FUNDRAISING & SPONSORSHIP COMMITTEE MEETING
Draft - Minutes
2012-06-11, 1:00pm
City Hall – Committee Room 2
100 Queen Street West

Present: Cindy Yelle (Chair), Councillor Gloria Lindsay Luby, Councillor Paul Ainslie, Joe Torzsok, Sabrina Fiorellino, Joshua Vinegar

Regrets: Councillor Josh Colle, Councillor Raymond Cho

Staff Present: John Tracogna, Shirlene Courtis, Marion Zimmer, Darryl Swain, Emily Edwards

Review of the Agenda

Cindy Yelle briefly went through the agenda items on the table. On motion of Councillor Gloria Lindsay Luby, the agenda was accepted.

Declaration of Conflict of Interest

There were no declarations of conflict of interest.

Staff Introduction

Shirlene Courtis, Executive Director of Development, Toronto Zoo, introduced Emily Edwards, the new Campaign Coordinator. Emily started in February 2012 and has contributed considerably in the production of the Wild for Life campaign materials and in organizing the cultivation event held May 15. Emily will oversee all elements of campaign communications including website, print production, stewardship and recognition and proposal development.

Paulina Corpuz was hired temporarily to take over the responsibilities of Asra Lovelace, who is on maternity leave.

Campaign Update – Wild For Life (WFL) campaign

The Committee had before it a staff report and presentation led by Darryl Swain, CFRE, Campaign Director of the Toronto Zoo.
Darryl Swain highlighted the significant areas of the Wild For Life campaign and updated the committee on what has been done since the last committee meeting, 2011.12.07.

The campaign financial target for 2012 to 2017 is $50M. To achieve this, the KCI campaign recommendation was adopted. In the next 12-36 months the focus is to cultivate relationship with the Toronto Zoo major donors; 1-2 priorities (The Wildlife Health Centre and Panda Exhibit); develop strategy for smaller gifts; qualify top prospects; and, develop donor stewardship tools.

The campaign financial goal for 2012 is to raise $2M in pledges and cash donations of $900K. Three main strategies will be employed: grow/recruit volunteer leadership; leverage corporate and personal relationships and communicate the value of the Zoo in conservation. Enriching the volunteer experience and creating opportunities for our volunteer cabinet members and ambassadors to engage more with Toronto Zoo strengthens their commitment to support the Toronto Zoo projects.

As noted in the report, the campaign has made significant strides in increasing the volume of relationship through cultivation activity. The mobilization of the Campaign Cabinet volunteers will drive us to the next level and push us through the achievement of our campaign goals in the next years.

The committee received the presentation and asked that clear revenue goals for the remaining four years of the campaign be identified at the next meeting.

Campaign Strategy Update

The Committee had before it a staff report from Shirlene Courtis, CFRE, Executive Director of Development, Toronto Zoo. The report provided an update on the major activities that were discussed and agreed upon at the last Committee meeting detailing prospect engagement strategies: Black & White Gala, Fall Donor/Member Cultivation Event, Campaign Leadership Recruitment and Campaign Communications.

Other Business

Cindy Yelle asked that she and Chair Joe Torszok be notified of Cabinet meetings when scheduled. The committee members are encouraged to continue to meet individually with staff to provide assistance with prospect identification, cultivation and solicitation.

Adjourned at 11:52 a.m.
P. Corpuz

C. Yelle, Chair