

Parent Infant Center Development Committee Charter 2017-18

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Mission Statement

Given PIC's mission to *support parenting by enabling children to grow and learn in a safe, stimulating, and loving environment*, and PIC's strategic goals for the 2012-2017 period, the Development Committee has identified the following areas of need for development efforts:

- Keeping the cost of quality early childhood education and care affordable to all families.
- Donor cultivation (corporate, individual, and foundation) for long-term sustainability.

The role of the Committee in this endeavor are four-fold:

- To advise PIC's Executive Director and Development Manager in setting specific goals and objectives, and to present them to the Board for approval.
- To be in service to the Development Manager in implementing and executing those objectives.
- To evaluate the effectiveness of the implemented development plan.
- To communicate to PIC community, to the Board, and to potential or current donors the goals and importance of PIC's development mission.

Goals for 2016-2017

1. Art Start

Development and Art Start committee members will meet to strategize and discuss how to support the needs of the planning committee.

2. PIC 40th Anniversary Celebration

As PIC approaches its 40th birthday, we will discuss ways to celebrate this big event with an emphasis on engaging with current families and alumni.

3. Campaign for Kids

We will discuss the potential for a new campaign to support key projects at PIC. Expanding the PIC family has been an enormous undertaking with phenomenal results. One focus of the campaign is to support projects the building and grounds committee has identified to maintain or update facilities affected by increased enrollment numbers. This campaign can be tied to 40th anniversary.

4. Annual Appeal and New Donors

The Cindy Fund yielded over 50 new donors and lapsed alumni givers. Discussion will focus on keeping new folks engaged and the upcoming annual appeal mailing.

5. Restaurant Initiative

The Metropolitan Bakery partnership has inspired ideas to partner with restaurants throughout the year to raise money. This provides a way for families, partners, and alumni to participate in fundraising for PIC and build community. Throughout the year we will be brainstorming potential restaurant partners and how to integrate this idea into the regular fundraising cycle. Options include "day of donation" (10% proceeds go to PIC for a specific day), and "PIC Happy Hour" or "PIC Night Out" events.

6. Education Incentive Tax Credit

The committee will investigate potential partnerships with businesses interested in the EITC.

7. Day of Play

The committee and plant sale volunteers will strategize new ways to use the sale as a 'friend-raiser', increase the profile of the sale in the community, and bring in other neighborhood partners.

Work Load and Meeting Schedule

Members should anticipate devoting about three hours per month to work on committee's matters. Most of this work will take place outside meetings.

dates:	time:
October 2, 2017	5:00 p.m.
Week of December 11	5:00 p.m.
Week of January 8	5:00 p.m.
Week of Feb 5	5:00 p.m.
Week of March 5	5:00 p.m.
Week of April 2	5:00 p.m.
Week of May 7	5:00 p.m.

Calendar for 2017-2018

ArtStart

Grandparents' Day

Giving Tuesday and Annual Appeal

Valentine's Day mailing

Plant Sale

Alumni Connection Event

Grant-Writing

ongoing

Alumni Giving Society/Donor Development

ongoing

Staff Support Required

The Committee operates in collaboration with PIC Executive Director Deb Green and Development Manager Karen Stachelek, who facilitates the work of the committee by sending Committee members reminders for upcoming meetings, securing a meeting room, arranging for food and child care, and compiling and distributing meeting minutes. In addition, she is responsible for compiling data on the outcome of fundraising activities to inform the Committee on the costs and benefits of these activities. Finally, she serves as a critical communication link between the committee and ad-hoc committees formed around fundraising events such as ArtStart and the Day of Play.

Committee Members

The Committee is made up of PIC staff and volunteers with a variety of backgrounds and experiences, each able to help the Committee achieve its goals. While Committee members need not have prior development experience, they should be interested in helping to maintain the continuing and long-term strength of PIC as a first-rate learning center; have good communication skills including being willing to serve as an effective ambassador for PIC to the outside community; and be willing to contribute to the work of fundraising, such as ArtStart or the Day of Play. Membership to PIC's board is not necessary.

Current regular members of the Development Committee are Development Manager Karen Stachelek, Jessica Spak (co-chair), Jennifer Skirkanich (co-chair) Deb Green (ex officio),

