



## FUNDRAISING & SPONSORSHIP COMMITTEE MEETING

Draft - Minutes

2011.07.26, 1:00pm

Metro Hall – Room 304

55 John Street, Toronto, ON

Present: Councillor Gloria Lindsay Luby, Councillor Josh Colle, Dr. Ming-Tat Cheung, Mr. Joe Torzsok, Ms. Cindy Yelle

Regrets: Councillor Paul Ainslie, Councillor Raymond Cho

Staff Present: John Tracogna, Shirlene Courtis, Robin Hale, Shanna Young, Marion Zimmer, Peter Simpson

Guests: Mike Logue, Marilyn Campbell-Davis, Celeste Bannon-Waterman

Preceding the election of the Committee Chair, the members of the Fundraising and Sponsorship Committee were asked if there were any declarations of conflict. There were no declarations of conflict.

### **Election of Chair**

John Tracogna assumed the Chair position and called for nominations.

Motion to nominate Cindy Yelle moved by Joe Torzsok **(carried)**:

That Cindy Yelle be nominated as Chair of the Fundraising and Sponsorship Committee.

Motion to close nominations moved by Councillor Gloria Lindsay Luby **(carried)**

Motion to adopt item **(carried)**

That the Fundraising and Sponsorship Committee elect Cindy Yelle as Interim Chair, until the Board of Management has been reconstituted.

### **Confirmation of the Minutes**

On motion by Joe Torzsok the minutes of the Fundraising & Sponsorship Committee meeting held 2010-09-07, were confirmed.

## **Campaign Planning, Development & Background**

The Committee members were led through a presentation by Shirlene Courtis, Executive Director of Development that provided an overview of the Development office and campaign planning to date. The revised campaign goal and confirmed priorities were presented.

## **Fundraising Event Gala**

The Committee had before it a staff report recommending that the engagement of a special event consultant be hired to organize all elements of a Black & White Gala in late 2012/2013 in celebration and recognition of the Giant Panda donor(s) and launch the Capital Campaign.

Along with the Zoo, two possible downtown locations to host the event have been identified.

On Motion by Joe Torzsok to accept report (**carried**)

Cindy Yelle and Councillor Josh Colle favoured to accept report (**carried**)

## **Campaign Update**

The Committee members were led through a presentation by KCI (Ketchum) Canada Inc. on the highlights of communication projects, research and analytics findings and campaign activities.

Marilyn Campbell Davis, Campaign Consultant provided an overview of the strategic communication plan and key messaging projects. Over the past few months the key messaging, case elements and project descriptions have been developed.

Celeste Bannon Waterman, Senior Consultant presented the comparative research findings using comparator GTA institutions. She also outlined the analytic research formation results that analyzed TZ member and donor database to assess capacity and identify potential donors and volunteer leaders.

Mike Logue, Senior Vice President provided an overview of the campaign activities including the campaign goal and priorities, prospect status, volunteer leadership engagement strategy, and the timelines. It typically takes anywhere from 12-24/36 months to build a relationship with a potential prospect once preliminary research has been completed.

Cindy Yelle empathized that an ambassador be appointed and suggested John Tracogna be the lead staff position for the campaign, supporting Shirlene Courtis and make cultivation calls and visits.

### **Financial Reporting**

Shirlene Courtis presented to the Committee members the campaign initiatives and goals along with the strategy over the 2012-2017 period.

Adjourned at 3:35 p.m.  
A. Lovelace

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C. Yelle, Chair