

Development Committee Meeting Veterans Services Foundation Board

American Legion Department Headquarters
1708 Commonwealth Avenue, Richmond, Virginia

June 7, 2018

10:00 a.m.–10:30 a.m.

A meeting of the Veterans Services Foundation Board of Trustees Development Committee Meeting was held on Thursday, June 7, 2018 at the American Legion Building, 1708 Commonwealth Avenue, Richmond, Virginia.

DEVELOPMENT COMMITTEE MEMBERS PRESENT

- Brad Antle
- Jim Boyd
- Nicole Carry
- Frank Finelli (*Development Committee Chair*)
- John Lesinski (*Development Committee Vice Chair*)
- Tom Mulrine
- Rich Schollmann (*Veteran Services Foundation Chairman*)

OTHER VSF TRUSTEES PRESENT

- Paul Haughton
- Al Pianalto
- Walter Stosch
- Marie Juliani
- Carlos Hopkins (*Secretary of Veterans and Defense Affairs*)

DEVELOPMENT COMMITTEE MEMBERS ABSENT

- Jack Lanier (*Second Vice Chair*)
- Kathleen Levingston
- Meade Spotts
- Randy West

VSF ADVISORS PRESENT

- Jack Hilgers
- Leroy Gross

VSF STAFF PRESENT

- Karla Williams Boughey (*ex officio, nonvoting, VSF Executive Director*)

DVS REPRESENTATIVES PRESENT

- Tammy Davidson (*VSF Treasurer*)
- Tiffany Robertson (*DVS Staff*)
- Glendalynn Glover (*DVS Staff*)

GUEST PRESENT

- John Newby (*DVS Commissioner*)

Materials Distributed and Attached

- Development Meeting Agenda (*Attachment 1*)
- VSF POWERPOINT Presentation (*Attachment 2*)

Opening Remarks

Chair Frank Finelli welcomed everyone and called the meeting to order at 10:00 a.m.

A quorum was determined.

Approval of Minutes from March 29, 2018

Chair Finelli asked for a motion to approve the minutes from the March 29, 2018 Development Committee Meeting.

Mr. Brad Antle **moved** to approve the minutes and Mr. Tom Mulrine **seconded** the motion. There was no discussion and the motion passed unanimously.

Fundraising Discussion

Letters to Donors

DVS program brochures and VSF envelopes were provided along with a proposed donor letter template for all VSF trustees, who can adapt this format for Thank You letters to donors. The donor letter template will be emailed.

Mr. Brad Antle reminded the committee that at the last meeting the chair had requested that members sign up to send letters to specific donors and asked if the donors had been allocated to members. Chair Finelli stated that several members have identified donors with whom they would be interested in communicating. Input will continue to be solicited from members. If two members choose the same donor, then the Chairman in collaboration with Ms. Boughey will deconflict and assign responsibilities.

Chair Finelli asked if anyone had commentary on proposed letter. He stated that he thought the header at the top and the emblem at the bottom provided a nice balance to page.

Chair Finelli requested that when Trustees send out a letter that they also email a copy to Karla so VSF can keep track of letters and responses. Ms. Boughey's mailing address and website information are also at the bottom of the letter. Members should also let Karla know if a follow up phone call would be appropriate. In addition, if they make a donation, Karla will follow up to encourage a continued relationship.

Power Point to Present at Meetings/Groups

Copies of the VSF power point presentation were distributed to members (*Attachment 2*). If one of the donors requests more information about VSF, then the Trustees can meet with them and give this presentation. The committee reviewed each slide and offered suggestions.

There are 4 major programs that people donate to: VVFS, V3, Care Centers, and Cemeteries. It was suggested that the presentation highlight VVFS and V3 programs in this particular outreach, but recommend donation be made to the General Fund.

Mr. John Lesinski asked if there was ever any mention of the military spouse. Karla stated that this comes under the umbrella of Virginia Veterans and their families. Chair Finelli suggested getting some clarification on spouses of active duty and of National Guard/Reserve treatment and how that impacts status.

Mr. Rich Schollmann suggested including personal stories about people who have been helped, and maybe a quote/testimonial can be added. Mr. Al Pianalto suggested family support be emphasized.

Mr. Pianalto asked if all supported services should be listed or if there should be a specific focus. Mr. Antle suggested a more general presentation. Chair Finelli stated that the presentation should demonstrate how to donate to the general fund, while giving donors an appreciation for all of the different programs since needs may change from year to year. Chair Finelli said this is a work in progress and updates/improvements can be made as needed. An updated draft will come out hopefully in the beginning of the Fiscal Year via email, and members will need to print out themselves before going to meetings.

Microsoft Outreach

Mr. John Lesinski spoke about his conference call with leadership from V3 and VTAP and Microsoft execs about their program called Microsoft Systems and Software Academy. They have programs in Quantico and Norfolk. It is a 17 week transition program for active duty service members. Participants earn a certificate of training in software systems to prepare them for jobs in the private sector. There are other business partners as well. Fort Belvoir is another area they want to focus on and expand in Norfolk. Mr. Lesinski is trying to set up a meeting with Chair Finelli and the Microsoft executives next month to see if they will be part of the V3 program and maybe even get them on board as a donor. Secretary Carlos Hopkins offered assistance if needed. Chair Finelli stated this is a great opportunity as more tech companies are having a hard time finding veteran employees.

Other Fundraising Information

Chair Finelli stated that the donor lists will be reviewed at the full VSF board meeting. The Board is trying to get a process in place for next fiscal year to increase the level of donations.

It was suggested that donor recognition be displayed on the website. It provides added donor recognition for the support provided for Virginia veterans.

Public Comment

Chair Finelli asked if there were any public comments. No members of the public were present.

Adjournment

Chair Finelli called for a motion to adjourn the meeting. Mr. John Lesinski made the **motion** to adjourn the meeting and Mr. Brad Antle **seconded** the motion. There was no discussion and the motion passed unanimously. The meeting adjourned at 10:42 a.m.

Development Committee Meeting
Veterans Services Foundation Board
American Legion Building
1708 Commonwealth Avenue, Richmond, Virginia
June 7, 2018
10:00 a.m. – 10:30 a.m.

1. Welcome, Roll Call: Frank Finelli, Development Committee
2. Review and approval of March 29, 2018 Development Committee Meeting
3. Fundraising Discussion
4. Public Comment and Concluding Remarks (*approximately 10:25 am*)
5. Adjournment (*Full Board of Trustees meeting will convene immediately upon adjournment*)

ATTACHMENT 1



VIRGINIA VETERANS SERVICES FOUNDATION

Our veterans served us.

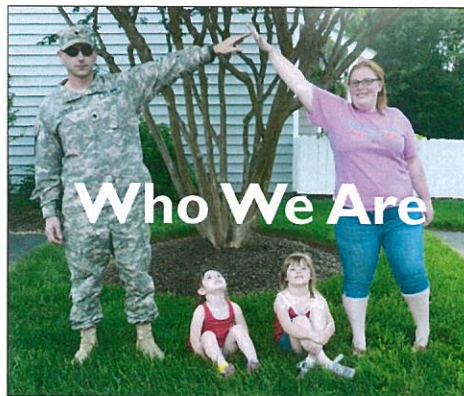
Now, it's our turn to serve them.

www.virginiaveteransservicesfoundation.org

Who We Are



- Independent and corporate agency of the Commonwealth of Virginia
- Administers the Veterans Services Fund
- Provides supplemental funding when state and federal funding are not available
- Accepts and raises revenue from all sources, including private source fundraising, to support the fund



- 100% of donated funds are restricted to programs and services designated by donor

www.virginiaveteransservicesfoundation.org

What We Do



What We Do

Virginia Veterans Services Foundation provides funding for selected services and special programs offered through the Virginia Department of Veterans Services.

- Help to alleviate and prevent veteran homelessness
- Provide financial assistance for medical psychological and rehabilitative care: Virginia Veteran and Family Support Program
- Promote veteran hiring in the civilian workforce: Virginia Values Veterans (V3) Program
- Assist with various resident programs in the long-term veteran care centers.
- Honor veterans through funding for the Veterans Cemeteries in Suffolk, Dublin and Amelia

www.virginiaveteransservicesfoundation.org

Our Goal



Our Goal: Keep Virginia The Most Veteran-Friendly State in the U.S.

- Virginia is home to more than 730,000 veterans
- 8th Largest veteran population in U.S.
- Virginia's veterans have served in all military branches and conflicts from WWII, Korea, Cold War and Vietnam through Desert Storm, Afghanistan and today's Global War on Terrorism



www.virginiaveteransservicesfoundation.org

Approximately 104,000 veterans in Virginia are women



- Virginia ranks Number 1 for the percentage of women veterans when compared to the total veteran population
- Ranks number 4 in the nation for its basic total women veteran population

www.virginiaveteransservicesfoundation.org

We Need and Appreciate Your Generosity To Continue Our Important Mission to continue to support the following:

- Virginia Veteran and Family Support Program
- Cemeteries in Amelia, Dublin & Suffolk
- Long Term Care Centers Currently in Richmond and Roanoke, in addition to the two new care centers forthcoming in 2020 in Virginia Beach and Fauquier County
- Veteran Education, Transition & Employment
- Women Veteran Initiatives



www.virginiaveteransservicesfoundation.org

We Need and Appreciate Your Generosity To Continue Our Important Mission.

A donation to the Veterans Services Fund may be tax deductible under section 170 (c) (1) of the Internal Revenue Code for federal taxes and tax exempt from the Virginia state and local taxes in accordance with section 2.2-2719 of the Code of Virginia.



www.virginiaveteransservicesfoundation.org

Our Leadership

- Governed and administered by volunteer Board of Trustees
- 100% veteran board

Board of Trustees

Board Chair: Rich Schollman, *Glen Allen*
Finance Chair: Sen. Walter Stosch, *Glen Allen*
Development Chair: Frank Finelli, *McLean*
Brad Antle, *Haymarket*
Jim Boyd, *Richlands*
Nicole Carry, *Norfolk*
Frank Driscoll, *Chesapeake*
Paul Haughton, Jr., *King George*
Jack Lanier, *Richmond*
John Lesinski, *Washington (VA)*
Kathleen Levingston, *Chesapeake*

Tom Mulrine, *Leesburg*
Al Pianalto, *Chester*
Meade Spotts, *Richmond*
Randy West, *Washington D.C.*
Matice Wright, *Dunn Loring*

(Ex-Officio/Voting)

Carlos Hopkins, *Secretary of Veterans and
Defense Affairs*
Jim Icenhour, *Chair, Board of Veterans Services*
Marie Juliano, *Chair, Joint Leadership Council*

www.virginiaveteransservicesfoundation.org



**VIRGINIA VETERANS
SERVICES FOUNDATION**

For additional information please visit:

www.virginiaveteransservicefoundation.org

Karla Williams Boughey, Executive Director
101 North 14th Street, 17th Floor
Richmond, VA 23219
(804) 225-4748
Karla.Boughey@vsf.virginia.gov

*Thank You for making a difference in the lives of
Virginia Veterans and their families.*