



NATIONAL EXCHANGE CLUB FOUNDATION

Strengthening Families. Building Communities. Serving America.

Your Foundation Focus

March 2009 – Happy Spring!

OUR MISSION

To provide financial resources for the National Exchange Club Programs of Service

OUR VISION

Strong American families and National Exchange Club identity through the prevention of child abuse and Exchange's Programs of Service

Off with a Bang!

On March 8, your National Exchange Club Foundation Board of Trustees voted to continue our partnership with Hartsook Companies, Inc. and embark on a \$5.5 million fund development campaign for the coming three years. This bold decision came following a report from Bob Hartsook, in which he detailed the findings and recommendations from their in-depth assessment, interviews and surveys conducted over the past few months. **In part, the decision of the trustees was based on having secured a \$1.25 million challenge gift!** The intent of this challenge is to inspire other major donors to join in the first half of the campaign, thereby establishing NECF as a credible organization in the fund raising arena. Hartsook notes that “no one gives to organizations that don't support themselves”. The challenge is a significant step erasing the image that Exchange does not support its own cause. Other steps will include identification of key donors, cultivation of relationships with foundations and corporations that match our mission, and pursuit of cause-related marketing opportunities, as well as individual and public solicitations.

The Hartsook report points out that NECF has a reputation as a principal leader in the area of child abuse prevention. “While your mission advances many other important causes, child abuse prevention is one to which you make an unimpeachable contribution. We need to capitalize on this core part of your mission and build on it.”

The Challenge Gift

We are inspired by the generosity of five leaders who have stepped up to commit their personal resources to kick off our fund development campaign. The \$1.25 million challenge gift is the collective commitment of Gerald Franklin, Mike Jernigan, Rick Gordon, Ken Warner, and Bob Hartsook. This demonstration of leader support is an exciting beginning, setting the tone for a successful national fund raising endeavor. We appreciate each of these individuals for stepping forward to issue a stimulating challenge to launch the campaign. Through this gesture, each has entrusted their resources to the secure future of the NEC Foundation. Their dedication to the Foundation has been evident in their individual performance of service as well as their financial support.

Foundation Staff

In earlier times, the NEC Foundation boasted up to eight full time employees, including an executive director, three professional program specialists, development director, marketing director, and support staff. Through the past several years – as the dues supplement and other revenues have dwindled – the size of the staff has diminished, while at the same time (through the merger of the foundations) their responsibilities have increased to include support of Exchange's Programs of Service.

Today, staff includes an interim executive director, an office manager, one full time program specialist, and a part time program specialist who specializes in program evaluation efforts. Obviously, three and a half people can't do the work of eight. Services to centers have slowly diminished over the last few years. Site visits – once frequent occurrences for quality assurance reviews, board development, and staff training – are no longer feasible. Five-day intensive training sessions for new center directors have been reduced from four a year to one. The length and variety of training at the annual CAP Symposium has been reduced.

As a result, our network of CAP centers is not receiving the level of supportive services that initially made it strong. While adaptations have been made to provide as much training and assistance as possible via telephone and internet, nothing replaces face-to-face interaction for building relationships. The centers that have the strongest ties with national are the ones that are surviving, and even thriving. Others tend to drift away and, in the current economic climate, some of these centers are in danger of closing. No new centers have been opened in some time.

Strengthening and expanding the Foundation's staff is one of the most tangible ways that we can realize the value of contributions in the upcoming campaign. Resuming previous levels of service, and expanding those services to clubs and the public will help to strengthen not only our network of CAP centers, but our entire national organization.

Berkey Dinner Will be Held

Last month we conducted a survey of Berkey Fellows about their thoughts on the Berkey Dinner. This is an elegant dinner, held each year during the National Convention, to recognize and appreciate those who give to this fellowship in support of Exchange's national project and programs of service. In light of current economic challenges, it had been suggested that we look at alternatives. Respondents overwhelmingly voted to continue the event, but to have a less elaborate affair until such time as the economy improves. It was noted that this event is the opportunity for those to give significant gifts to network, share ideas, and help promote the programs of Exchange. Plans are underway for this year's Berkey Dinner, to be held on Friday, July 17, in Jacksonville, Florida.

You Can Choose!

You can now designate your contribution to the Berkey Fellowship to be used in support of the national project or programs of service, the endowment, or unrestricted use as needed. Originally, Berkey contributions were all restricted to the endowment, and we could only use interest and dividends each year for programmatic purposes. Given the reduction in contributions in the current economy, the trustees voted in January to give Berkey contributors a choice for this year and next. The situation will then be re-evaluated to determine whether to continue the practice.

Auction/Gala Committee

For the past several years, Evelyn Franklin and Annette Petruzzi have not only co-chaired the Auction/Gala committee – they have BEEN the Auction/Gala committee! This year, they're getting a little help, from which they are in hopes new leaders will emerge. While Evelyn and Annette continue

as chairs this year, the committee also includes Lesa Jernigan, Marilyn Metcalf, Cathy Warner, Shannon Wetters, Kathy Mize, Susan Thompson, and Anita Harrant. Committee members will be working between now and the National Convention to secure contributions for live and silent auctions to be held during the Gala, CAP Breakfast, and other events. Special events held during convention account for approximately 10% of the Foundation's revenues each year. Baskets and other items representing our individual districts are popular items, as our quilts and other hand-made items, sports memorabilia, electronics, and jewelry.

Remember...

April is Child Abuse Prevention Month. If your club hasn't already made plans, check out the CAP Month Kit at www.exchangeclubfoundation.org.

Coming Next Month...

**Watch your inbox in April for information about
National Convention and CAP Symposium events!**

Yours in service,

A handwritten signature in black ink that reads "J. Michael Jernigan". The signature is written in a cursive, flowing style.

J. Michael Jernigan