

From: Helen Stoll President

To: Board of Trustees Martha and Mary Lutheran Services

Monthly Report

July 21, 2018

Summer greetings to you all,

PHILANTHROPY

Marina Renovation Grant - A couple of weeks ago I attended the Bainbridge Community Foundation's (BCF) annual celebration of volunteers and grant recipients on behalf of Martha and Mary. M&M received a \$6,100 grant to assist in the Marina dining room project: "renovation of the Marina dining room with a built in food service station for restaurant-style dining and an enhanced experience for residents. The Marina Unit is the long term care unit where residents are generally in need of skilled physical assistance and able to engage with others and their surroundings. I was able to thank individually and share further details with the chair of the BCF board and some involved in the site visit to M&M. This grant is much appreciated.

Reflection: The past two years, 2016 & 2017, have been ones of rapid and deep reorganization within M&M and in M&M's outward engagement to meet the mounting challenges in aging care. They have also been a time of ongoing reorientation and reorganization of the internal functioning of the Martha and Mary Board of Trustees. In short we have been moving from the "traditional non-profit" board model (somewhat laissez faire) to more of a combination of not-for-profit considerations considered through a for-profit lens and model, a synthesis of the two with as much for-profit measures as are helpful to further our mission. The trustees have risen beautifully to these challenges. For example you may have noticed that most of the work of the board is now done initially in committees: working with staff, gathering and evaluating information and reporting recommendations to the whole board.

One of the trustees next endeavors in the board's reorientation is to consider our role in engaging the community for philanthropic purposes. We will be involved in the development of a comprehensive philanthropy program, identifying various roles within that program, and shaping the board's role in philanthropy.

If you find that you feel nervous or resistant about what may be required of you, please be at peace. This is a process. There will be information and discussions. There will be tools and clarity of roles. You may even find that you are already naturally doing some form of philanthropic work as you talk about M&M with acquaintances and contacts in our community.

Philanthropy Task Force - Composed of members from the Strategic Planning and Development Committees and staff, the "PTF" received our work plan/timeline and homework for the next six weeks at the June meeting.

Paula Rimmer has put together an excellent tutorial with information from several sources on aspects of philanthropic endeavors for not-for-profit organizations. It includes basic

understandings of all the aspects that must be considered and melded together for a multifaceted, cohesive philanthropy program. There are definitions and explanations of various revenue streams, the need to clarify to the community and those considering a donation M&M's need for philanthropic giving beyond our current revenue streams. Board functions and role is discussed. The materials provide a *Giving USA* report on the role of giving in aging services organizations. LeadingAge materials address philanthropy benchmarking. And a toolkit for ongoing evaluation of the fundraising strategy and its effectiveness is provided.

The task force will engage the full board and staff in the fall in considering best philanthropic practices for M&M. Development staff will then synthesize feedback from the staff and board and develop a comprehensive *Draft Donor Engagement Plan*. PTF will evaluate and shape a final report, and present to the Strategic Planning Committee (SPC). The current goal is for the board to receive the final report from the SPC in November.

The ELC - is up and running again after the flood.

State of the Corps Report - was postponed again in June due to the number (6) of board members unable to attend. Even though it's July, the height of summer activities, I am hopeful that we can hear Lynette's report this month.

State Survey - As of today the staff is still awaiting the appearance of the state survey team. All is in readiness. The survey team has in the past arrived at M&M after their survey at Ridgemont in Port Orchard. That survey was conducted this past week.

We will receive a report at our July board meeting: an overview of the survey process, the considerations that enter into preparations and the current status.

My continued appreciation to each of you as you serve the residents and staff.