



## Executive Director's Report to the Board October 4, 2023

### Fiscal Management

- NYS Grants and Contracts:
  - Tobacco (TOB): The Year 5 budget and workplan has been approved at the speed of light, likely because in October, NYS will be transitioning contracts off the Gateway and into SFS; we are now able to submit vouchers for the months of July, August and September
  - Navigator (NAV): The Year 5 budget and workplan has been submitted but not yet approved; we cannot submit vouchers for August and September until it is
  - Rural Health Network (RHN): We have been advised that the 5-year contract ending December 31, 2023 will be extended by one year and have been asked to prepare a Year 6 budget and workplan
  - NYSDOT 5310: We were notified that we did, in fact, receive 5310 funding from the NYSDOT (we applied in 2022, so assumed we had NOT been selected). Funding in the amount of \$79K will be used to support the purchase of a modified wheelchair accessible van. We will be required to commit a 20.1% match. The Rip Van Winkle Foundation has offered a challenge grant, pledging to match up to \$7,500 of funds that we can raise by the end of the calendar year. Raising the remaining \$7,500 will be the focus of a giving campaign between Giving Tuesday and year-end.
- Managing in the Office Manager's absence
  - Lisa Thomas is taking on the lion's share of the work
  - Her immediate tasks include:
    - Managing a considerable amount of IT work; Lisa got an update from Joe W. at its, and we'll meet with him soon
    - Managing the phone system (outgoing voicemail messages, etc.)
    - Managing the downstairs receptionists
    - Forecasting for personnel benefits renewal
- The first deposit of voluntary salary deferrals from payroll for 401(k) retirement accounts was made to our new recordkeeper, John Hancock, last week and on October 4<sup>th</sup>, the remaining funds in the account will transfer from Nationwide. The "blackout period," during which plan participants cannot move or withdraw funds, will end on October 15<sup>th</sup>, marking the end of this transition. On the whole, it has been smooth.

### Personnel Management

- As you know, we engaged Sydney Keiler as the Director of Development and Communications for an initial term of August 1 through September 30<sup>th</sup>. We will now contract with her for an additional 6-month term starting October 1<sup>st</sup>, 2023 and ending March 31, 2024. Her focus during that time will be on the following projects:
  - selecting a platform for a donor database that also supports event registration, credit card payments, and mass email communications

- Managing the Giving Tuesday through Year-End Campaign
- Developing and executing a Communications Plan
- Drafting a quarterly Impact Report
- We have successfully on-boarded Jen Reilly-Bluma as the Community Engagement Coordinator with the Tobacco Free Action Program. Her first day of work was Wednesday, August 30<sup>th</sup>.
- We continue to have the following vacant positions:
  - One full-time (35 hrs/wk) and one part-time (21 hrs/wk) position with our Navigator Program (health insurance enrollment services)—For both positions, the base wage has been raised from \$17/hr to \$19.75/hr. Earlier today, we conducted a second interview with a candidate for the full-time role.
  - One full-time (35 hrs/wk) Office Manager

### **Report on Annual Recognition Event and Fundraiser**

- The event was successful in a number of ways. It was reasonably well-attended, the drivers were well-pleased with the recognition, and we raised ~\$30,000 for CARTS.
- In the future, we anticipate separating the events, hosting the Board’s Annual Recognition Event in April immediately following the Annual Meeting as in the past, and a Fall Fundraiser for CARTS, with largely the same format
- Post-event communications will include:
  - A press release
  - Social media posts
  - Sponsor postcard
  - Personal notes to speakers from the ED

### **Upcoming Board and Committee Meeting Dates**

10/26	Governance Committee	1:30 pm
11/1	Executive Committee	9:00 am
11/28	Budget and Finance Committee	3:00 pm
12/6	Board of Directors	2:30 pm

**Revenue and Support**

	Sponsorships (committed; see breakdown below)	\$ 28,150
	Donations	\$ 700
	Ticket Sales	\$ 350
	<b>Total Revenue and Support</b>	<b>\$ 29,200</b>

**Expenses:**

	Postage	\$ 358
	Supplies	\$ 163
	Printing and Copying	\$ 1,039
	Facility rental	\$ 50
	Catering	\$ 2,873
	PayPal processing fees (estimated and understated)	\$ 48
	Contract Professional - Sydney Keiler (estimated and overstated)	\$ 10,125
	<b>Total Expenses</b>	<b>\$ 14,654</b>

	<b>Income</b>	<b>\$ 14,546</b>
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**Sponsorship breakdown**

	1	Big Wheel Sponsor @ 10,000	\$ 10,000
	2	Gold Rims Sponsors @ \$2,500	\$ 4,500
	6	Chrome Rims Sponsors @ \$1,000	\$ 6,000
	5	Bronze Rims Sponsors @ \$500	\$ 2,500
	14	Steel Rims Sponsors @ \$250	\$ 3,450
	17	Alloy Rims Sponsors @ \$100	\$ 1,700
	<b>45</b>	<b>Totals</b>	<b>\$ 28,150</b>