



To: Valerie Nowak, LMHC, CEO  
From: Marta Hiczewski MS, Managing Partner  
Date: October 10, 2023  
Re: Status Report – September 2023

### **Period Accomplishments – September 2023**

- **Finance –**
  - Identified Highmark contact and participated in AR recovery discussion. Highmark appears responsive and we received a \$119,000 check.
  - Planning and participated in the Finance committee meeting. Bonus calculation was a item of discussion
  
- **Investments:** Added Trubee Collins comments to policy.
  
- **MH Programing/Infrastructure –**
  - MH Business Plan – Budget reforecast and forecast for 2024 as part of plan to be taken up again after Oct 15 when Michelle can address it.
  - MH Monthly Review – recruitment creative and ad schedule in works taking advantage of dissatisfaction in other organizations. Brochure discussion for Lake Shore begun.
  
- **Marketing & Development –**
  - Business First – Best Place to Work 2023 Nomination, reviewing other opportunities
  - Bloomerang CMS – letter creation on system webinar
  - Social Media – support manager
  - M & D Meeting – Fundraising committee meeting to discuss 2024 event. Conversation with Southtown’s Chamber ED on support they can provide, discussion and tour of Legacy @ 18 Mile Creek, prepared event outline. Met with committee at Chef’s to determine support needed. WBBZ can support event and highlight Harmonia services on other shows.
  - Grant writers – receive and review Diana Cihak, Upper Edge Consulting, funding opportunities for capital and capacity needs, schedule f/u meeting to review proposal

- Photographer – research and set up Annual Report client shot at Hamburg location
- Photographer – schedule and support KC Kratt headshots at Derby location
- Review pads – coordinate design of pads for Hamburg and Derby locations for clients to leave reviews
- Year End Appeal drafted
- Town-Foundation updated drafted
- **Organization Infrastructure –**
  - Recruitment model – Careers page application awaiting next steps with ESC
  - Priorities Meeting – monthly priorities
- **Senior Services –**
  - SS Business Plan – reschedule planning sessions because of personal situation with Director

### Next Period Priorities – October 2023

- **Investments:** Send policy to the finance committee for final approval
- **Bylaws:** Val and Greg to meet, finalize content, send to Nick for legal review and then to the board for final approval.
- **Finance –**
  - Participate in meetings with Highmark to support payment of outstanding AR.
  - Develop 2023 budget forecast to support MH business plan.
  - Participate in MH business planning meeting. Focus on KPI's HEDIS measures are a good start.
  - Participate in SS business planning meeting
  - Participate in HH business planning meeting. Kristy to provide info on how much time she spends now on admin and client service and how this will change in the future with additional staff.
  - Help develop bonus strategy with Val
- **MH Programing/Infrastructure –**
  - Recruitment – Proposal to move digital marketing creative and ad placement forward to take advantage of burnout at other clinics – determine cost and timeline
  - School program – draft copy for Lake Shore brochure and direct creative development

- **Marketing & Development –**
  - Bloomerang CMS training – on-going to learn more about reporting, letters/mailings, email messages
  - Year End Appeal – finalized and sent to printer for design
  - OnCore Golf – “friends” follow-up – board members to develop strategy for follow-up
  - Review pads - finalize
  - Sponsorship fulfillment – Frontier t-shirts
  - Media - reach out to media outlets to pitch school story
  - Photography – communicate to those who still need photo updates re in-studio 10/19
  - Grant writer – Review proposal from Upper Edge
  - 2024 Fundraising event – further develop concept, reach out to Legacy to pencil in date of June 13, explore caterers, refine budget to determine ticket prices and sponsor ops
  
- **Organization Infrastructure –**
  - Priorities Meeting – identify priorities
  
- **Senior Services –**
  - Senior Services Business Plan – meeting scheduled to re-engage on plan
  - Caregiver Support Project – meeting scheduled to refine plan and begin promotion and reporting
  
- **Strategic Plan –**
  - Q4 2023 SP update – determine process to present to Board