

Children's Hospital Foundation
Minutes- Board of Directors Meeting
Children's Hospital Foundation-Marshall Conference Room
901 N. Lincoln Blvd OKC OK 73104
4:00 PM February 8, 2018

ATTENDEES: Anthony "Chip" Keating, Brooks Altshuler, Kim Anderson, Justin Brown, Jeanetta Dobson, David Elder, Hossein Farzaneh, Dr. Morris Gessouroun, Brooke Halleran, Jon Hayes, John Kennedy, Joe Lewallen, Kathy McCracken, Stacy McDaniel, Chris Meyers, Jason Nelson, Ross Plourde, Susan Porter, Amy Spring, Jeff Starling, Al Warren.

Guests: Vic Thate, Theresa Green, Gene Hopper, Sherry Dale, Chay Kramer

Staff: Jennifer Beckett, Linzy Hall, Danielle Hohlier, Jeremiah Lane, Margaret Reynolds, Ann Waller

Board President Chip Keating, called the meeting to order. Minutes of the November 16, 2017 board meeting were presented for approval. Minutes were previously emailed to each board member and are included in the packet of information given to each board member at the meeting. Minutes were approved as written.

Nominating Report – Chip Keating:

Chip welcomed the new board members - Caleb Morgret, Travis Mason, Marisa Records, Jeff Starling and Jason Nelson. Chip thanked them for their willingness to serve and said it was an honor to have them on the board.

Chip introduced Chay Kramer to the board. Chay is President and Chairman of the CMN Board. Chay introduced Vic Thate. Vic expressed his appreciation for the kindness, respect shown by the Board and thanked everyone for their continued work with the credit unions. Chip thanked him for his dedication.

Chip requested each board member fill out their Board Annual Commitment form and Conflict of Interest form which are on the table.

Development Report – David Elder:

Major Gifts - David asked the Board to review the Dashboard reports in their packet. He asked everyone to notify Kathy if they knew of anyone that would be a good contact for the committee. He reminded the Board to make their annual gift if they have not already. He announced we are at 86% of our funding goal.

Current Programs - PPod campaign - \$19,500 raised to date for their goal of \$165,000

Walmart - Development staff will travel to all 86 locations

Panda Express - number one corporate sponsor in growth with \$74,000 in 2017 from \$56,000 in 2016

Aiming for Miracles - April 20th, **Duck Race** - May 24th, **Sugar and Spurs** - April 19th

Dance Marathons for OU, OSU, UCO and OCU are scheduled

Patient Family Dinners - sponsorships and volunteers are needed

American Insurance Partners - new partner commitment

Kids Care - \$26,000 raised to date

Bear in the Chair - program was launched

DFAM - August 18th, five confirmed dancers to date

SLB - October 20th, Co-Chairs Vicki and Tom Blalock

PMM - May 24th

Vintage - May 8th

Chip notified the board that the Country Music Concert Event is still in the early planning stages with a tentative date in 2020.

Adolescent Medicine Update - Adrienne Elder:

Reported the goal is to raise \$5.7 million by March of 2019. Recent contributions from the McLaughlin's of \$150,000 and the Records of \$50,000. We are in process of reaching out to local schools and will have more updates available at the next Board meeting.

Annual Director's Report – KATHY MCCRACKEN:

Annual Fund letters were handed out to Board members for their personal notes to be added to their letters.

Communications: please review the We Care Brochure and visit our website for updated information. Donations through the website are improving. The CHF Magazine was distributed to 7,700 households.

Press Releases: 33 sent out in 2017, 109 Media Hits, FB Followers over 3,000, Twitter, over 1,600 and Instagram just over 900 followers. Please remember the calendar and the Holiday cards – Calendars are a great way to send out a reminder about CHF – it's really a brochure telling a story about a miracle child every month.

CMN Highlights: The CMN National Office will only have ten Champion children this year. A change from prior years. Each year there was one child from each state, Samantha Lancaster has served in that role this past year. CHF will choose five miracle children from our market area to be our Oklahoma ambassadors. We will try this and see how it goes. The Pros will be that there is more family involvement, and the Cons is that there will be more family involvement.

Allocated funds to the Department of Pediatrics: (A budget of 1.6 million) a recap of how funds were used this past year; Biomedical and Behavioral Methodology Core \$736,358; Clinical Trials Office \$245,110; Dr. Stephen Ladisch Consultant \$118,000; Resident and Fellow Research awards \$100,000; and Biomedical Genetics \$356,804.

Board of Advocates: BOA is going strong. Starting in January, Dan Boren will replace Bill Lance. The BOA wanted a group fundraising project and they chose to raise funds for a new PPod, which is a metabolic measuring tool used by Dr. Fields. The PPod produces data that Dr. Fields uses to conduct research. (NIH Grants). They have raised \$19,500 toward the purchase. We are still looking for individuals to represent us in all 77 counties.

Dance Marathons: Soonerthon doing very well; raised over \$800,000 last year and is now one of the top ten DM's out of 400 held nationwide. Cowboython had over 1,700 participants and raised over \$160,000 last year. Bronchothon raised over \$68,000. DroverThon raised \$5,000 and OCU will be joining us in April.

Partners Making Miracles will be May 24th at the OHC Embassy Suites. Awards are given to corporate partners and donors.

Dancing for a Miracle: August 18th. Last year the event raised over \$440,000.

Starlight Ball: October 20th. Last year, the event raised over \$250,000. The Anthony Family received the Miracle Maker Award. Thank you to Justin and Kelly Brown, the 2017 Chairmen.

Patient Family Dinners: two held in December last year. The Forbes, Everest and Howard families supported these events. It is our hope to hold more dinners in the coming year.

Toy Drive: December 12, 2018. We received several donations last year - The OKC Blazers, The Greens Tennis Club (Jeanetta Dobson, BOD Member) Lee and Laura Young, Web and Kristine Browne, Teen Board, Fay Campbell with her knitted hats.

CMN Top Donors: OU Dance Marathon \$744,882 in 2016 – 2017; up more than \$20,000 over 2015 – 2016. Walmart and Sam's Clubs down, just over \$135,000 in 2016 – 2017 from 2015 – 2016. Love's was up more than \$73,000 in 2016 -2017 from 2015 – 2016. Credit Unions for Kids – averages \$225,000 each year. We have Vic Thate to thank for the Credit Union programs – as he brought the Credit Unions to us in 1999.

Grant Programs: Grants have increased in the past two years.

Vintage: Michael Shelley has \$90,000 in pledges for the Vintage Event to be held May 8th. Amy Spring is assisting in the planning of the event again this year.

Bequests: We have received a few planned giving gifts and are expanding the program.

AMC: (Adolescent Medicine Campaign) we are at \$4.3 million of the 10 million goal. We may have a 1 million dollar gift coming soon to put us over the 5 million goal.

Brandon Weedon Tournament: raising funds for the cardiac research area; we have received \$460,000 of the \$1 million goal.

Jimmy Everest Center: the campaign push began in October of 2015 and has currently raised \$942,753.00 (includes the \$600,000 from Blake Shelton) Kathy told the Board the story about Blake Shelton's involvement with CHF and Jimmy Everest.

Source of Contributions: Corporations, Schools, Foundations and Individuals.

Financial Overview ending fiscal year 2017: Contributions - \$5,757,687; Market value of the Endowed Funds - \$72,430.00 and Market Value of Enrichment Funds - \$6,036,635.

Refer to the Impact Document – the allocation of funds pie chart shows our development programs are 80% of our total expenditures. As the other charts show, “the more people you get involved and the more awareness you have, the better your growth”.

Kathy asked everyone to make sure that they have the Endowed Research information sheet and to review our donor history. New donors include the Brownes, the Stones, Dr. Mulvihill, and Mohamed Shaaf.

Finance – Chris Meyers:

The budget was reviewed and approved by the finance committee. Kathy commented there are some differences in the line items in BOLD type. Some conservative numbers appear on the proposed budget as we took into consideration the hurricane affecting Walmart and other sponsors. We are expecting the 4th quarter CMN disbursement any day and are expecting it to be over \$900,000.

Motion to approve the 2018 – 2019 budget: Motion by Joe Lewallen to approve the budget as presented, seconded by Chip Keating. Motion carried.

Communications – Theresa Green:

Kathy introduced Theresa a friend of the JEC for 20 years and former reporter with Channel 4. Theresa spoke about St. Jude's plea from vendors in town and knew that something had to be done to increase awareness for CHF. The goal was to increase awareness for our programs. The year-end fundraising campaign was launched to coincide when people are making end of year donations. The idea was to hit a high income demographic. The Olympic coverage ad spots were selected, as it is a higher demographic of income available supporters. (42 spots during the Olympics). The end of year mailer (electronic) went to 50,000 households, we had 8,000 opens and 1,100 clicks. We are still fine tuning the website, in order to make it easy for donors to donate.

Kids with Courage – in 2015 we had 25 stories. We had 27 stories this year. A great partnership with KFOR. These stories have become valuable to Channel 4.

Dr. Meyer: expressed gratitude to Theresa and Channel 4. He said the support has been tremendous and the increased awareness is invaluable.

Strategic Planning – Gene Hopper:

Goal is to move the organization from 5 to 10 million dollars over the next five years. The context for the plan was done with an assessment in the beginning. The organization is working in a time of profound change and transition and CHF has successfully navigated the changes. 7 goals were presented –double in size, focus on Dance Marathons, add high school and middle school events, and engage with the hospital more. A Health Center Advisory Board was formed and has met 3 times. Gene referred to the hand out in the packet and asked for the Boards help with input in expanding the BOA. We will have recommendations for 2018 and 2019 at the next Board meeting.

Public Affairs – Chip Keating:

Chip Keating reported on the legislators meet and greet. As a result of term limits, there is a constant turn over with legislators.

Children's Hospital Update – Jon Hayes:

We have passed phase one of the transition. The upcoming bond issue is about \$1.25 million. In July the hospital will begin a 5 year planning cycle.

Scientific Director – Dr. Morris Gessouroun:

A governance system has been established and Children's will have its own operating committee. The structure will be better with a physician president, but also committees for strategy within the Children's Hospital. Effective January 1, Dr. Gessouroun became the Chair. The neonatology chair candidates have been identified and we have a good group of candidates from across the country. We will begin our search for section chiefs for pediatric critical care and to identify a permanent onsite chair for research. Dr. Waggoner has added another large grant, making him more attractive to us as an endowed Chair. March 9th is research day at Children's. We will be moving from 17 residents to 19 next year.

Board President - Chip Keating:

We are at a pivotal crossroads as a development arm for Children's Hospital. Mr. Keating believes that the leadership now wants to cooperate and work with the growth factor of fundraising, since the hospital is now a nonprofit. This is an exciting time as we build a unified relationship with the hospital.

Motion to adjourn:

Motion to adjourn by Joe Lewallen, Seconded by Chris Meyers. Motion carried.

No other business was brought before the Board and the meeting adjourned at 5:57p.m.

Respectfully submitted:

Kathy McCracken, Executive Director