

NATIONAL COUNCIL FOR LEADERSHIP

Present to the Board of Director

By

Pat Martinez, Chair

4.17.19

EXECUTIVE REPORT

▶ Organizational Review

- ▶ Strategic Plan held on February 26th in Charlotte. Pat and Marjorie meet in person, James and Ivette conference in for input on board recruitment and marketing plan respectively. Hold until new board members are appointed.

Major points:

1. Rebrand the organization

- ▶ Logo needed
- ▶ Narrow the scope of the organization, focus area
- ▶ Mission and Vision
- ▶ Website redesign and add Donate Button

2. Restructure the board representation

- ▶ Recruit board members
- ▶ Establish a Charlotte-based board
- ▶ Establish an Advisory Council for national members

3. Fund raising is essential

- ▶ Grants, Corporate and business support & Donors

EXECUTIVE REPORT-EVENT RECAP

Cesar Chavez Contemplation Breakfast- March 25, 2019, at The Levine Museum of the New South-Charlotte

- ▶ 110 attendees
- ▶ Fund raising – sponsorship, ticket sales and event day pledges
 - Raised: \$6,590.00 (*increased by 7% -2018 \$6,144.89)
 - Sponsors: \$4,500 (same as 2018)
 - Net Ticket Sales: \$1,775.00* (increased 7% -2018 \$1644.89)
 - Event Day Pledges: \$315.00* (1st year - collection in process)
 - Expenses: \$4,214.49 (decreased 18% - 2018 \$5,144.53)
 - **Net Revenue: \$2,375.51** (increase 58% - 2018 \$1,000.36)

EVENT NEXT STEPS

Cesar Chavez Contemplation Breakfast- March 23, 2020

- Venue: LaCa, Latino owned business and a large venue
- Location Cost: \$1250, plus rentals approximately \$1500
- Caterer: will prepare boxed breakfast: Latin Style Breakfast options available.
- Theme: Latino Leaders “Bridging the Generational Divide” three inductees
- Fund Development Goals-begins May 2019;
 - Double sponsorship support
 - Increase attendance to 150
 - Increase ticket sales by 40%
 - Increase net revenue by 60%

FUND DEVELOPMENT

www.nationalcouncilforleadership.org

FUNDING UPDATE

April - Pipeline

- ▶ Charlotte NEXT Mini-Grant MeckEd- invited to submit; \$16,000 grant submitted to support 2019-2020 academic year CMS After School Program in collaboration with Soy Latino Como Tu; waiting for second round on grant approval process.
- ▶ Foundation for the Carolina; collaborating with UCity Family Zone- \$10,000.
- ▶ Lumina Foundation: proposal being developed-update to follow.

FUNDING UPDATE

May – July

2019

- ASC Operating Support Grant \$10,000
- City of Charlotte Jumpstart Community
- Trulliant Mini-Grant
- Sisters of Mercy \$10,000

2020

- Chick-fil-A \$25,000

FUNDING UPDATE

Grant submission pipeline – on hold

Rolling Dates

- ASC Block Grant
- AT&T Aspire Funding
- Coca-Cola Community Support Grant
- Fifth Third Bank
- Lumina
- Michael & Susan Dell Foundation
- Presbyterian Committee
- Q Foundation
- Shell
- Toyota
- Walmart