, Thursday, September 18 at 1:00 p.m. (Royal Oaks, Lebanon)
- Good Samaritan Fund Dinner, Tuesday, October 14, at 5:00 p.m. (DWC/FH).
- Making Spirits Bright-Luminary Event, Thursday, December 18 from 4:30 – 6:00 p.m. (Shearer Family PlayPark).

Meeting Discussion Points

- During reviewal of the Financial Report, moments to discuss other ideas were taken.
 - ***Golf Event:*** Steve and Dr. Gingrich asked about having some promotional element that brings the event back to the purpose of Londonderry Village, they both believe the event could have more visibility of LV. There could be a marketing piece placed somewhere.
 - While discussing the event, there were notes of many organizations no longer having the Golf Tournament. Jim E Williams asked how the golf tournament started and why do we have it? Lisa explained that Cathy Snell, a previous LV President, originally created the golf tournament to foster relationships with vendors to say, ‘thank you’ and have a nice activity to play together. Since her passing, the event evolved into a memorial and fundraising event for Cathy to benefit our Good Samaritan Fund. Lisa noted that if we were one day to decide not to hold the golf tournament, something else should be put in place as a tribute to Cathy, not an event per say. Perhaps something related to nursing education as Cathy was a BSN.
 - ***Pickle Ball Tournament:*** This was discussed as a possible replacement for the golf tournament. Jim H Williams noted that he enjoys pickleball, he believes there might be enough people on campus that would like to participate. A few places were mentioned that could be venues- LVC (has a pickleball team, could connect with them), Hershey Rack Club, Annville location of indoor sports.
 - ***New Event, Gala:*** Lisa and Alicia both discussed having a Gala event. The gala would be off site for more community visibility and appeal. A thought of possibly moving the GSF Dinner as more of a ‘Thank You’ dinner fundraiser to make sure there is a difference

between events. Alicia and Lisa will prepare some things for the Gala to present to the committee at a later date.

- ***How are businesses being recognized?*** Lisa explained that in the beginning of each calendar year, she meets with all partnered businesses to present sponsorship opportunities. The packet she creates and hands out, details all of sponsorship opportunities for the year and the recognition that the business would receive, i.e logo on front cover of invitation. Lisa noted that there are 2 publications that partnered businesses receive recognition, both issues of Moving Forward and the Village Echoes. Constant Contact is another way that will be used to highlight sponsors. Also potential to use our website and social media.

- ***Marketing Relationship:*** How can we work together? Alicia noted that through time we can become more intentional and make sure we are working together on things. With consistent messaging connecting us to organizational goals.

GSF Video: Lisa will provide the committee with a story board/ PowerPoint to portray what the video will be saying. This will be shown to Marketing so that Development and Marketing can see how to bring in both elements. Lisa explained the video content for the committee being a compelling message about benevolent care and a call to action to support our GSF. Lisa explained how people always say “There’s something special in the water” that makes LV so special. She is bringing that concept into the video to show “special” is in all that we do. Bill Maulfair will narrate the video. Dennis Gingrich will provide the interview and testimony. Lisa said that the imagery concept is based on hands. Footage of hands and drone footage of the campus has been filmed. The message is to show that we care and the way we care at LV. The call to action is expressing “***I CARE***” by donating”

- ***Small Games of Chance:*** Lisa and Olivia would like to obtain a small games of chance license. This would allow the development team to vamp up their events and the funds raised. This past golf tournament, golfers were asking “what else can I spend money on” so there is missed opportunity here to bring a new element to the event as well as generating even more funds. Lisa and Olivia would only do the occasional raffle basket.

- A motion to recommend a small games of chance license to the board with an outline of usage and policy format < **Approved by majority vote**>

- ***50 Years of LV, Capital Campaign:*** The concept of this capital campaign would end 2029. The Gala could coincide/built around the capital campaign. Discussed what the funds would be used for : Healthcare and some amenities are what people are most willing to donate. Jim H Williams explained that the pool could use an update especially now that the campus is growing with Fox Run.
- ***Buddy Society Donor Wall:*** Donor names were proofed and sent to Horst. The donor wall should be finished and hung by the Buddy Society Dinner.

Development Financial Report

2025 Financials

Contribution Income Actual:

- The 2024 Contribution Income annual thru December 2024 totaled \$1,255,362.00 which is 186% of the budget goal of \$676,800.

Good Samaritan Fund:

- 2024 YTD actual thru December 2024 totaled \$406,471, which is 120% of the budgeted goal of \$340,000. Total includes event proceeds, annual giving (Buddy Society), monthly giving (Future Fund), and other gifts to the GSF.

Legacy Giving:

- 2024 YTD actual thru December 2024 totaled \$393,526 which is 206% of budget goal of \$191,000 for 2024. The total includes memorial/tribute gifts, planned giving, annuities, bequests, and tribute bricks.

Operation/Unrestricted Gifts

- 2024 YTD actual thru December 2024 totaled \$97,865 which is 144% of budget goal of \$68,000 for 2024. Total includes auxiliary, congregations, corporate, and individual gifts.

2024 Overview

- A total of \$1,255,362 was raised through contributions and events. This is the first time that the development department has been able to say that more than 1M dollars was raised.

Flourish

- We reached our initial goal of \$2.1 million, with total pledges amounting to \$2,042,631.17. However, we did not meet our second goal of \$2.5 million. So far, we have received \$1,168,648.99, with \$18,365.00 in outstanding pledge payments still expected. We will continue invoicing those individuals until June 2025. Additionally, we received one planned gift consisting of half of an estate which then was adjusted to the entire estate donated to us.

Next Meeting

Tuesday, March 18, 2025 at 10:30 a.m.

Opening Prayer Jim H Williams

Meeting adjourned at 12:00 p.m.

Respectfully Submitted - *Olivia Harris, Recording Secretary*