



To: Valerie Nowak, LMHC, CEO
From: Marta Hiczewski MS, Managing Partner
Date: December 12, 2022
Re: Status Report – November 2022

Period Accomplishments – November 2022

- **Investment Policy -**
 - Investment policy approved by investment committee Nov 15 finance committee meeting. Advisors meeting to be scheduled after the new year.
- **Finance –**
 - Participated in 3 Q budget meetings with MH, HH, Carepanion and SS.
 - Discussed provider productivity report and CCNY involvement to refine. Identified the need for a data dictionary. Participated in data “Winnowing” meeting with Michelle, Megan, Val
 - Discussed bonus process with Val before and after the finance committee meeting regarding Chris and Raj comments.
 - Helped Michelle prepare for the Nov 15 finance committee meeting and participated.
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- **MH Programing/Infrastructure –**
 - MH Business Plan update meeting scheduled for 12/6 (School, Collaborations and Physician Practices)
 - CCNY data support for provider productivity meeting defined next steps – HCC team to determine scope of data required
 - MH – regular meetings provide opportunity for good discussion and a review of the process
 - Recruitment digital advertising – continued to drill down on recruitment analytics
- **Marketing & Development –**
 - Year-End Appeal approved and sent to Marketing Tech for design, production and mailing to 1800+ individuals (Southtowns Chamber businesses, list purchased of high income HH in five near communities, others)
 - OnCore Golf fundraising event – event committee to include Sue Jasinski and Mary Bradshaw. Determining catering options. HCC - Board encouraged to buy a ticket for themselves and a friend to this

unique event which will build awareness of Harmonia's mission and create a successful Development opportunity

- Agency video and partner badges to be added to website to highlight reach of organization.
- Marketing & Development meetings – review opportunities and activities to grow Harmonia's presence in the community and engage potential donor base.
- Business First full-page ad in Nonprofit Guide
- Sponsorship of Southtown's Chamber of Commerce Holiday Student Scholarship bash – provides for exposure leading up to and during event, Dec 13, as well as opportunity to present scholarship to students at the five participating schools (Hamburg, Lake Shore, Frontier, St. Francis, and Lackawanna)

- **Organization Infrastructure –**
 - Team meetings around productivity and recruitment modeling

- **Senior Services –**
 - Garman Family Foundation – awaiting early December award notification
 - Wilson Legacy Foundation "CarePanion-ship" grant conceptualized – drafted narrative and application responses for submission in early December
 - Prepare Exhale project Network in Aging article for January newsletter

Next Period Priorities – December 2022

- **Investment policy**
 - Present to full board on Dec. 21 including schedule of advisor meetings in the new year.
 - Review material from CFGB regarding investment policy "entrusting" Need to develop common understanding of terms. Discuss as needed.

- **Finance –**
 - Review draft budget with Michelle
 - Follow up with Michelle regarding provider productivity action items. This may be completed after the new year due to other priorities. Provider productivity will support Megan – provider time utilization and Michelle – fiscal productivity.

- **MH Programing/Infrastructure –**
 - MH/Admin organization chart finalized, ongoing discussion
 - CCNY – provider productivity model dashboard in process – Greg, Val, Megan, and Michelle to provide “winnowed” down report that CCNY will automate in the system. We need a data dictionary.
 - Recruitment digital ad reach and landing page analysis
 - Schedule full MH Business Plan revision in preparation for yearend review
 - Review budget for Oishei Foundation funding – CCNY Education Evaluation Plan – this is a robust evaluation plan, determining phased approach as in-school program grows to new districts

- **Marketing & Development –**
 - Year End Appeal –approved for production and mailing– donations to be entered into Bloomerang CMS
 - Full-page ad in Business First Nonprofit Guide – Dec 9 drop date
 - Website update with awards & partnerships and agency video awaiting final partnership connection
 - Southtown’s Chamber – Dec 13, Scholarship program allows us to make a good connection for Harmonia to tell the story of the expanding in-school program at Lake Shore.
 - OnCore Golf funder– selecting a date in mid-February, affordable event ticket, invite Board members to ask a friend, logoed OnCore golf balls, PGA of WNY to provide pro. Event plan to be presented by Francesca and Val.
 - Southtowns strategy – identify priority businesses to make connection

- **Organization Infrastructure –**
 - Revise calendar and move project along

- **Senior Services –**
 - Finalize draft of article for Network in Aging December/January newsletter on Harmonia’s collaboration in Exhale program
 - Complete Wilson Legacy Fund grant application
 - Promote CarePanion Open House – 12-20-22

- **Strategic Plan –**
 - Present update at 12/16

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