



To: Valerie Nowak, LMHC, CEO
From: Marta Hiczewski MS, Managing Partner
Date: February 6, 2023
Re: Status Report – January 2023

Period Accomplishments – January 2023

- **Finance –**
 - Review of November financial statements and draft budget in preparation for finance committee meeting of January 27.
 - Meetings with Michelle to discuss Finance committee agenda: review November financial statements and present draft budget. November YTD loss is \$40K, cash loss is approx. \$270K. Budget is aspirational based on hiring.
 - Preparation for and participation in the CCNY meeting. They will confirm the meanings of the data that makes up the 10e11 report used for provider productivity.
 - Reviewed material from Merrill Lynch regarding CD's. Short term interest rates are higher than longer term; "inverted yield curve" often viewed as a indicator of impending recession. Sent comments to Val and finance committee.

- **Strategic Planning –** Prepare meeting schedule and updates for 2023. Focus on implementing goals strategies (ie: Business Plans)

- **MH Programing/Infrastructure –**
 - MH Business Plan – Reviewed Bus Plan process and scheduled mtg for February. Set timeline in place to complete draft of plan by June 2023.
 - MH Monthly Review – regular monthly meetings to continue to review and update progress, support needed
 - Recruitment digital advertising – revised ad to direct recipients to website or Indeed listing, exploring agency application to be placed on website
 - Oishei – update meeting with Oishei Program Officer, identify reporting horizon for Year #1 award

- **Marketing & Development –**
 - End of year donors entered into Bloomerang CMS – working on accessing reporting. Monthly meeting schedule to work on system.
 - OnCore Golf fundraising event – scheduled for March 30. Harmonia OnCore Golf event day outline prepared for Board meeting. Invitation created.
 - Business First Best Places to Work Nominee – badge for social media, website and recruitment; added to website, explore tickets and ads in special section
 - Marketing & Development meetings – ongoing work to identify prospects – Golf Event will provide new donor base
 - Website – Careers page job posting updates
 - Social Media – monitor and approve postings, alert SM manager to posting opportunities – Job Postings, Pathways for Caregivers, Let’s Talk Stigma, etc.
 - Mental Health Counselors - photos

- **Organization Infrastructure –**
 - Team meetings around productivity and recruitment modeling
 - Review organizational activities and update calendar to keep on track

- **Senior Services –**
 - SS Business Plan – review Bus Plan process in preparation for Business Plan Meetings to be scheduled
 - Forever Young Senior Program enhanced listing updated
 - Wilson Legacy Foundation “CarePanion-ship” grant conceptualized – May decision
 - Pathways for Caregivers – send article to Network in Aging for Q1 Newsletter, post on social media, shared by Southtowns Chamber and others
 - Let’s Talk Stigma – successfully have Jennifer Gunia placed on panel for Caregiver LIVE – Wed., 2/15 at noon

Next Period Priorities – February 2023

- **Investment policy**
 - No scheduled activity in February. Could prepare advisor questions if needed. Investment advisors meeting to be scheduled for March, 2023

- **Finance –**
 - Meet with Val and Michelle to review cash position as of 12/31 to determine working capital and investment amounts.
 - Participate in the Finance committee meeting on Feb 10.
 - Follow up meeting CCNY to discuss the productivity report and progress made identifying the fields the report uses. Provider productivity will support Megan – provider time utilization and Michelle – fiscal productivity.
 - Q4 2022 budget meeting on February 8.
 - Finance committee meeting on February 10

- **MH Programing/Infrastructure –**
 - MH/Admin Organization Infrastructure – meeting focus on ensuring consistent and satisfactory client experience, front office interactions with leadership is understood and followed, recruitment process identified
 - Recruitment digital ad – continued reach to landing page and Indeed/Careers page – application estimate
 - School program – growth strategy implementation, communications opportunity, NYS funding available for in-school programming – determine where funds will reside – develop strategy to apply for funding

- **Marketing & Development –**
 - Year End Appeal – working on refining input and reporting
 - June Appeal – develop strategy to send out a second appeal to previous donors in Bloomerang system
 - Best Places to Work – create ¼ page ad, share badge across platforms and prominently displayed on website
 - Website update completed
 - Website – application to be developed for Careers section
 - OnCore Golf – finalizing event for Board presentation – several interested individuals in advance of invitations going out
 - Pitch School program story to local media when ready
 - Social Media – promote CarePanions each month, schedule meeting with Mental Health to coordinate activities

- **Organization Infrastructure –**
 - Monthly Priorities Meeting – identify key areas for the coming month
 - Revise process items
 - Facilitate agency recruitment process, review implementation strategy

- **Senior Services –**
 - Pathways for Caregivers Exhale program article to Southtown's Chamber website and social
 - Let's Talk Stigma LIVE streamed on social media – Jennifer on panel for discussion
 - Senior Services Business Plan meetings to be set up

- **Strategic Plan –**
 - Next SP Team meeting – March 3

- **Building –**
 - Schedule long-term projections meeting