



January 2025 Report by C. Outland, ED

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The main focus of the foundation is working on sponsorships for the golf tournament and working on employee payroll deductions. Much of this report is the same as two weeks ago, however the highlighted areas below are new.

Below is a summary of our ongoing and upcoming activities for December and January:

Year-End Financial Reporting

- **Review Financial Statements:** Ensure all financial statements (Statement of Financial Position, Statement of Activities, Statement of Cash Flow, and Statement of Functional Expenses) are accurate and up to date.
- **Reconcile Accounts:** Reconcile all bank, credit card, and loan accounts to their statements to ensure accuracy.
- **Recognize Revenue:** Properly recognize all pledged contributions and categorize revenue as required by accrual accounting. Distinguish between donations made directly through Seneca Healthcare District and those made to the foundation.
- **Identify and Fix Errors:** Review financial reports to identify and correct any errors before finalizing them.

Tax Receipts – Completed and sent out 1/15/25

- **Compile Donation Records:** Pull reports from Blackbaud.
- **Generate Receipts:** Create tax receipts for each donor, including necessary details such as the donor's name, donation amount, and date of donation.
- **Send Receipts:** Distribute tax receipts to donors, ensuring they receive them in a timely manner for their tax filings. We will start sending tax receipts the week of January 6th.

Donor Engagement and Reporting

- **Create an Impact Report:** Develop a comprehensive impact report for stakeholders, detailing achievements, outcomes, and future goals. In progress
- **Increase Donor Communication:** Engage with donors through updates and thank-you messages to maintain strong relationships.

Progress & Insights

- **Donation Acceptance:** Donation acceptance is progressing well, and we have managed diverse types of donations over the past few months. In the coming year, we aim to gain experience in accepting additional types of donations, such as real estate.

- **Constituent Outreach:** We have developed donor level letters, which will be part of our 2025 Q1 mailings. These will also update donors on our progress from last year.

Financial Highlight

- **See attached budget report:** Foundation Financials & Updates 2024.xlsx
 - **Financed amount:** \$200,000
 - **Total allotted funds:** \$200,000
 - **Funds used to date:** \$57,306
 - **Funds remaining:** \$142,694
- **Proposed 2025 Budget:** SHF_Budget_2425.xlsx

Philanthropic/Fundraising Efforts

- **Golf Tournament:** Scheduled for May 30th, 2025. Please see the attached Golf Tournament notes for more information. We are currently seeking sponsors for the golf tournament and request that board members assist by referring potential sponsors or sharing information about the tournament with their contacts.
- **Donations:** I will reconnect with District and Foundation board members to discuss donations. We will continue to work with our large potential donors on naming and sponsorships for the new hospital.

Recognition

- **Donor Pages:** The donor pages on the website are coded, and we are working on adding the list of existing donors to the pages.

Next Steps

- **Completed** Continue working on all reporting and receipts needed for donors and the foundation for the 2024 year and prepare all projected materials for the year 2025.
- Develop policies and procedures for the foundation as directed by the board.
- Plan bubble events, community outreach events, and marketing initiatives.
- Plan the Foundation Launch Event.
- Develop quarterly updates and reports.
- Launch the employee giving campaign.

Golf Tournament Tasks

- **Raffle Prizes:** Secure 3 raffle prizes.
- **Date Night List:** Compile a list of restaurants/places for 1 year of date nights.
- **Longest Drive Prize:** Arrange a prize for the longest drive.
- **Meeting with Ronnie:** Schedule and follow up.
- **Committee Recruitment:** Create a message to recruit committee members for planning.
- **Event Process Template:** Develop a template/log of all tasks for the golf tournament to establish a process for next year with a timeline.
- **Hole Hecklers:** Organize volunteers.
- **Tournament Trophy:** Design and create messaging explaining that the trophy will be displayed in the walk-in clinic or current hospital lobby and relocated to the new hospital once built.
- **First-Time Sponsors:** Draft a message that first-time sponsors will be recognized with a plaque by the

trophy and honored with the same sponsorship rates for each consecutive year they sponsor.

- **Volunteers:** Determine the number of volunteers needed for the day of the event and outline their activities.
- **Snack Pricing:** Consult with Ronnie about pricing for adding a snack on the turn or if we can provide something.
- **Driving Range Activity:** Discuss further details.
- **Poker Run Tournament:** Explore the idea mentioned by Shawn.
- **Sponsorship Contact List:** Update the golf sponsorship contact list with your notes.

Payroll Deduction Tasks

- **Employee Message:** Explain how to enroll and de-enroll (may take up to 2 pay periods to take effect).
- **Paycom Process:** Provide detailed instructions.
- **Form Upload:** Confirm with Kristin about uploading the form.
- **Policy Creation:** Develop a policy.
- **Agreement Form:** Create an agreement form to keep on file, renewed annually.
- **Bi-Annual Reminder:** Set up reminders for employees in February and August each year.

PG&E Request

- **Information Sharing Location:** Determine if we can provide a bulletin board or small spot in each lobby for PG&E information.

Foundation Office Setup

- **Create Display:** Create a display for finishes in the office.

Foundation Outreach

- **Order Renderings:** Order additional renderings on gator board to put up in the community with a QR code to donate to the foundation - need to create a Blackbaud donation form for this.

Plumas Bank Display

- **Order Renderings:** Order additional renderings for Plumas Bank.

Events

- **Foundation Grand Opening:** Start notes sheet.
- **See Your Money at Work Event:** Start notes sheet.
- **Buy a Beam Event:** Start notes sheet.
- **Bandshell Dates:** Work with Katherine Sansone on Bandshell dates.

Grant Applications

- **PG&E:** Due 1/30.
- **KBK**
- **FRTA**
- **Chevron:** Figure out how to apply for a grant with this organization, Chevron Grant Application Guidelines.

Times Allocations

- **Foundation:**
 - **In Progress:** 23
 - **Not Complete:** 4
 - **Completed:** 3
 - **Total Tasks:** 30
 - **Percentage Completed:** 10%
- **9/5-10/30:**
 - **In Progress:** 22
 - **Not Complete:** 3
 - **Completed:** 47
 - **Total Tasks:** 72
 - **Percentage Completed:** 65%
- **Communications:**
 - **Not Started:** 13
 - **In Progress:** 9
 - **Late:** 0
 - **Completed:** 220
 - **Total Tasks:** 242
 - **Percentage Completed:** 91%
- **Foundation:**
 - **Not Started:** 23
 - **In Progress:** 2
 - **Late:** 3
 - **Completed:** 115
 - **Total Tasks:** 143
 - **Percentage Completed:** 80%
- **Employee Relations:**
 - **Not Started:** 3
 - **In Progress:** 0
 - **Late:** 0
 - **Completed:** 22
 - **Total Tasks:** 25
 - **Percentage Completed:** 88%

Communications tasks include marketing, PR, website design, digital and print media content for the District. Foundation tasks include items specific to foundation operations. Employee Relations tasks include NEO, newsletter items, employee store, Christmas party, and other employee appreciation tasks in collaboration with HR.

I would estimate that the foundation work averages 35% of our overall time this year and for future years this will steadily increase.