

Development Committee Meeting Minutes Archive

Committee: Development

Meeting Date: Tuesday, October 21, 2025

Meeting called to order: 12:02PM

In attendance: Sarah Lubarsky, Genevive Walker, Briona Jenkins, Brian Kelahan

Agenda:

1. Celebrations
2. Introductions
3. Announcements
 - a. Meeting Time
 - b. Pledge form
4. Fundraising plans for 2025-26
 - a. Giving Tuesday: Tuesday, December 2, 2025
 - b. Holiday Bazaar: Saturday, December 6, 2025
 - c. Connecting with Capital Campaign Donors
 - d. EOY letter campaign -
 - e. Major Gifts?

Discussion Topics:

1. Meeting Time

Discussion: Need to continue polling current members

Vote Results: no vote taken

Action Taken: Brian will email committee members
2. Board Pledge Form

Discussion: Genevive reported that Governance Committee discussed pledge form, but there was some confusion about whether Governance Committee was discussing current/updated pledge form

Vote Results: no vote taken

Action Taken: Brian will email Kai and Alexis to get clarification. Brian also emailing Dev Committee members with updated pledge form
3. Fundraising Plans for 2025-26 (Giving Tuesday)

Discussion: Seek non-Dev Committee members to share excitement about Giving Tuesday

Vote Results: no vote taken

Action Taken: BK will reach out to specific Bd members to get commitment to participate and share their willingness to do so during Bd meeting; Bri to talk with

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Amanda about social media post to share to help Bd members get word out about Giving Tuesday

4. Fundraising Plans for 2025-26 - Holiday Bazaar

Discussion: Currently have 45 vendors signed up; Wreath making plans are in place; raffle items donated (will accept more!); Have Board members post info and encourage Bd members to attend

Vote Results: no vote taken

Action Taken: Bri will share info with Bd members at Oct Bd meeting.

5. Fundraising Plans for 2025-26 - Connecting with Emergency Campaign Donors

Discussion: Bd and Dev Team need to build connections with campaign donors

Vote Results: no vote taken

Action Taken: Letter from Genevive was sent to 140 donors, thanking them, introducing Genevive and Briona

6. Fundraising Plans for 2025-26 - EOY letter campaign

Discussion: Need to find a balance between costs and efforts to mount EOY letter campaign and return on that investment, and consider emailing supporters rather than sending letter. Sarah suggested sending letters to past donors who have contributed at a certain level and higher.

Vote Results: no vote taken

Action Taken: Bri and Brian to discuss at their weekly meeting and establish a "cutoff" for letter. Bri will highlight the EOY letter signing event at Bd meeting

7. Fundraising Plans for 2025-26 - Major Gifts

Discussion: Bri needs names of people to reach out to in order to start building relationships; Bd members need to highlight specific names from past donations and/or from Emergency Campaign that should be possibilities for Bri. Question about whether Jeff Carter had any success with reaching out to Dorothy H.

Vote Results: no vote taken

Action Taken: Brian to email Bd members asking them to share names with Bri

Committee: Development

Meeting Date: Tuesday, September 16, 2025

Meeting called to order: 11:03 am

In attendance: Sarah Lubarsky, Genevive Walker, Peter Ludwig, Briona Jenkins

Agenda:

1. Celebrations

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2. Introducing Briona “Bri” Jenkins (she/her), new Director of Development and Communications
3. Introductions from other Committee members - we do not know each other, yet...
4. Let’s agree on a regular meeting time
 - a. Early (8AM, 9AM?) on Tuesdays
 - b. Rotate monthly - 11AM one month, and then 6:30PM following month?
5. Board Pledge Form; plan to share after governance committee review
6. Connecting with Capital Campaign donors
7. Planning for meeting Development Goal for the year
 - a. Events
 - i. Holiday Bazaar
 - b. Board responsibilities

Discussion Topics:

1. Celebrations:
2. Introducing Briona “Bri” Jenkins (she/her), new Director of Development and Communications
3. Introductions from other Committee members - we do not know each other, yet
 - a. Committee members shared personal/professional introductions
4. Let’s agree on a regular meeting time
 - a. Early (8AM, 9AM?) on Tuesdays
 - b. Rotate monthly - 11AM one month, and then 6:30PM following month?
 - c. Bri or Brian will send out poll so we can get a vote
 - i. PL midday is good
 - ii. SL flexible
 - iii. Maybe over lunchtime?
5. Board Pledge Form
 - a. SL brings up rough patches on when folks make the commitment then the follow up can be tricky. Suggested touching base with every one every quarter and asking them how/when they would like us to follow up.
 - b. FY July 1-June 30
 - c. Not make it a deterrent; contribute in a way that is impactful to them
 - d. Governance committee asks; to see the pledge form before it goes out specifically board membership requirements
 - e. PL suggestion/guidance that’s calibrated, top three amongst your other giving, meaningful/impactful to you
 - f. There is no board expectation in giving, hoping to align this with the new board members joining
 - g. Be aware of folks who do not have the network of need

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- h. PL concern around give/get; expectation and culture
 - i. Bri can create a draft a plan of how to broach the conversation
- 6. Connecting with Capital/Emergency Campaign donors
 - a. Thank and send letters introducing GW and BJ
 - b. Phone Bank
- 7. Planning for meeting Development Goal for the year
 - a. Upcoming Events
 - i. Holiday Bazaar on Saturday, Dec. 6
 - b. Board responsibilities
- 8. Question
 - a. Responsibilities of devo committee and their commitment and how they can support us, Bri and Brian and GW can get that to them,
 - i. Goal of \$500K+ to raise and how can the devo committee to join us

Attached Documents: N/A

Meeting adjourned: 11:40 am

Committee: Development

Meeting Date: August 14, 2025

Meeting called to order: 10:30AM

In attendance: Lizanne Cox, Brian Kelahan, Peter Ludwig, Tash Neal, Genevive Walker

Agenda:

1. Celebrations
2. Introductions and Development Committee Membership (2025-26)
3. Capital Campaign update and review
4. New Development and Communications Director hiring process
5. Board Pledge form

1. Celebrations

All present shared celebrations.

2. Discussion Topic: Introductions and Development Committee Membership for 2025-26

- BK asked all members to share intros as we had new participants.
- BK shared info about Sarah Lubarsky, non-Board member and retired Development and Non-Profit professional who will be joining the Committee at our next meeting.
- TN shared information about the Sr. Grants and Contracts job responsibilities, helping all Committee members better understand the grant application, tracking

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and reimbursement process.

3. Discussion Topic: Capital Campaign update and review

- BK shared final accounting of Capital Campaign, indicating that the campaign fell short of \$1MM goal but was effective in closing the deficit faced by the organization, as well as identifying new donors and reconnecting with former supporters
- Committee discussed best ways to capitalize on the positive energy generated by last year's campaign, including
 - generating a list of new donors who responded to the Capital Campaign,
 - high \$\$ donors who needed to be identified and contacted for additional relationship building, and
 - how to continue working with reconnected donors.
- Committee agreed that specific plans for how to best build the relationships and respond to new and continued interest will need to wait for the onboarding of new Director of Development and Communication.

4. Discussion Topic: New Development and Communications Director hiring process

- GW shared the current status of candidate vetting and interviewing, with hopes of making an offer to a qualified candidate in the very near future.
- Regarding onboarding, GW indicated that the process would be handled by our HR manager, and orientation will happen through GW and remainder of the Management Team.
- Committee agreed they would like to host a "meet and greet" with the new Manager during the first week of September (possibly 9/4).

5. Discussion Topic: Board Pledge form

- BK reminded Committee members that the Board Pledge form developed last year would need to be shared with all Board members, indicating that this would need to wait till the September Board meeting to allow for the new Development and Communications Director to review the form and process.

Committee: **Development**

Meeting Date: June 11, 2025

Meeting called to order: 4:00PM

In attendance: Lizanne Cox, Brian Kelahan, Peter Ludwig, Audrey Nefores, Genevieve Walker

Agenda:

1. Celebrations

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2. Development Committee Membership (2025-26)
3. Capital Campaign update
4. Transition plan for Dev Director departure
5. New Development Director hiring process

1. Celebrations

BK shared a celebration of AN's work as Dev Director and indicated he will offer a Board resolution of appreciation for AN's support of CG/NHEP.

2. Development Committee Membership (2025-2026)

BK will continue as Chair of the committee and LC will continue as member. BK shared that PL will be leaving the Board after June meeting, but remaining on the Dev Committee. BK asking another non-Board member with development experience to join the committee. GW confirmed that one of the new Board member candidates is interested in joining the Dev Committee.

3. Capital Campaign update

Committee reviewed current status of Campaign, identified recent donations, established "to-do" list for members and assigned tasks.

4. Transition plan

AN reviewed work plan developed for Dev staff for Summer months

AN shared that there will not be a "Feast from the Fields" event in the same way this Fall. Dev staff and Exec Director working on new plan of event(s) that are manageable for current staffing and support.

5. New Dev Director hiring process

GW shared the Dev and Comm Director job description and explained the hiring process which will include representation from the Board's Development Committee as well as staff from various departments.

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Committee: Development

Meeting Date: May 20, 2025

Meeting called to order: 2:45PM

In attendance: Lizanne Cox, Brian Kelahan, Peter Ludwig, Audrey Nefores

Agenda:

1. Capital Campaign update and assignment of tasks
2. Rock 2 Rock and Great Give updates
3. Feast from the Fields

1. Discussion Topic: Capital Campaign update and assignment of tasks

Decision: Committee reviewed current status of Campaign, identified recent donations, established "to-do" list for members and assigned tasks.

2. Discussion Topic: Rock 2 Rock and Great Give updates

Decision: AN gave totals collected for both R2R and GG, thanked committee members for their support.

3. Discussion Topic: Feast from the Fields

Decision: Development Team is still assessing levels of sponsorship support to determine whether there is enough support to make this a viable fundraiser. Decision to be made prior to end of May.

Meeting adjourned: 3:38PM

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EMAIL TEMPLATE

Development Committee - May 20, 2025

1. Celebrations
2. Rock 2 Rock and Great Give updates
3. Capital Campaign update
4. Feast from the Fields?

Development Committee - April 22, 2025

1. Celebrations
 - a. LC - improving SAT scores
2. Donor Drive Next Steps
 - a. Conversations with JG about a match for R2R
 - i. Matching our overall R2R goal, matching David's goal
 - ii. Building into the ask the question of joining our committee
 - b. Campaign Committee?
 - c. BK create a template for outreach to a personal friend and share with other Bd members.
 - i. Ask Jeff C. to join next Dev Committee meeting; BK will speak directly with Jeff C. to hold off future conversations until we can meet and discuss approaches to individual donors.
 - d. Encouraging receipt of gifts by June 30.
 - e. GW has shared communication with parents and students concerning financial status and positive assurance.
3. Rock to Rock
4. Great Give?
 - a. R2R and GG drain resources because they happen so close together in the year. AN has been trying to find ways to capitalize on both. Original plan was to have internal focus (staff and Dev office) on R2R and have Board get involved with GG (better model for Bd involvement as it happens over 2 days).

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The GG this year would be difficult to support along with Capital Campaign. Better to focus on CC, developing relationships with individual donors for longstanding gifts to the organization.

5. Events planning

- a. Feast - subsequent to prior month's conversation about Feast, Amanda has reached out to suggest she become primary support for Feast. AN and AB have a preliminary plan to determine support for Feast - AB reaching out to previous Feast supporters to determine how many prior sponsors are willing to continue sponsorship for next year - seeking total of \$50K. Waiting on responses from largest sponsors. Decision to be made by May 5. Asking additional sponsorship from W. Graustein.

6. Avangrid connection - PL has brought Avangrid in for energy audit, foundation connection and has connected their volunteer coordinator with Farm staff for additional support.

Development Committee Agenda - Mar 24, 2025

Dev Committee meeting was exclusively devoted to discussion of Capital Campaign.

Development Committee Agenda - Feb 18, 2025

1. Celebrations

- a. Some good planning for capital campaign
- b. LC - positive response from staff member in regards to Bd message
- c. PL - LC and BK getting back into it
- d. AN - we are finding new ways to meet current demands

2. Update on End of year donations?

- a. Somewhat mediocre response to EOY letters - more important that we are sharing info and updates about NHEP/CG - necessary for ongoing stewardship

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3. Status on grants - bad, and getting worse in terms of outstanding grants. EPA funding for GJC still gone and unlikely to return (Environmental Justice is being targeted); NFWF mtg was not positive at all - proposal is approved, and contracts are signed but unlikely to result in funding due to targeted (red flag) language
 - a. USDA funds likely to get frozen
 - b. Frustrating and confusing advice from various advisors
 - i. Untenable insistence that we continue to document that we are doing what the grant says we are supposed to be doing and the Fed Govt is violating terms of contract, but by citing our legal application of contract, we are doing activities that we know to be targeted language.
 - c. What is our response to broader supportive community?
 - i. Board email
 - ii. What are the ways that we can fight, and ways that we cannot fight effectively?
 - iii. How to be resistant without endangering our community?
4. [Capital Campaign](#)
5. Report for Feb Bd Meeting

Development Committee Agenda - Jan 14, 2025

1. Celebrations
 - a. BK - two good candidates toward ED positions
 - b. PL - also happy about candidates
 - c. LC - work of tenants' unions
2. Update on progress toward goals
3. Great Give
 - a. BK will contact Bd members about joining a Great Give committee
4. Bob Parker Memorial Fund?
5. BK parent letter
6. Board pledges?
 - a. BK will send Alexis query

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7. Committee members very concerned about deficit and lack of specificity regarding size and plans to address.

Development Committee Agenda - Nov 15, 2024

Present: KJ, BK, PL, AN

1. Celebrations

AN - Dev Team doing well, taking on new responsibilities, leveraging contacts; KJ - active Dev Comm; LC - arriving, made it to the mtg; ; PL - we're here and working; BK -

2. Short Presentation on Annual Development Plan

- a. Development "Plan" Aka Activities Calendar

- i. AN reviewed activities calendar and identified

- b. Development Fundraising Budget Overview:

- i. Overall goal total: **\$1,944,0005**

PLUS

\$3,213,716 (Non-competitive
Government Grants and Funding)

(does not include deficit match from last year and
challenge for this year)

- ii. **Raised to date total: TBD**

- iii. **Percent towards to goal total raised: TBD**

1. Categories:

- a. Individual Giving:

- i. GOAL: \$400,000

- ii. RAISED TO DATE: \$163,000 (does not
include pledge from Dorothy, and
recently received \$12K check)

- iii. PERCENT TO GOAL: 40.75%

1. Campaigns left to reach goal:

- a. Audrey & Board ongoing
prospecting

- b. Giving Tuesday (Dec 3)

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- c. EOY Appeal: (Drops December - gifts come through February)
 - d. Great Give (May - Should be Board Led in 2025)
 - b. Fundraising Events: \$98,061.58
 - i. GOAL: \$117,000
 - ii. RAISED TO DATE: \$98,000
 - iii. PERCENT TO GOAL: 83%
 - 1. Campaigns left reach to goal:
 - a. Rock to Rock (April)
 - b. Small Board-held Event (May/June)
 - c. Foundations/Corps: TBD
 - d. Government Grants: TBD
 - e. Non-competitive Grants: TBD
 - c. Responsibilities for Giving Tuesday
 - i. Update on action plan from Prose (6mo campaign, incl Giving Tuesday)
 - ii. Call to action for Board Members
 - **Partnership Touchpoints:**

We reviewed the five touch points planned from December through September, with the final touchpoint being the Feast from the Fields Gala. Each touchpoint has been chosen to showcase CGF's mission and Prose's commitment to community, inclusivity, and sustainability. Emphasizing a multigenerational approach, these touchpoints are essential to building a future where sustainability and inclusivity remain core values across generations. **Very important that Board members become involved, following on social media, sharing widely. AN will send newsletter prior to Giving Tuesday and have Board get ready to share and forward to other.**

Detailed Timeline:

- **December - Giving Tuesday Kickoff**

Our first touchpoint will align with Giving Tuesday in December. Prose will spotlight the

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essential work CGF does, featuring the farm, its inclusivity initiatives, and how these align with Prose's mission.

- **February - Donation & Wellness Workshop**

In November/December, Prose will donate 250 items to CGF. This will culminate in a February wellness workshop with herbalist Tammy Chapman, focusing on wellness at home, self-care, and non-toxic products.

- **April - Earth Month & Rock to Rock Event**

For Earth Month in April, Prose will support CGF during Rock to Rock, a citywide event to raise funds for the farm. With a theme focused on climate action and inclusivity, CGF will have a team of riders, and Prose team members can potentially join.

- **June - Mobile Farms Initiative *TBC***

Our June touchpoint will take advantage of the peak farming season. While specifics are still being determined, we're considering an initiative that highlights CGF's mobile farms, further connecting Prose to the community and sustainable food systems.

- **September - Feast from the Fields Gala**

The partnership will conclude with the Feast from the Fields Gala in September. Attending will be one of the donors selected from Giving Tuesday.

Content and Communication

These touchpoints will be highlighted across our channels, including Email, Instagram Stories, and LinkedIn, to ensure broad visibility and engagement.

Next Steps

- Audrey will provide a Giving Tuesday link for our email campaign.
 - Audrey will also work with Amanda to finalize messaging for the donation bottles.
 - We will determine and finalize the specific focus of our June 2025 touchpoint.
- Please let me know if there is anything I missed!

3. Next steps for Board Development Plan

a. Items for Bd Meeting:

- i. Needs for Giving Tuesday and Prose relationship
- ii. Needs for EOY letter writing
- iii. Members for Great Give Committee

b. Andy Robinson presentation for Bd meeting - Nov 18

c. Great Give Committee?

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- d. Board Pledge form/Board agreement - Governance Committee?
- e. Specific Targeted Annual Training Session with Board on Fundraising (separate training session - not part of a Bd meeting)-
 - i. Making the Ask
 - ii. Role Play

Development Committee Agenda - October 8, 2024

Present: BK, LC, PL, KJ

Absent: AN

1. Celebrations
2. Dividing list of special guests from Feast to send personal cards to by end of week
3. Short Presentation on Annual Development Plan
 - a. [Development "Plan" Aka Activities Calendar](#)
4. Next steps for Board Development plan - how does Fundraising responsibility fit in?
 - a. Board Pledge form/Board agreement?
 - i. [PL work with KJ to create a Board matrix listing Board needs](#)
 - ii. Build a Board norm so that we can say we have 100% participation in fundraising - "give or get"
 - b. Committee to Discuss the Great Give being Board Lead for May 2025 - [Introduce this need at either October or November meeting](#)
 - i. [Great Give Analysis 2023 \(Board did not participate\)](#)
 - ii. [Great Give Analysis 2022 \(Board did participate\)](#)
 - c. Andy Robinson presentation to Board - October meeting
 - i. 10 minute presentation on "give or get" to support next steps - [KJ will contact him](#)

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- d. Specific Targeted Annual Training Session with Board on Fundraising (separate training session - not part of a Bd meeting)-
 - i. Making the Ask
 - ii. Role Play

Development Committee Agenda - September 23/24, 2024

Present: BK, AN, KJ, LC, PL

Absent

- 1. Celebrations
- 2. Overall Review of Feast Results
 - a. Note: Comprehensive Feast Analysis will be ready next month
 - i. Prelim results - record breaking live auction (\$20K); approx \$102K overall; auction total (\$27K)
 - b. Development Committee feedback about Feast
 - i. Strengths
 - 1. KJ greeting so many guests
 - 2. Lots of positive feedback from Bd guests
 - 3. Info presented about CG was very informative and useful new info
 - 4. Food was AMAZING
 - 5. Lots of people coming in from new areas
 - 6. Liked seeing a special guest for hosting the auction
 - ii. Areas for Improvement
 - 1. Assign Bd members to work tables
 - a. Give Bd members tasks
 - 2. Trying to figure out "1st timers" at Feast and at CG
 - 3. How to move lines more quickly
 - 4. Info cards placed on tables and other areas
 - 5. Lack of focus on purpose of band? Are we dancing or is this just background?
 - 6. How to manage time for speakers?

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7. Need to have better attendance from Bd members - how to get more Bd members engaged and involved?
 - iii. Any notes on special guests that should get follow up (who contacts? How?)
 1. Khalil (BK)
 2. Mark and Samara Brock (Sustainable Food Program at Yale)
 3. Longwave Guests (BK)
 4. AN will send final guest list
 5. AN will follow up with Helen from Prose
 - a. Prose will work with CG for "Giving Tuesday" for a first time.
3. Dev Comm folder, agendas, notes and minutes
 - a. Report to full Board
4. Next steps for Board Development plan - how does Fundraising responsibility fit in?
 - a. 2024-25 Board Pledge Form
 - i. We may need to hold off on form until all Bd members understand the responsibility to Give or Get
 - ii. AN will provide material to assist Dev Comm to have conversations with Bd members about how to involve them in fundraising in "Give or Get" ways
 - b. Development "Plan" Aka Activities Calendar
 - c. September 30th Meeting: Jackie Downing Presentation
 - i. What does she plan to discuss?
 1. Bd capacity building
 - d. October Meeting: Fundraising
 - i. Andy Robinson will present his training
5. Bd Committee work with Dev Team → how does Bd meet our fundraising goals?
 - a. Dorothy Hurt Match commitment from Board = \$150K

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- b. Specific Targeted Annual Training Session with Board on Fundraising (separate training session - not part of a Bd meeting)-
 - i. Making the Ask
 - ii. Role Play