

## Meeting summary for NCAFCC Region 5/7 Meeting

(03/05/2025)

### Quick recap

The meeting covered various aspects of clinic operations and fundraising strategies. Participants discussed upcoming events, including a leadership series and legislative day, as well as sharing successful fundraising methods such as galas, auctions, and community partnerships. The group also explored grant opportunities, capital campaigns, and the importance of effective donor communication while addressing concerns about potential service expansion and donor fatigue.

### Next steps

- All attendees to consider registering for the leadership series training on April 28th in Charlotte.
- Allison to send out registration form for the April 28th training in the Friday Weekly Post.
- All attendees to email Allison with specific topics they'd like to hear about at the next all region meeting.
- Allison to keep attendees posted on the date of the next regional meeting.
- Linda to follow up with Gwendolyn about online raffle experiences.
- All clinics to consider implementing successful fundraising ideas shared during the meeting, such as galas, auctions, and community partnerships.
- All clinics to be aware of potential impacts from Medicaid changes and prepare for possible increased demand for services.

### Summary

### Upcoming Events and Safety Concerns

The group discusses the upcoming severe weather and safety concerns. Allison and Lynn provide updates on upcoming events, including a leadership series on April 28th

focusing on grants, fundraising, and advocacy. The event will be held at the NCAFCC office in Charlotte, with a \$40 registration fee that includes lunch and materials. They also mention a legislative day planned for May in Raleigh to advocate for free clinics. Cindy thanks everyone for completing the annual surveys and reminds them to expect follow-up questions. Allison announces a dental networking meeting on Monday at 12:30 PM, featuring a panel discussion on working with dental providers.

### **Gala Honors Remembered Clinic Leader**

Lyn initiated a discussion about fundraising strategies for the clinic, inviting others to share their ideas. Gwendolyn shared about the upcoming annual gala event, the "Help and Healing Awards," which will be held on September 13th. The event honors individuals who have made significant contributions to the community through volunteerism, monetary contributions, or efforts to reduce healthcare disparities. This year, the gala will pay tribute to the clinic's former executive director, Marilyn Green, who passed away in 2018. Dr. Pate will present the award to her family. Gwendolyn expressed gratitude to Alice Mae Jackson for inspiring the idea of the gala.

### **Fundraising Events Success and Evolution**

Gwendolyn discussed the success of their fundraising events, including the Dessert Dash and the annual golf tournament. She mentioned the addition of a silent auction featuring pottery and artwork donated by the clinic's medical director's wife. Gwendolyn also highlighted the development of a fundraising committee to help with the gala and other events. In contrast, j\_cacioppo0807 shared their shift from a gala to a pork barbecue event, with a focus on student leadership and a successful Mr. CUSOM event that raised over \$30,000.

### **Campbell University School of Osteopathic Medicine Update**

In the meeting, Joe discussed the Campbell University School of Osteopathic Medicine's annual event where students dress up and perform, often poking fun at faculty. He also mentioned the school's efforts to secure educational grants, including an Ahec grant to equip a new clinic in Dunn. Joe also mentioned the school's need for new sites for students to rotate through during their rural, underserved month. Lyn asked for a contact for the Ahec grant, which Joe agreed to provide. Gwendolyn shared that their mascot, Harry the Helping Hand Bear, was being manufactured for donations and would be present at various events. Joe also mentioned a barbecue event they

were planning, which would include a silent auction and music. Finally, Allison asked JD from Mercy Clinic to share their recent activities.

### **Clinic's Financial Strategy and Grants**

JD discussed the clinic's financial strategy, emphasizing the importance of only seeking grants that provide substantial returns. JD also mentioned avoiding grants requiring audited funds, which are time-consuming and costly. The clinic received a significant portion of its funding from the Foundation for Healthy Carolinas and the North Carolina Office of Rural Health. JD also highlighted the importance of being stewards of the donations received and of being cost-conscious. JD concluded by stating that they would continue to be careful about the grants they seek and how they spend the funds.

### **Harold Bate Foundation Grants Discussion**

JD discussed the Harold Bate Foundation's financial support for New Bern's projects, including a \$10,000 air conditioning unit and \$6,000 for new lighting in the clinic. The foundation encourages applicants to contribute their own funds. Estefany shared her team's successful fundraising methods, such as a silent auction and a wine pull event at their annual gala, which raised significant amounts of money. She also mentioned an "Eat for Broad Street" initiative where local restaurants donate a portion of their sales to the cause.

### **Clinics Share Fundraising Strategies and Events**

Estefany discussed the clinic's fundraising strategies, including a spring and fall mailer, local grants, and partnerships with local clinics and restaurants. She mentioned that they have decided to focus more on the fall mailer to avoid donor fatigue. Lyn from the Community Care Clinic of Dare shared their annual offshore fishing tournament, which has raised between \$60,000 to \$90,000 annually. She also mentioned their use of community help and an annual appeal letter. Linda from the same clinic announced their 20th anniversary fund drive, aiming for \$202,000 in donations. She also mentioned their speaker circuit, which has helped raise awareness of the clinic.

### **Partnerships, Grand Opening, Online Raffles**

Lyn discussed partnerships with local organizations, including the Outer Banks Restaurant Association and Outer Banks Association of Realtors, to promote their employers for care program. This program waives the admin fee for active, eligible employees of businesses that make donations to the clinic. Lyn also mentioned plans for a grand opening event for their dental clinic in May. Linda asked if anyone had experience with online raffles, and Gwendolyn offered to discuss this further. Janet Simpson from Hope Clinic in Pamlico County shared her experience organizing an annual fundraising gala, which includes a barbecue, dinner dance with a live auction, and sponsorships. This event is well-attended and has seen consistent success over the years.

### **Hope Clinic Expansion and Funding**

The speaker from Hope Clinic discussed the organization's recent expansion and success in securing grants and community support. They highlighted their new lease on two clinic spaces, increased clinic hours, and a successful annual appeal capital campaign, which covered all costs for renovating the facilities. The speaker also expressed concern about overburdening their donor pool, while acknowledging the potential need for expanded services as a result of changes in Medicaid funding.

### **Capital Campaign Strategy and Upcoming Training**

In the meeting, discussions revolved around a capital campaign, with Janet sharing their experiences in reaching the community via social media, local newspapers, and letters. A significant event was the ribbon-cutting ceremony for their new building, which was highly successful but faced issues with parking. The group also discussed potential challenges with email communication and the possibility of returning to traditional mail for fundraising. The conversation ended with a preview of an upcoming training on fundraising, grants, advocacy, and community partnerships on April 28th, and the plan for the next regional meeting.