



To: Valerie Nowak, LMHC, CEO
From: Marta Hiczewski MS, Managing Partner
Date: August 20, 2023
Re: Status Report – May June July 2023

Period Accomplishments

- **Finance –**
 - Developed talking points for investment advisor meetings
 - Participated in investment meetings with Equitable, Evans and Trubee Collins.
 - Gave copy of investment policy to potential advisors for comment. Comments were generally favorable. No changes are needed to policy.
 - Planning and participated in Finance committee meeting on May 26th
 - Planning and participation in Q1 budget review on May 23.

- **By Laws –** Comments and emails with Val on by laws. Participated in discussion on board retreat on June 8. Awaiting direction on follow-up.

- **MH Programing/Infrastructure –**
 - MH Business Plan – timeframe 1.5 years to coincide with Strategic Plan, outline nearly complete, moving into financial forecasting
 - MH Monthly Review – support recruitment effort, work with School Programs Coordinator to bring her up to speed on activities, support Mother Cabrini Health Foundation LOI, reaching out to JC Seneca Foundation for letter of support, review Cabrini grant application for submission, review upcoming grant opportunities, and state funding availability.

- **Marketing & Development –**
 - Website moving to Incept for hosting and management
 - Business First MH Focus – recruitment ad
 - Bloomerang CMS – OnCore golf event attendees added to system, entered individual constituents, sent introductory email to contacts, recorded activity in system.
 - OnCore Golf fundraising event – Debrief event

- Sponsorship opportunities– Evans Baseball sponsorship – tabling opportunity, Southtowns Student Stars, Hilbert College’s new football program – football schedule, access to team/students – connecting to recruitment effort, Angola Sesquicentennial ad/table commitment – July 21 & 22
- Town update letter drafted and sent out
- New Lake Shore School program flyer for School Walk
- Media release – school program at Lake Shore, Hamburg Sun interest
- Social Media – support manager
- New hires – Business First People on the Move, Buffalo News BuffaloNext, college alumni publications (Medaille, Canisius, Fredonia, UB, University of Delaware, Drew University)
- **Organization Infrastructure –**
 - Recruitment model – Career page application process begun, put on hold as HR software may be option for integration
 - Priorities Meeting – monthly priorities
- **Senior Services –**
 - SS Business Plan – timeframe 1.5 years. SWOT completed, plan outline building out of programs and data,
 - Wilson grant – sessions drafted, process and timeline
 - Preparation for and participation in meeting with Ken Genewick of the Health Foundation of Western and Central New York.
- **Board Retreat – Friday, 6/9 – 8am – 1pm** organize and facilitate event. Draft Board Self-Assessment, prepare report, refine agenda, order caterer, prepare PPT for days activities. Governance Committee populated, By-law committees recommended, charter follow, committees to be voted on, Board to determine Strategic Plan reporting process.

Next Period Priorities – August 2023

- **Investments**
 - Prepare recap of investment points. Participate in committee meeting on August 11. Decision was to stay with Trubee, stay with Evans, pursue sweep account and \$250K line of credit.
- **Finance –**
 - Prepare and participate in the Q2 budget meeting in August.
 - Develop 2023 budget forecast to support MH business plan.

- **MH Programing/Infrastructure –**
 - Recruitment – finalize approach to website Careers build-out
 - School program – start to new school year support activities

- **Marketing & Development –**
 - Bloomerang CMS training – reporting, letters/mailings, email messages
 - Year End Appeal – draft letter (include those in large database and in Bloomerang)
 - Website – Careers page updated – application in process
 - OnCore Golf – “friends” follow-up – board members to develop strategy to reach out
 - Pads requesting reviews
 - Sponsorship fulfillment – Hilbert Football, RiverWorks – August 23
 - Hamburg Sun – Megan interviewed – F/U on publication date
 - Photography – update Board and staff photos for website
 - Business First 40 Under 40 and Best Places to Work nominations
 - Communications opportunities as presented – nominations, ads, media

- **Organization Infrastructure –**
 - Priorities Meeting – identify priorities
 - Recruitment – recommend purchasing sponsorship for mental health ads on Indeed while website update is on-hold

- **Senior Services –**
 - Senior Services Business Plan monthly meetings
 - Caregiver Support Project – following up on project process, prepare outcomes for year-end report

- **Strategic Plan –**
 - Q4 2023 SP update process to be determined by Board