



HPLD FOUNDATION

WORK SESSION - ORIENTATION

February 3rd, 2020

District Support Services, Conference Room

2650 W 29th Street, Greeley, CO 80631

6:00 PM

1.0 OPENING OF MEETING

- 1.1 Roll Call
- 1.2 Approval of Agenda
- 1.3 Public Comment

2.0 FOUNDATION OVERVIEW

- 2.1 History
- 2.2 Mission and Vision

3.0 FOUNDATION BOARD ROLES AND RESPONSIBILITIES

- 3.1 Governance
- 3.2 Policies
- 3.3 Finance
- 3.4 Fundraising
- 3.5 Public Relations

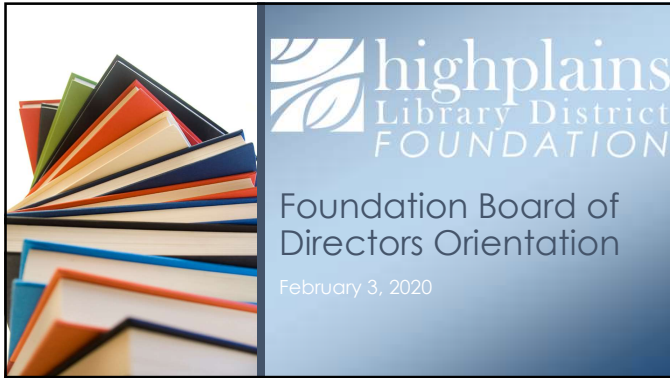
4.0 NEXT STEPS

- 4.1 Sign Conflict of Interest Policy, Roles and Responsibilities, and Whistleblowers Policy

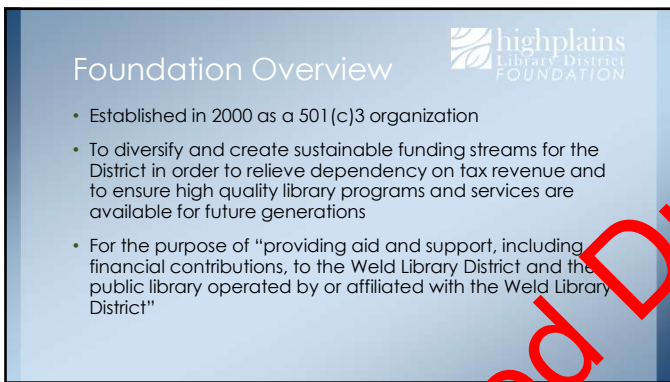
5.0 BOARD COMMENTS

6.0 ADJOURNMENT

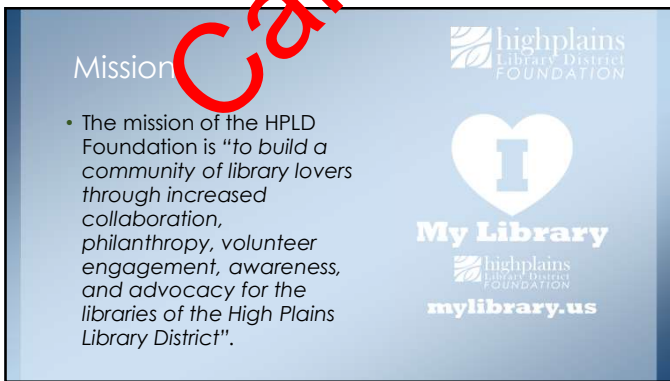
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1



2



3

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Strategic Focus Areas

- Volunteer Engagement
 - Create a District-wide volunteer program and Friends of the Library
- Awareness
 - Raise awareness of and advocate for the Foundation, the District, and the importance of libraries
- Philanthropy
 - Prepare the Foundation to move towards major giving by developing an annual fund and abroad, enduring base of supporters

4

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Strategic Focus Areas

- Capital Campaigns
 - Support the development of a Downtown Greeley Library and Innovation Center
- Community Engagement
 - Cultivate relationships with non-profit partners, corporate sponsors, funders, an community stakeholders
- Program Support
 - Continue to expand Foundation programs and Foundation-supported District programs
- Internal Leadership
 - Prepare staff and the board to lead the Foundation toward its goals

5

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What do we do?

- Solicit funding on behalf of the District in the form of grants, private donations, corporate support, special events, and investment earnings
- Disperse funds to the District based on funding priorities
- Funding Priorities (2019 – 2024 Strategic Plan)
 - Downtown Greeley Library and Innovation Center
 - Capital growth District-wide
 - Programs supporting education and literacy among underserved populations (identified in collaboration with HPLD Outreach)
 - Writer in Residence and the literary arts
 - High-impact District-wide programs (Signature Author Series, Summer Reading Adventure, Teen Tour, etc)

6

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Fundraising



- Grants
- Corporate Sponsors
- Giving Campaigns
 - Colorado Gives Day
- Special Events
 - Links for Literacy
 - Signature Author Event
 - Taste of Art
 - Gala in Erie



7

Funded Projects



- Literacy Outreach
 - Multilingual nursery rhyme books
 - 1,000 Books Before Kindergarten
 - International Neighborhood
- District-wide Events
 - Summer Reading Adventure
 - Yes!Fest
- Writer in Residence
- Capital Projects



8

Awareness




- Weld Gives Collaborative
- Community Events
- Collaborative Fundraisers
- Developing Friends Group
- Volunteers District-wide



9


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Foundation Board

- "The Board of Directors shall consist of not less than seven nor more than nine members...Five shall be current members of the HPLD Board of Trustees and the remaining shall be elected or appointed from the community at large."
- Trustee terms same as with District, others 3 years
- Officers: Chair, Vice Chair, Secretary / Treasurer
- Committees appointed by board as necessary
- Chair ex-officio member of all committees


10



Legal Duties

- Duty of Care
 - Board members exercise reasonable care when they make a decision. Board members must act as an ordinarily prudent person would in a like position under similar circumstances.
- Duty of Loyalty
 - Board members act in good faith and put the interests of the organization first. Board members must never use information obtained as a member for personal gain and must act only in the best interests of the organization.
- Duty of Obedience
 - Board members operate within the laws that governed the organization and status and in accordance with its bylaws and mission. Board members must obey Federal and State laws as well as internal regulations.

11



Roles and Responsibilities

- The Foundation Board is legally and ethically responsible for all activities of the Foundation. The members of the Foundation board are responsible for the following areas:
 - Policy Administration / Leadership
 - Finance
 - Fundraising
 - Public and Community Relations

12

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Policy Administration 

- Ensure legal requirements for conducting business are met
- Adopt, amend, and operate within the bylaws
- Formulate policies to insure the organization fulfills its mission and complies with law and best practices
- Determine and review organization's mission, vision, and purpose
- Develop strategic plans for future direction
- Staff: advise the board, ensure implementation of board policies, make recommendations to board, prepare documents for board meetings

13

Financial Management 

- Ensure financial stability and solvency
- Review and approve annual financial documents: budget, audit, IRS Form 990, financial statements, etc.
- Develop and approve financial policies (investment, spending)
- Review statements quarterly, understand uses and sources of funding
- Manage and maintain investments for the Foundation
- Staff: work with board to develop annual financial documents, provide regular financial statements to board, ensure implementation of financial policies, oversee daily financial transactions, provide explanations of financial variances

14

Fundraising 

- Ensures sufficient funds are available for the Foundation to fulfill its mission and meet its objectives
- Make a "personally significant" gift annually
- Understand fundraising programs and strategies
- Support fundraising activities (attend events, volunteer, etc)
- Identify potential donors and sponsors and help cultivate relations
- Staff: develop fundraising plans and strategies, evaluate fundraising opportunities, communicate with donors and grantors, ensure proper donor acknowledgement, thank donors and partners

15


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Public Relations

- Ensure image in the community
- Understand and communicate the mission and purpose of the Foundation
- Serve as an ambassador for the Foundation and District
- Participate in public relation opportunities within the libraries and the community
- Provide guidance for annual report development
- Staff: serve as public face of organization, inform board of opportunities to participate in community and revenue-producing activities, develop communication pieces, plan marketing efforts

16



Next Steps

- Need signed
 - Board Role and Responsibilities
 - Conflict of Interest Policy
 - Whistleblower's Policy
- Board Photos
- Q1 Meeting February 10th at 3:30 at Farr

17



Conclusion

- Questions?
 - ayeagle@highplains.us 970-506-8565 [REDACTED] (cell)
- More Information
 - Principles & Practices for Nonprofit Excellence in Colorado
www.coloradononprofits.org/knowledge/research-publications/principles-practices-nonprofit-excellence
 - BoardSource
www.boardsource.org/board-support/training-education/download-resources-tools/
 - CO Secretary of State
<https://www.sos.state.co.us/pubs/charities/boardTraining.html>

18

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