



Placer Wellness Fund Meeting

Summary Notes

July 23, 2007

Location: Pride Industries

Attendees:

Anne Stains, ProPose Social Marketing
Cindy Brundage, Children System of Care, HHS
Michael Alward, Health for All
Veronica Blake, Placer Community Foundation
Kelly Bennett Wofford, Children's Health Initiative
Tami Brodник, Pride Industries
Ann Bouchard, Bouchard Communications Group

Facilitator: Seana Doherty, Streamline Consulting Group

Summary Notes

1) Welcome

- a. Introductions
- b. New members, Tami and Ann, welcomed

2) Update: Placer Community Wellness Fund

- a. New mini-plan developed per comments from last meeting (see attached)
- b. New plan expands our fundraising strategies per comments from last meeting
- c. Staff still an issue for implementing many of these strategies
- d. Placer County employee giving campaign underway—PCN staff are working with PCF staff to take care of all of the details for this
 - i. **Action:** Veronica and Cindy working on identifying who would be the right person to have on the internal County committee

Comments:

We still need a Champion to help make the pitch about the Wellness Fund to some key donors/groups

Tami mentioned Bonner and Zigler as possible names

Action: Seana to follow up with Tami about a possible lunch date with Mike and Ed about the Wellness Fund in August—to introduce them to the idea and see if they would be interested in joining forces with our team



3) Update: Children's Health Initiative

Kelly Bennet-Wofford gave an update on the status of the Children's Health Initiative, a project working to provide health insurance for all of Placer's children ages 0-18. The First 5 Commission is providing funding to cover all of the 0-5 year olds and other fundraising strategies are working to cover the 6-18 year old population.

The Placer Community Wellness Fund is helping to raise funds for the project by giving 25% of revenue, in year 1, to CHI.

Fundraising and finding providers in the North Tahoe/Kings Beach area are the current challenges for the project.

For more details about CHI, please contact Kelly at 916-627-0410 or by email: Kelly@bennettwofford.com

4) Discussion: How do we grow the fund to \$500K in the first year?

Comments:

We really need to try and find a couple of well-connected champions who are passionate about the cause of raising local dollars for local causes

Create case: collateral material really needs to show the needs, specifically, that these funds with help address. Put some statistics in the marketing materials that point to needs of certain populations and the groups working on some of these issues...and how the Fund will support this work.

Action: Seana to update the Wellness rack card with above information and circulate to the group to review

Comment: Maybe we should look into hiring a professional fundraiser or partnering with the Children's Health Initiative project to hire someone to raise this \$1M goal

5) Next Steps

Action: Seana to follow-up with each committee member on action items and plan next meeting