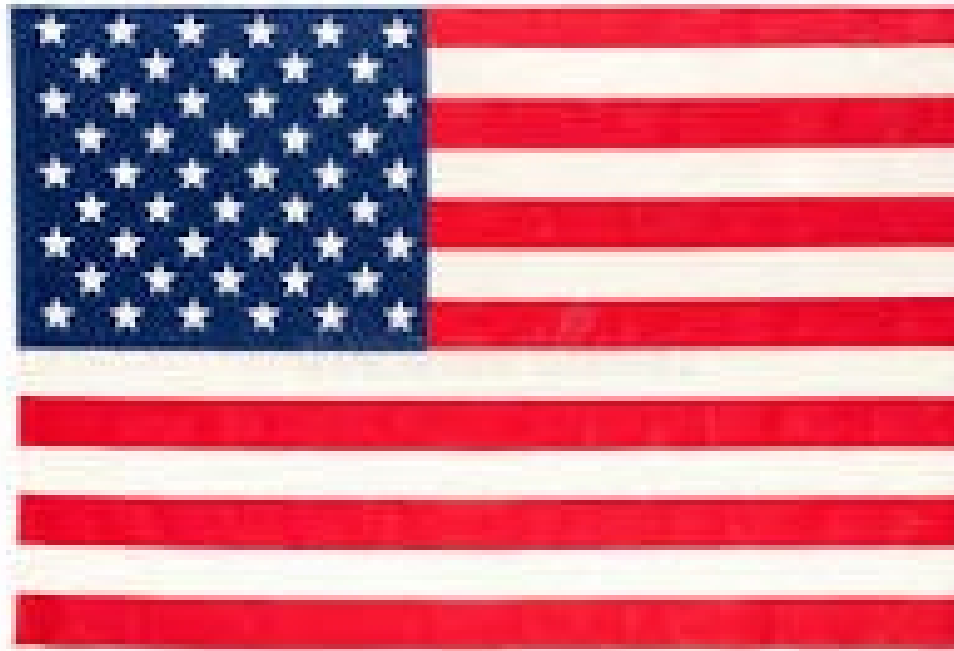


# Foundation Board Meeting Jan 7, 2025





# Agenda

	AGENDA	DISCUSSION LEAD
0900 - 0905	Call to Order, Quorum Established, Pledge	Tim Byers
0905 – 0920	SAME President and XD Remarks	Sharon Krock Mike Wehr
0920 – 0930	Introduction of new board members <ul style="list-style-type: none"><li>• Org Chart</li><li>• Committee Assignments</li></ul>	Tim Byers
0930 – 0940	Budget & Finance Report	*Finance Team
0940 – 0945	Consent Agenda - Decision <ul style="list-style-type: none"><li>• Stewardship Policy</li></ul>	Susan Thames/JR Steele
0945 – 1000	Advisory Council - Decision	Bob Schlessinger
1000 - 1030	Fundraising Report <ul style="list-style-type: none"><li>• 2024 Campaign results</li><li>• 2025 Campaign plan<ul style="list-style-type: none"><li>○ Focus on “outside” firms</li><li>○ Capital Week/Silent Auction</li></ul></li><li>• Planned Giving Update</li></ul>	Mercedes Enrique Mike Blount  Paul Owen Bill Haight
1030 – 1345	Fundraising Strategy Session <ul style="list-style-type: none"><li>• Assignments</li></ul>	Sal Nodjomian
1345 – 1400	Summary & Close	Tim Byers

\*Finance Team = Mario Burgos, Ed Jackson, Paul Owen, Mike Wehr, Taha Seid

# XD & Society President Remarks

## Mike Wehr & Sharon Krock



## Inspired by the 2030 SAME Strategic Plan

### ...People

- ❑ *(Internal) Set a High Standard.* Demand exceptional communication across departments to increase overall awareness among staff members and enable their necessary interdependence to most effectively support the Society.
    - Have a common understanding of the “5-Ws” we are trying to Accomplish, inclusively Align, hold Accountable, and deliberately Anticipate.
- 

### ...Partnerships

- ❑ *(Multiplier) Reach Consensus Earlier.* Commit to establishing or resetting staff-and-volunteer relationships and interactions to nurture a more common understanding of how overall SAME projects, programs, and activities align within our mission.
    - Support Posts, COIs, Camps, LDP, Foundation, AOF, BOD, EAG, etc., with saying “yes; no; or no, but” while making those decisions alongside day-to-day workloads, budget parameters, and potentially differing expectations...while encouraging similar understanding among members.
- 

### ...Solutions

- ❑ *(External) Unified Focus on MEMBERSHIP.* Follow national leadership’s call to increase member growth and member engagement by emphasizing the many aspects of “membership”: research, recruit, retain, reaffirm, review, and reward.
    - Holistically follow the commander’s intent to Share the Value of SAME: Research (what is our potential universe?); Recruit (add members); Retain & Reaffirm (keep members and leaders through programming, events, customer service, benefits, and training, systems and resources); Review (policies, processes, red flags?); and Reward (celebrate members—awards/recognition; and highlight their impact—storytelling).
-

# Foundation President

## Tim Byers

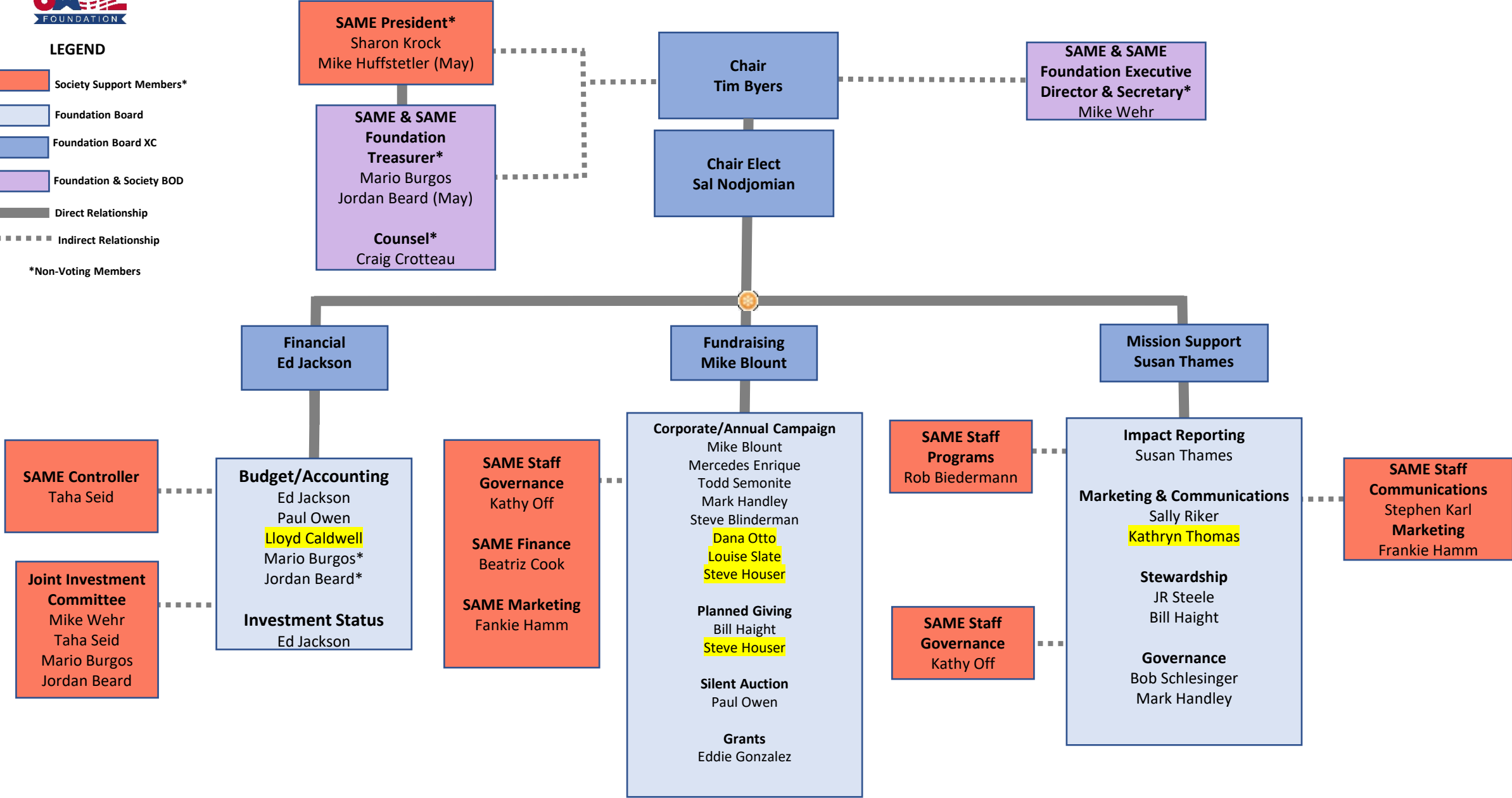
New Board Members  
Org Chart

Society of American Military Engineers Foundation  
Organization Chart, as of 14 January 2025



LEGEND

- Society Support Members\*
- Foundation Board
- Foundation Board XC
- Foundation & Society BOD
- Direct Relationship
- Indirect Relationship
- \*Non-Voting Members



# Budget & Finance Report

## Ed Jackson

# Agenda

- Bottom Line Up Front
- Alignment & Progress
- Budget Assumptions
- 2025 Operating Budget
- Budget Analysis
- Recommendation

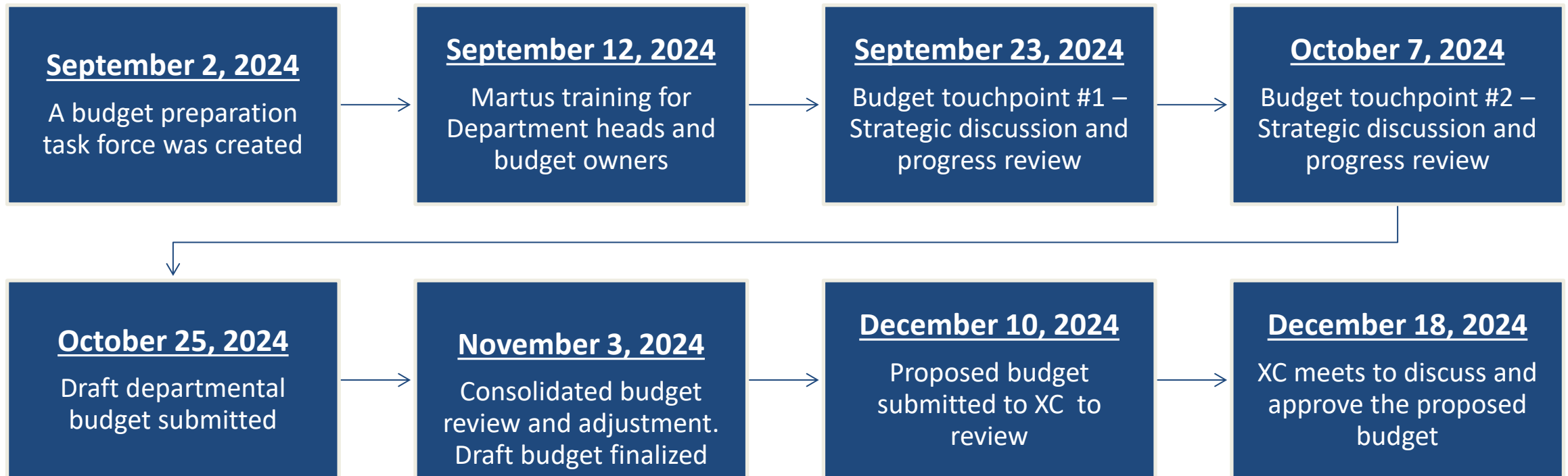


## 2025 Budget Development Conclusions

- 2025 budget development was a team effort: good focus on the Foundation among directors, managers, XD, and the board treasurer.
- Staff expenses of approximately \$30,000 are covered by the Foundation in the 2025 proposed budget.
- 2024 Individual and corporate contributions are increased by 15% to estimate 2025 proposed contribution revenue.
- The surplus-based budget proposed covers grants to SAME and operational activities for 2025.
- Discussion of strategy around SAME Reserves will continue.

- The National Office Priorities commit to earlier Foundation engagement and alignment.
- From the Campaign Plan concept draft Opportunities, the National Office Staff is ready to understand how best to support new major donors, grants, using SAME App & Engage, and new programs.
- Messaging around variations of “COUNT ME IN” for programs: LDP, CAMPS, STEM, and Mentoring.
- Confirming the Staff & Volunteer efforts around the 9 topics of Fundraising Strategy:
  - Identify Target Audience
  - Create a Compelling Case Statement
  - Leverage Fundraising Platforms
  - Build Partnerships with Corporations
  - Grant Research and Applications
  - Host Fundraising Events
  - Engage Alumni and Past Participants
  - Utilize Social Media and Online Marketing
  - Develop a Regular Communication Strategy

## A Collaborative Budget Preparation Approach



## Sources of Revenue

- Contribution – Individual
- Contribution – Corporation
- Interest & Dividends
- Grants

## Sources of Expenses

- Grant to SAME
- Audit Fees
- Registration and tax filing fees
- Printing and Production
- Bank and credit card fee
- Miscellaneous

# 2024 Actual Revenues and Expenses (As of November 2024)

Sources of Revenue	Amounts
Contributions - Individual	\$ 166,500.00
Contributions - Corporations	336,000.00
Interest & Dividends	33,239.00
Contribution - In Kind	34,430.00
Contribution - Post	36,000.00
Contribution - Stock & Investment	15,000.00
Total Revenue	<b>\$ 621,169.00</b>
Sources of Expenses	Amounts
Donation to SAME	\$ 208,692.00
Audit fees	2,300.00
Investment fees	6,193.00
Catering & Registration	9,899.00
Printing & Production	838.00
Computer expenses	3,974.00
Bank & Credit card fees	5,607.00
Taxes & Licences	3,144.00
Miscellaneous expense	-
Total Expense	<b>\$ 240,647.00</b>
Net Operations	<b>\$ 380,522.00</b>

# 2025 Operating Budget Revenue and Expenses

Sources of Revenue	Amounts
Contributions - Individual	\$ 191,264.00
Contributions - Corporations	386,436.00
Interest & Dividends	34,463.00
Total Revenue	<u>\$ 612,163.00</u>
Sources of Expenses	Amounts
Donation to SAME	\$ 316,000.00
Audit fees	5,000.00
Investment fees	8,380.00
Printing & Production	1,398.00
Computer expenses	7,799.00
Bank & Credit card fees	4,200.00
Taxes & Licences	9,344.00
Miscellaneous expense	5,000.00
Total Expense	<u>\$ 357,121.00</u>
Net Operations	<u>\$ 255,042.00</u>



# Expenses analysis 2024 actual VS 2025 proposed

Sources of Revenue	2024 Actual	2025 Proposed	Variance	Explanation
Contributions - Individual	\$ 166,500.00	191,264.00	24,764.00	15% increase from 2024 actual
Contributions - Corporations	336,000.00	386,436.00	50,436.00	15% increase from 2024 actual
Interest & Dividends	33,239.00	34,463.00	1,224.00	15% increase from 2024 actual
Contribution - In Kind	34,430.00	-	N/A	No budget for In Kind Donation
Contribution - Post	36,000.00	-	N/A	No budget for Post Contribution
Contribution - Stock & Investment	15,000.00	-	N/A	No budget for Stock Contribution
Total Revenue	\$ 621,169.00	\$ 612,163.00	\$ 76,424.00	
Sources of Expenses	2024 Actual	2025 Propsed	Varinace	Explanation
Donation to SAME	\$ 208,692.00	\$ 316,000.00	\$ 107,308.00	More donation to SAME program and additional \$30,000 for staff support
Audit fees	2,300.00	5,000.00	\$ 2,700.00	
Investment fees	6,193.00	8,380.00	\$ 2,187.00	Budget allocation difference
Catering & Registration	9,899.00	-	\$ (9,899.00)	Budget allocation difference
Printing & Production	838.00	1,398.00	\$ 560.00	
Computer expenses	3,974.00	7,799.00	\$ 3,825.00	Budget allocation difference
Bank & Credit card fees	5,607.00	4,200.00	\$ (1,407.00)	
Taxes & Licences	3,144.00	9,344.00	\$ 6,200.00	Under budgeted in 2024
Miscellaneous expense	-	5,000.00	\$ 5,000.00	
Total Expense	\$ 240,647.00	\$ 357,121.00	\$ 116,474.00	
		\$ -		
Net Operations	\$ 380,522.00	\$ 255,042.00		

# 2025 Budget Recommended for Approval

Sources of Revenue	Amounts
Contributions - Individual	\$ 191,264.00
Contributions - Corporations	386,436.00
Interest & Dividends	34,463.00
Total Revenue	<u>\$ 612,163.00</u>
Sources of Expenses	Amounts
Donation to SAME	\$ 316,000.00
Audit fees	5,000.00
Investment fees	8,380.00
Printing & Production	1,398.00
Computer expenses	7,799.00
Bank & Credit card fees	4,200.00
Taxes & Licences	9,344.00
Miscellaneous expense	5,000.00
Total Expense	<u>\$ 357,121.00</u>
Net Operations	<u>\$ 255,042.00</u>



## Inspired by the 2030 SAME Strategic Plan

### ...People

- ❑ *(Internal) Set a High Standard.* Demand exceptional communication across departments to increase overall awareness among staff members and enable their necessary interdependence to most effectively support the Society.
    - Have a common understanding of the “5-Ws” we are trying to Accomplish, inclusively Align, hold Accountable, and deliberately Anticipate.
- 

### ...Partnerships

- ❑ *(Multiplier) Reach Consensus Earlier.* Commit to establishing or resetting staff-and-volunteer relationships and interactions to nurture a more common understanding of how overall SAME projects, programs, and activities align within our mission.
    - Support Posts, COIs, Camps, LDP, Foundation, AOF, BOD, EAG, etc., with saying “yes; no; or no, but” while making those decisions alongside day-to-day workloads, budget parameters, and potentially differing expectations...while encouraging similar understanding among members.
- 

### ...Solutions

- ❑ *(External) Unified Focus on MEMBERSHIP.* Follow national leadership’s call to increase member growth and member engagement by emphasizing the many aspects of “membership”: research, recruit, retain, reaffirm, review, and reward.
    - Holistically follow the commander’s intent to Share the Value of SAME: Research (what is our potential universe?); Recruit (add members); Retain & Reaffirm (keep members and leaders through programming, events, customer service, benefits, and training, systems and resources); Review (policies, processes, red flags?); and Reward (celebrate members—awards/recognition; and highlight their impact—storytelling).
-

# Mission Support

## Susan Thames

Case Statement  
Stewardship Policy (Decision)  
Advisory Council/Bylaws Change (Decision)

# Stewardship Policy (Decision)

## J.R. Steele

# Advisory Council (Bylaws Change Decision) Bob Schlesinger



**2.2 ~~Foundation Council of Advisors~~President's Advisory Council.** The Foundation shall also have a Foundation President's Advisory Council of Advisors (the "Foundation President's Council of AdvisorsAdvisory Council" or "PAC").

**2.2.1 Responsibilities of the Foundation President's Advisory Council of Advisors** The Foundation President's Advisory Council of Advisors shall serve as philanthropic ~~and financial~~ advisors to the Foundation Board. Primary responsibilities of the Council of AdvisorsPAC include making recommendations on the fundraising and operations and overseeing finances of the Foundation ~~and reporting to the Foundation Board~~. The Council of AdvisorsPAC may assist the Foundation with other activities and programs, as well as supporting accepting assignments from the Foundation Board at major events and fundraising and managing programs pursuant to strategic direction of instructions from the Foundation ~~Board~~. The Council of AdvisorsPAC will not have fiduciary responsibilities to the Foundation or Foundation Board and ~~shall not be deemed investment advisors to the Foundation and~~ shall serve the Foundation in a consulting capacity only.

**2.2.2 Composition of the Foundation President's Advisory Council of Advisors** The Council of AdvisorsPAC shall consist of a minimum of two (s) to five (5) members selected by the SAME Foundation President in coordination with the Foundation Executive Committee and SAME Executive Director. Oappointed by the Foundation Board, one (1) (1) of which member shall be a the current Foundation Board President member who shall serve as Chair of the Foundation President's Advisory Council of Advisors. Except for the Chair of the Council, who also is a memberPresident of the Foundation Board, members of the Council of AdvisorsPAC shall not be entitled to vote on matters brought before the Foundation Board.

# Fundraising Report

## Mike Blount

# 2024 Campaign Wrap-up

## Mercedes Enrique

# 2024 SAME FOUNDATION

This is ***YOUR*** Foundation

Mercedes Enrique, MBA, F.SAME  
SAME Foundation Board

07-Jan-2025



## Financial Contributions

- Posts Donations: \$104,000
  - Individuals' Contributions: \$233,550\*
  - Grants: \$100,000
  - Corporate Donations: \$137,500
  - Capital Week Auction : \$57,713
- \$632,763    63% of the \$1M Goal!

\* **All Collected in 2024** except \$75,000 to be collected in 2025, 2026, 2027 at \$25,000 ea.

# 2024 Campaign Update

## Top 5 SAME Regions by December 2024

	Region	% of Target of \$1M	\$ Donated by Region
1	Gulf Coast	148%	\$103,650
2	Southwest	105%	\$20,930
3	Europe	100%	\$10,000
4	Middle Atlantic	74%	\$74,084
5	North Atlantic	63%	\$50,000

Week 52  
Final Campaign:  
**\$632,763**  
**63% of Target**

# 2025 Campaign & Reception

## Mike Blount, Paul Owen

## *Count Me In!*

- ✓ *Can we count on you to make dreams come true?*
- ✓ *Can we count on you to help STEM journeys start?*
- ✓ *Can we count on you to make rising leaders soar?*
- ✓ *Can we count on you to invest in SAME's future?*

**We're shaping the future of engineering leadership for the nation...can we COUNT YOU IN FOR 2025?**

# Planned Giving

## Bill Haight

# Grants

## Eddie Gonzalez

# Strategy Session Part I

## Sal Nodjomian

# Fundraising Strategy – Progress

- **Identify Target Audience:** define demographics of potential donors, including individuals, corporations, and foundations aligned with our mission.
- **Create a Compelling Case Statement:** develop a strong narrative that communicates our mission, impact, and need for funding. Use stories/testimonials from beneficiaries to illustrate the difference we are making.
- **Leverage Fundraising Platforms:** Utilize various methods of giving...online, mail, in person, etc. Create specific campaigns for different projects or initiatives to attract targeted donations.
- **Build Partnerships with Corporations:** Reach out corporations with philanthropic goals aligned with ours. Offer opportunities for sponsorship, employee engagement, and branding during events.
- **Grant Research and Applications:** Research grant opportunities from governmental bodies, private foundations, and corporate sponsors focused on our goals. Craft tailored applications showcasing how our goals aligns.



# Fundraising Strategy – Progress

- **Host Fundraising Events:** Organize events such as fundraising galas, auctions, etc. These can both raise funds and increase community awareness and engagement.
- **Engage Alumni and Past Participants:** Reach out to participants of our programs (LDP, Construction Camps, etc); powerful advocates and often willing to give back to support future generations.
- **Utilize Social Media and Online Marketing:** Utilize social media platforms to share success stories, upcoming events, and calls to action. Regular engagement to build a community of supporters who are more likely to donate.
- **Develop a Regular Communication Strategy:** Keep our donors informed about the impact of their contributions through newsletters, emails, and reports. Highlight successes and ongoing needs to encourage continued support.

# Fundraising Strategy – External Corporations

- **Research Potential Corporate Donors:** Identify companies support STEM initiatives, veteran workforce, DoD alignment. Look for companies with Corporate Social Responsibility (CSR) programs aligned with our mission.
- **Utilize Existing Networks:** Leverage connections board members, Fellows, or volunteers may have with corporate representatives. Personal introductions can often lead to more fruitful discussions.
- **Create Partnership Proposals:** Develop tailored proposals highlighting mutual benefits. Detail how their support can enhance their brand visibility, engage their employees, and meet their CSR goals while benefiting our programs.
- **Offer Sponsorship Opportunities:** Outline sponsorship benefits for events, construction camps, LDP sessions, etc. This can include branding on materials, recognition in speeches, and opportunities for employees to engage with our programs.
- **Arrange Informative Meetings:** Request meetings with decision-makers at targeted companies. Use these meetings to present our mission and past successes; discuss how they can get involved.

# Fundraising Strategy – External Corporations

- **Host Corporate Awareness Events:** Organize events specifically for businesses to inform them about Foundation's impact. This could include site visits to our Construction Camps or visits to LDP seminars.
- **Leverage Employee Engagement:** Encourage companies to engage their employees as volunteers in our programs. This builds personal connections and demonstrates positive impact of their involvement.
- **Align with Company Values and Goals:** Tailor pitch to resonate with the specific corporate donor's values and strategic goals. Highlight how their support can align with their existing initiatives.
- **Follow Up and Build Relationships:** After initial outreach, maintain communication with potential corporate donors. Send follow-up emails, newsletters with updates on our programs, and invitations to events, fostering a continuing relationship.
- **Create a Recognition Program:** Recognize corporate donors for their contributions...social media shoutouts, website mentions, or awards. This can encourage companies to support our Foundation in the long term.

# Fundraising Strategy – Way Ahead

- **Individual Study:** use time between now and Cap Week to further digest information provided; conduct your own research and collect relevant information.
- **Assessment:** we'll conduct a SWOT analysis and assess the Foundation's "current position in the market"
- **Strategy Development:** post SWOT, generate potential strategies to address identified opportunities, improve upon our weaknesses, and mitigate our threats. Select most promising strategies based on feasibility, impact, and alignment with goals.
- **Build an Action Plan:** define specific, measurable, achievable, relevant, and time-bound (SMART) objectives. Outline concrete actions and initiatives to achieve each objective and assign ownership of tasks. Develop Plan of Actions and Milestones (POA&M)
- **Follow-up:** establish a process for sharing updates and progress with stakeholders. Set up mechanisms to track progress and adjust as needed.

# Fundraising Strategy Sample POA&M

2025 Fundraising Strategy Session									
Goal: Increase Foundation Fundriasing									
ID	Task	OPR	OCR	Resources Required	Scheduled Completion Date	Milestones with Completion Dates	Changes to Milestones	Status	Comments
<b>1.1</b>	<b>External Program - Corporate</b>								
1.1.1									
1.1.2									
1.1.3									
<b>2.1</b>	<b>Internal Program - Corporate</b>								
2.1.1									
2.1.2									
2.1.3									
<b>3.1</b>	<b>Internal Program - Individual</b>								
3.1.1									
3.1.2									
3.1.3									
<b>4.1</b>	<b>Internal Program - Post/Region</b>								
4.1.1									
4.1.2									
4.1.3									

- ID: Specific identifier
- Task: Description of the task necessary to achieve the objective
- OPR: Office of Primary Responsibility
- OCR: Office of Collateral Responsibility
- Resources Required: Identify resources (dollars, manpower, etc.) needed and why they are needed to support completion of the task
- Completion Date: Date when task will be completed
- Milestones w/ Dates: Specific milestones and dates required to complete the task
- Changes to Milestones: List any changes to milestones and/or completion date
- Status: Choose status from drop-down menu choices
- Comments: Provide additional comments or details necessary to articulate status or issues with the task at hand

# Announcements

- Next meeting (Strategy Session Part II): March 26, 2025 (Capital Week)