

Development Subcommittee meeting minutes #001. 1/3/13.

Attending: Claire, Ellen, Linda, Alan, Corey, with guest Shane Endicot of OUV

- Good discussion with Corey's friend Shane Endicot from Our United Villages and The Rebuilding Center. He spoke about their business model and funders and what makes a project attractive to funders.
 - Summary of a much longer conversation:
 - Think about funding strategies including membership, possibly in different levels, grants, and/or alternate funding mechanisms. Our United Villages has a funding structure set up specifically to fund the community building work that OUV does, called The Rebuilding Center. It is a unique model that makes the organization sustainable, with very little reliance on grants or other “typical” funding. Any grants requested are sustaining and “one time” with a clear definition of how each grant will fund multiple purposes, and will not be needed again in the future since the funding is “seed” for a continuing, self-sustaining program or a one-time capital project, with multiple benefits.
 - They have a 95% success rate on grants. They apply for capital equity/capacity projects that create income and meet all 3 “E”s. Community ownership is a big buzz word now – how to shift to community ownership.
 - Their 9 member board has good diversity and they only have event/project related committees – no standing committees.
 - Shane shared the Five Common Elements that he found when interviewing a diverse group of local non-profits, when researching to start OUV in the 1990s.
 - Five Common Elements:
 - #1. Number one barrier = Funding. Every successful non-profit needs a sustainable funding strategy
 - #2. Losing track of Mission, usually for Funding. Shared an analogy of a vehicle, where the Mission is in the driver's seat, where it should be. Sometime the Mission moves to passenger, letting funding opportunities do the driving, and sometimes it moves to the back seat. In the worst case, the Mission goes in the trunk and is only opened up and shown when trying to secure more funding for the driver....Keep the Mission in the drivers seat.
 - #3. Geographical issues. Dilution in fast growth, and loss of direction. Back to Mission.
 - #4. How does a non-profit work itself out of business? Have a strong mission with achievable goals, but let the ownership be the community. Don't create a need, fill it. Allow community ownership, providing the stage. Shared example of hunger. If all agencies and non-profits working toward ending hunger in Oregon shifted the focus to creating a community of Oregonians who would not accept hunger as an option for fellow Oregonians,

then there may not be a hunger issue. The community would own the solution, we would not be able to fulfill our “obligation” to ending hunger by donating to an organization once a year, and there would be a lot of organizations with resources to put toward other issues.... simpler in theory, but the lesson is to allow community ownership of results.

- #5. Leadership. A charismatic leader can be good, but that may limit possibilities. Every person involved should be recognized for their abilities, contributions and strengths, with equal importance on all people involved in the organization. Equal spokes of a wheel.
 - People give \$s to people. Keep it personal, speak from the heart, be collaborative, and work toward Mission/Vision.
 - **Vision, Plan, Details, Problems, Drama.** Keep the focus.
- Shane also provided a lead on a good bookkeeper.
- Reviewed and discussed the proposal we submitted to Meyer Memorial for Development Planning Assistance (we should find out this week or next if we get funded).
- Went over strategy for leveraging the development plan to apply for capacity building grant to fund Dev. Director position.
- Broke our Funding needs into 2 parts: programs and fundraising events. Then discussed possible fundraising events for 2013
 - Winery Tour
 - 2-3 wineries
 - Sat April 27th
 - Community Dinner
 - Solar Regatta – Claire says Nike is interested in a summer event.
 - Summer Solstice Event
 - Solar Cooker event
- Continuing Education classes
 - Programs to fund: SNU, K-12, Solarize, more?
- How can any programs become funding mechanisms? Or are there other programs that could be developed that become a non-profit funding arm to fund the work of Solar Oregon?
- Strategy set to move forward with development plan and strategic planning with assistance from Resource Consultants at Board Retreat. Even if we don't get funded by Meyer we will still need to move forward with this because funders want to see development plan in place and included in strategic plan before we ask for \$\$\$ (Meyer, Collins, Murdock, OCT etc.)