



Fundraising & Sustainability Committee Meeting Minutes

Date: Wednesday, August 19, 2020

Time: 12 -1pm

Via Zoom

Attendees: Lady Jane Acquah, Vicky Coffee, Mallinee Diggs, Jodie Eldridge, Kacey Hanson, Emmitt Hayes, Sonya Hosey, Lisa Quinn, Ellen Richards, Willie Williams, and Fabian Wood

1. **Welcome and Introductions:** Members greeted each other.
2. **Updates on Fundraising:** Members discussed soliciting smaller donations from professional attendees who could sponsor others due to the decrease in registration fees. Prices will be \$15 for people with lived experience and family members; \$25 for community members; \$75 for CEUs. It was suggested to get information out soon so registration funds could be allocated before the end of the fiscal year.
3. **The Way Forward:**
 - a. **Sponsorship Package:** Ellen Richards shared information on how staff are working to transition to online fundraising and creating value for potential sponsorships. She outlined various sponsorship levels and what each would contain (including videos shown during the conference, verbal and visual recognitions plus registrations and exhibitor spaces). Sponsors would also receive exposure through Integral Care's social media platforms. [Ellen will share the document with attendees and comments can be sent to Lady Jane Acquah.](#) Discussion ideas included having a sponsor for the award presentations and only one sponsor per session.
 - b. **Pre-Conference Event:** Members discussed ideas for the event including a drive-by event or something held in a drive-in theatre or other large parking lot like the Delco Center. The Hogg Foundation will provide some funding support for the event. Having radio coverage of the event was also suggested. Possible event marketing partners could be done with the Positive Women Network, the South Texas Family Support Conference, the Gulf Coast Family Support Conference and the Association of Persons Affected by Addiction. [Date for the pre-conference event will be determined at the September meeting.](#)