



MASTER GARDENER FOUNDATION OF KING COUNTY

BOARD MEETING MINUTES

Thursday, October 13, 2022, 7:00 p.m. - 8:30 p.m.

Attendees: Jim Olson, Carrie Hill, Bruce Caredio, Bruce Williams, Trish Bloor, TJ Johnson, Phil Fordyce, Linda Peterson, Amy Lee, Sarah Moore, Suzi O'Byrne, Lin Provost

Absent: Nancy Marshall

Guests: Penny Kriese, Daryl Schlessler, Marty Byrne, Gary Scheider

7:03 Call to Order (Jim)

- Meeting was called to order by Jim Olson @ 7:03 p.m.
- Guests today - Penny Kriese, Daryl Schlessler, Marty Byrne, Gary Scheider
- Minutes for August meeting were approved. TJ motioned, Suzi seconded, and there was unanimous approval voted by all attending members.

7:05 Program Update (Sarah)

- Preparations are underway for 2023 intern training.
- She is working on recognition for 2022 interns. Badges will be received after they have completed their hours and certified. Planning for a zoom call on Jan 7, 2023. Sarah welcomes participation from board members or MG leader who would like to congratulate and/or pitch for programming.
- She is continuing to meet with key stakeholders and leaders, and was able to attend the Advanced Education Conference where she met county stakeholders
- Phil asked about foundation outreach – what do you want to get out of it? Sarah has set up a regular 1:1 meeting cadence with Jim, and has met with Carrie, Lynn, Trish, Bruce C, Bruce W and Suzi. Phil asked about what time would be spent on county vs. state obligations. Sarah responded that the vast amount of time will be focused on supporting the 600 MGs in King County. There will be some WSU state-based requirements.

7:15 Foundation Website (Penny)

- Penny gave a brief history of MG-related websites. The WSU, MGFKC, and WA state MG websites have evolved over time and continue to do so. The WA state website is being revamped, and Penny is working to prepare for MGFKC contributions and connections to that.
- The WA state MG website will now link to each individual county. Their team is working to produce a WordPress website. We have agreed to work with them as they create the redesign. They are working with Pierce County first.
- Penny outlined her thinking in the slides below and recommended an increased focus on fundraising.



MASTER GARDENER FOUNDATION OF KING COUNTY

Fundraising Websites Essentials

1. Finding **Ways To Donate**
2. Seeking information about **What You Do**
3. Seeing the **Impact Of Their Giving**
4. **Motivating People To Contribute**
5. Reminding Donors **Why They Decided To Give**
6. **Finally, Inspiring Others To Join Our Cause**



Master Gardener Foundation of King County

Ways to donate?

Find modern tools to make it easy to **raise money online**

Make it easy for donors to visualize why they are raising money & how to share that with others

Using more photos, more stories and comments from supporters to inspire giving

Create **multiple streams of revenue**: one-time giving & recurring donations

Deepen **donor relationships with more frequent contact**

Customize your messages, share progress on your annual goals, keep donors in the loop

Make use of **employee matching funds**

Help donors to help us with **planned giving** and **legacy giving**



Master Gardener Foundation of King County

We Have an Impact

The funds raised by the Foundation

- **Support the Master Gardener program**
- Provide for the **operation & improvement of over a dozen demonstration gardens**
- Support our **three dozen in-person clinics**, the Ask-a-Master Gardener **email clinic** and the **WSU Extension Diagnostic Lab** as they solve gardening problems
- Support **the annual recognition** of fellow Master Gardener volunteers
- Support **educational programs** at public outreach events and the advanced continuing education classes for Master Gardeners



MASTER GARDENER FOUNDATION OF KING COUNTY



Master Gardener Foundation of King County

Let's Measure Our Impact

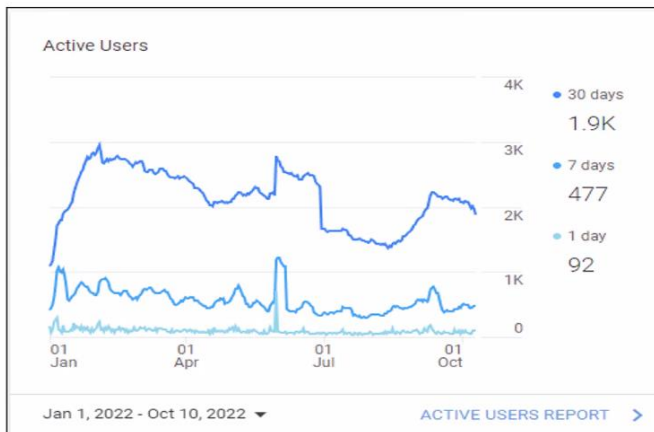
- Provide **XX lectures and workshops** to teach home gardeners best gardening practices
- Provide maintenance support for **XX demonstration gardens** that donate over **XX** pounds of produce to local food banks in **YYYY**
- Support locations for our **three dozen in-person clinics** and the **email Clinic** where **XX** Master Gardener volunteered **XX** hours in **YYYY** meeting **XXXXX** people annually to share research-based resources and advice
- **Cover costs** for recognizing the achievements of our fellow Master Gardener volunteers in **YYYY**



Master Gardener Foundation of King County

Metrics YTD

~50,000 visitors in 2022



Page	Pageviews
49,109 % of Total: 100.00% (49,109)	
1. /	8,563 (17.44%)
2. /education/bdg-workshops	5,981 (12.18%)
3. /education/growinggroceries	5,869 (11.95%)
4. /intern-resources	3,141 (6.40%)
5. /education	1,394 (2.84%)
6. /events	1,381 (2.81%)
7. /events/fall-sale-speakers	1,332 (2.71%)
8. /resources/map-of-mg-clinics-and-gardens	1,296 (2.64%)
9. /members-information	967 (1.97%)
10. /events/plant-sale/plant-sale-media	960 (1.95%)



MASTER GARDENER FOUNDATION OF KING COUNTY

Who We Are About us

Be Inspired About us> Outstanding MGs

Ways to Donate Support us

Master Gardener Foundation of King County

What We Do Resources

MGF logo

Master Gardener Foundation of King County

Home About Us What We Do Honoring Donate Current Home A.E.C.

Ask a MG

MG Newsletter

Sends for Thought

Facebook

Example site: Spokane MG Foundation

Simple navigation

Communicate with images and data

teach **GROW** protect

Master Gardeners are university trained volunteers who teach research-based gardening information to the community including sustainable practices protecting the soil, water and air. To ensure these public services from the Master Gardener program continue, the Master Gardener Foundation of Spokane County fundraises to support the program.

A few metrics showing the program's contribution to the community...

212	50k	24k
Spokane Master Gardener Volunteers	Number of Community Contacts Yearly	Volunteer Hours Contributed Yearly

DONATE NOW

To Help Support the Spokane Master Gardener Program

Due to the 2020 consolidation of all three annual Foundation fundraisers, we were unable to make the typical amount that we contribute to the budget of the Master Gardener program of Spokane County. As you can see from the chart below, the size of the said Foundation's contribution normally to the program budget is approximately one fourth of the annual budget. Given the atypical process consider a direct one-time or recurring donation to help the program continue to services to the latest extent.

Make a simple ask

What's in the works with MGFWS

MASTER GARDENER FOUNDATION OF WASHINGTON STATE

GIVE MG PROGRAM LOCATIONS

Master Gardener Foundation of Washington State

Home Who We Are What We Do Honoring Donate Current Home A.E.C.

Serving WSU Extension Master Gardeners throughout Washington State

Join our journey



MASTER GARDENER FOUNDATION OF KING COUNTY



Master Gardener Foundation of King County

Things to work on now to magnify our voice

- **Rewrite Who we are:** our mission, our board, our members, our policies and our history
- **Emphasize the Foundation as separate from the program**
- **ADD What we do:** where we use our donations & the impact
- **What's news:** current events of interest
- **Rewrite Ways to support us**
- **ADD Ways to donate:** direct giving in person and online, matching fund programs, planned giving, legacy giving, etc.

- Phil commented that he would like to see how the funds were used, i.e. tangible success stories. In clinics, we send people to the MGFKC URL. He raised concern that that emphasis on fundraising will affect providing support to MGs. Penny responded that this was being addressed.
- TJ asked some clarifying questions.
- Suzi said she would like the heart and soul to be what we communicate to our clients (dig into the dirt, dig into your pockets).
- Penny communicated that the board needs to find a developmental group of people to assist in the process.
- Sarah asked: who is the main audience of the website? Penny explained that it is peer to peer for MGs.

7:51 **Bellevue Botanical Garden 9/11 event wrap up (Linda)**

- Turned out to be a really successful event.
- Linda outlined the income and expenses. Net income was \$3930.
- Suzi has an additional \$80 cash to add.

7:57 **Brown Bear Carwash fundraiser BDG pilot status (Jim)**

- Bought 200 tickets, 76 have been sold.
- Carrie asked if we could sell them at the recognition event. Jim asked Carrie to add them to Sign Up Genius, so we could do so.

8:00 **Treasurer's Report (Jim – in Nancy's absence)**

- Jim gave an overview of the 2022 budget performance (see slides below).

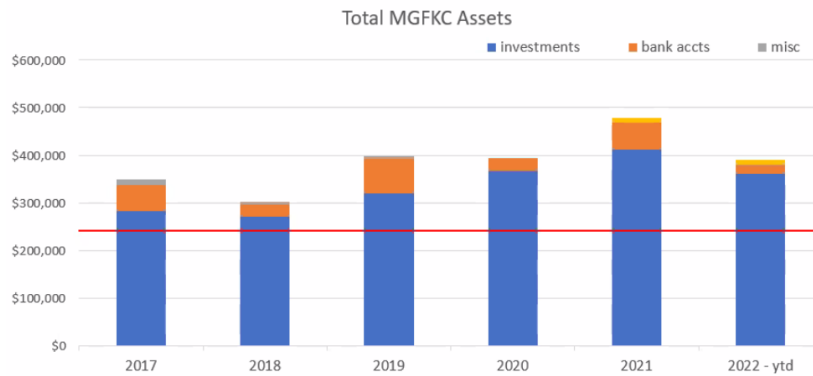


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- Lin asked if the 2023 budget would include salary increases. Jim responded that salary contributions are locked into the MOA. He will be discussing the program assistant funding with Sarah soon.

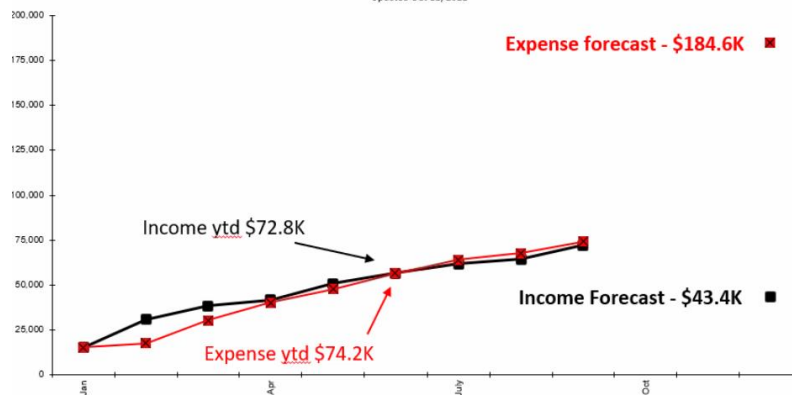
MGFKC Finances Year End 2017 to 2022 - ytd

Updated Oct 12, 2022



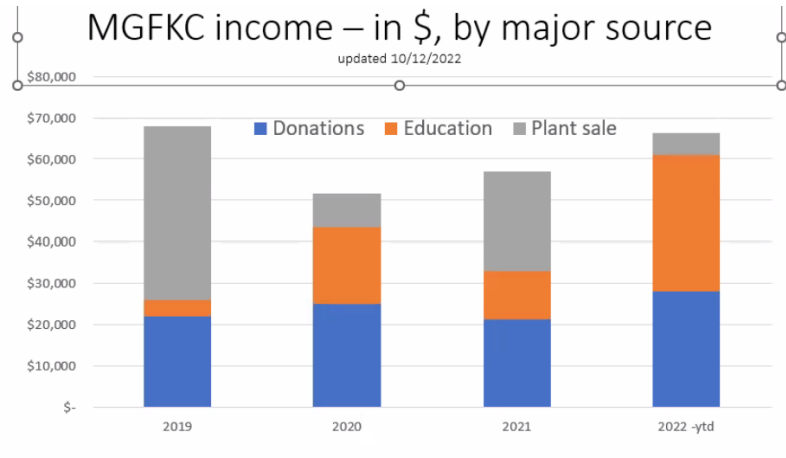
MGFKC 2022 Budget Performance – ytd

Updated Oct 12, 2022





MASTER GARDENER FOUNDATION OF KING COUNTY



- Overall, we have done very well. Most income in the past came from plant sales. This year, Education registration income leads in fundraising. We have been resilient with our funds. Question for the future: how do we make more robust fundraising profiles? E.g. Cesar Chavez had a spring fundraiser that went away after COVID.
- Suzi said that access to the wholesale plant house should act as a booster for plant sales. It is exciting when we have good and cheap plants!

8:11 Look ahead (Jim)

- **2023 NW Flower & Garden event (Jim)**
 - We bumped our contribution to \$1000 based on other counties raising their contributions.
 - The state has raised more funds than needed, and there is no further action for us at this time.
- **October annual meeting and recognition event (Jim)**
 - 71 registrations to date. We are hoping to get more people after reminders have been sent out.
 - Food for 100 has been arranged.
 - No fee from BBG. \$376 for food.
 - Planning is on track for a successful event on Oct 22.
- **Annual Appeals letter (TJ)**
 - Draft was completed and approved. TJ will send it to the board after this meeting. She has inventoried the materials leftover from previous appeals letters, and plenty of resources are available. Jim and Carrie may have additional envelopes. TJ will get the letters printed. Daryl to provide a list of 574 people a address labels can be prepared.
 - Letter assembly will be held on either November 5-6 or 12-13.



MASTER GARDENER FOUNDATION OF KING COUNTY

8:15 Emergent Items (All)

- None were raised.

8:20 Executive Session (Board only)

8:33 Meeting Adjournment

- The meeting was adjourned @ 8:33pm.

Next meeting: November 10, 2022, 7:00 pm – 8:30 pm