



VALENCIA FOUNDATION

Board of Trustees Report

February 26, 2014

VALENCIA FOUNDATION RETREATS

After two very successful training sessions in May, the foundation invited Kay Sprinkel Grace back to facilitate foundation retreats, Feb. 12 to 14.

Kay is one of the nation's foremost experts in fundraising and stewardship, her textbook, *Beyond Fundraising*, was the first comprehensive fundraising primer that set the stage for academic programs in philanthropy.

Kay met with the executive leaders of the board on Wednesday, setting the direction for the coming months. On Thursday, the board was encouraged to join together in developing a new value proposition for the foundation, setting the stage for a new campaign. Endeavors that affect our students even before they walk through our doors, such as high school counseling and Take Stock in Children, will be the focus in the future.

On Friday, Feb. 14, Kay brought this message to faculty and staff, engaging them in a dialogue to understand how their specific fundraising needs fit into the overall value proposition.

Kay also shared her "AAA Relationship Fundraising" with board, faculty and staff. For slides from this presentation, please contact Pamela Dorn (x3259).

TASTE FOR LEARNING

Invitations for the May 17 event are in the works. If you know of any potential sponsors for the event, please contact the foundation as soon as possible to make sure they receive recognition on the invite.

The foundation encourages trustee members to get involved through sponsorships, ticket sales and/or auction item donations. Donna Marino (x3128) is the foundation staff contact for the event.

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