



FPS Annual Meeting

June 19, 2019

Blue Bell Inn

Agenda

- Year in Review (Brad Minor, Chairperson)
- 19-20 Budget and Initiatives (Joe Manion, Treasurer and Cheryl Pompeo, Advancement)
- Vision 2030 (Marci Schankweiler)
- Questions/Wrap up/Dates
- Board Voting Session and Governance



Numbers Breakdown: Our Program Year in Review

- We served a record number of people this year! (through May 31st)
 - Total Served Since Inception: 8,388
 - Completed Respite YTD: 156 Families
 - Total Families Served YTD: 223
 - Nominations YTD: 184
 - Inquiries YTD: 817 nationwide
 - Ancillary Support Contact YTD: 877
 - Completion of Research Project
 - Full Year of Family Engagement Officer
 - Pilot Program at Woodloch



Development Year in Review

- Stable Development (using May 31st revenue)
 - In Annual Appeal \$1,615,415
 - Number of Gifts – 4,032
 - Average gift \$256
- Announcement
 - Private Family Gift of \$600,000
 - Essent Gift of \$250,000
 - Endowment (\$1.1M) Quasi-Endowment (\$656K) and Sustaining Reserve (\$304) now total collectively approximately \$2,060,000.



Operations Year in Review

- Technology
 - Salesforce automation continues to be improved, seeing time and effort savings with each update.
 - Upgraded office systems to be more efficient and cost-effective. All systems can now be accessed remotely and password security has been implemented.
- Human Resources
 - Switching to a Professional Employment Organization (PEO) to see savings on benefits, automation of onboarding, payroll and PTO, more robust HR capabilities and limits on organizational liability.
 - Currently have 1 open position: PT Marketing Manager.



FY19-20 Proposed Budget Notes

- The Finance Committee approved the 19-20 Proposed Budget on June 10, 2019.
- Budgeted respites will increase from 160 to 190 with a focus on “group respites” as part of the continued analysis of effectiveness.
- Ancillary Support Contacts to total over 1,000 patients in continued outreach.
- To support growth and expansion, the budget includes hiring of a full-time Development Associate in New York and a part-time Marketing Assistant as well as \$25k in consulting services for branding.
- The Proposed Budget includes a cost savings of 8.4% in the health benefits provided for staff as a result of the contract with Extensis (PEO).
- The Finance Committee believes this version best meets with the Board’s expectations related to trip management, growth in Endowment and future FPS growth.
- Like prior years, budget versus actual results to be closely monitored by Finance Committee and revisions made if necessary.



FY19-20

Proposed Budget

Number of respites: 190			
		FY2020	
Support and Revenues:			
	Cash contributions & grants	\$1,556,500	
	Endowment	\$500,000	
	Community Events (net of expenses)	\$205,000	
	In-kind contributions	\$320,497	
	Special events (net of expenses)	\$515,100	
	Investment income	\$30,000	
	Other income (value of CRUT)	-	
	Total Support and Revenues	\$3,123,097	

FY19-20

Proposed Budget

Expenses:		Unallocated	Program	Fundraising	General
	Personnel	\$972,900	\$583,740	\$301,599	\$87,561
	Occupancy	\$97,700	\$78,600	\$14,560	\$4,540
	Communications	\$128,520	\$92,825	\$31,840	\$3,855
	Direct program	\$707,645	\$707,645	0	0
	General & administrative	\$274,252	\$162,048	\$65,845	\$46,359
	Total Expenses	\$2,181,017	\$1,624,858	\$413,844	\$142,315
	Allocated to Program		75%	19%	6%

FPS Development Initiatives:

Ways You Can Help

- **Direct Mail**
 - Goal: \$40K (\$42,488)*
 - Board /Committee Involvement: make stewardship thank you calls
- **Personal**
 - Goal: \$650K (\$1,000,830)*
 - Board/Committee Involvement: make introductions to individuals, corporations or foundation touched by cancer
- **Honor/Memorial**
 - Goal: \$75K (\$80,496)*
 - Board Involvement: Include FPS in honor/memorial gifts and encourage others to do the same; potential for planned giving named gifts. Host a Facebook Fundraiser for your birthday or anniversary.
- **Donor Directed**
 - Goal: \$60K (\$35,762.39)*
 - Involvement: Introduce FPS to any companies participating in United Way. Designate FPS as your United Way charity of choice. Become a monthly donor through your employer's payroll deduction program and hopefully have your company match your contribution.

* (Total as of May 2019)



FPS Annual Appeal Initiatives:

Ways You Can Help (cont.)

Monthly Giving Corporate

- Goal: \$30K (\$27,957)*
- Involvement: Enroll your company in Pete's Partners or suggest a company that may be a good candidate for this corporate monthly giving program.

Monthly Giving Individual

- Goal: \$80K (\$43,253)*
- Involvement: Ask at least two friends to become a monthly donor- suggested \$10 per month ask. Can they also ask two friends? Running campaign with \$15k match from BPWM.

Unsolicited/Online

- Goal: \$95K (\$81,092)*
- Involvement: Share our 24-hour Giving Tuesday campaign via social media and encourage friends, family and colleagues to name FPS as their Giving Tuesday charity.

Event Response

- Goal: \$300K (\$294,566)*
- Involvement: Utilize events as a way to introduce new faces to the FPS mission. Table purchases and sponsorships are ideal for inviting clients/colleagues to learn more about FPS.

Workplace Giving

- Goal: \$0K (\$7,943)*
- Involvement: movement into Community Events; Flip Flop Friday initiative.



FPS Annual Appeal Initiatives:

Ways You Can Help (cont.)

Grants

- Goal: \$216,500 (\$155k operating and \$119,350K program specific)*
- Involvement: do you know a Family Foundation?

Endowment

- Goal: \$500K
- Involvement: Reinvigorate our Advancement Committee and continued stewardship along with planned giving outreach.

Community Events

- Goal: \$205K net of expense (\$152,654)*
- Involvement: Utilize events as a way to introduce new faces to the FPS mission. Get your school, workplace, community involved in hosting a small event or attend an existing event. (Take a Break Club, Bumping For a Break, Color Race, Dart Tournament, Trivia Night, etc.)

FPS Events

- \$515,100 (increase of \$100k)*
- Increase in corporate sponsorship- Can you make an introduction to a company?
- FPS Walk in New York- Do you have any New Yorkers in your network?



End of Year Campaign

- Your Advocacy is Our Success
 - Help Make a Difference
- Monthly Donor Challenge
 - Blue Bell Private Wealth Management \$15k match
- End of Year Match
- 20th Anniversary Highlight
 - 200 monthly donors
 - Marci's 200 walk teams



Vision 2030

Five Main Areas Of Focus:

- 1.0 Mission Expansion
- 2.0 Mission Brand
- 3.0 Financial Stewardship
- 4.0 Operational Excellence
- 5.0 Program Excellence





1.0 Mission Expansion

Theme:

Advance the mission of FPS for all stakeholders to successfully serve all those within the FPS geographic footprint.

Strategy 1.1 Expansion Model

By December 2019, FPS will articulate a solid nonprofit expansion model and will formally establish professionally staffed advancement offices in the New York region by the end of 2020, Maryland/DC region by 2021, the Boston region by 2022 and the Pittsburgh region by 2023.

Strategy 1.2 Capital Infrastructure

By 2023, FPS will have a sustainable respite capital infrastructure which will support an expanded service area and increased patient capacity in a suitable destination(s) that best promotes significant program outcomes.

Strategy 1.3 Respite Resource

By 2025, FPS will be the premiere respite resource for 80% of oncology health care professionals and their patients in the Northeast corridor and will be a component of a patient's continuum of care.

Strategy 1.4 National Footprint

By December 2019 FPS will be able to articulate an expansion model that incorporates a national scope should requisite funding become available.



2.0 Mission Brand

Theme:

FPS will be a valued, well respected and well known resource for all stakeholders with a positive, recognizable brand within the FPS geographic footprint.

Strategy 2.1 Core Values

By 2019, FPS will develop and disseminate Core Values which reflect the organizations fundamental beliefs and drive future behavior in all matters.

Strategy 2.2 Oncology Professionals

By 2021, FPS will develop Brand Awareness among **Oncology Health Care Professionals** as a necessary part of the patient's continuum of care with emphasis on defined patient, caregiver and family outcomes.

Strategy 2.3 FPS Community

By 2022, FPS will develop Brand Awareness within the **FPS Community** to promote volunteerism, advocacy, in-kind and monetary contributions and community engagement.

Strategy 2.4 General Public

By 2025, FPS will develop Brand Awareness within the **General Public** to promote volunteerism, advocacy, in-kind and monetary contributions and community engagement.



3.0 Financial Stewardship

Theme:

FPS will effectively execute its mission for an increased number of families by ensuring both annual operating revenue stability and long term financial sustainability.

Strategy 3.1 Fiscal Model

By December 2019, FPS will develop a model that supports the current and anticipated expansion needs, accounting for organic and strategic growth, with the fundamental fiscal requirements necessary to support expansion with emphasis on program, capital and personnel costs.

Strategy 3.2 Sustainable Sources

By 2025, FPS will have 25% of its program operating costs from sustainable sources, including endowment, third party payments, planned giving, cause marketing and other sustainable opportunities.

Strategy 3.3 Third Party Support

By June 2020, FPS will have the requisite criteria needed in an operating model in which a respite, or a portion thereof, is eligible for reimbursement from 3rd parties including health insurance, Medicare and self-insured entities.

Strategy 3.4 Diversified Revenue Sources

By 2025, FPS will have a diversified fundraising portfolio that incorporates all potential advancement resources required for financial stability.



4.0 Operational Excellence

Theme:

FPS will be a best practices nonprofit that utilizes all external and internal resources to effect the most efficient and effective delivery of its mission.

Strategy 4.1 Stakeholder Partnership

FPS will be a transparent partner for all stakeholders to ensure stewardship, integrity and trust in it's daily operations and mission delivery.

Strategy 4.2 Operational Efficiency

By 2021, FPS will define an organizational structure with detailed role descriptions and responsibilities that encompasses the organization's change in scale, development, discipline and increased technology integration.

Strategy 4.3 Valued Personnel

FPS will continue to strive for a committed and passionate workforce by valuing all employees and volunteers, providing access to training and allowing opportunities for personal growth and professional development.

Strategy 4.4 Board Advancements

By 2022, FPS leadership at the Board, Regional Advisory Board and Operating Committee levels will have the most advantageous composition necessary to advance fiscal stability and sustainability efforts to advance the mission.



5.0 Program Excellence

Theme:

FPS will be the leader in the delivery of respite services to cancer patients between the ages of 24-55 within the FPS geographic footprint.

Strategy 5.1 Respite Experience

FPS will define, execute and evaluate the respite experience to include varying respite forms so that FPS can meet the patient/caregiver/family needs at the time of nomination as defined by expected outcomes.

Strategy 5.2 Post-Respite Outcomes

FPS will maintain existing quality outcomes (greater than 3.75 composite) for post-respite evaluation with an 80% return rate from both oncologist professionals and patients, caregivers and their children.

Strategy 5.3 Continued Respite Outreach

FPS will continue to explore effective continuum of care services for families returning home from respite travel to foster an increasingly engaged community.

Strategy 5.4 Stakeholder Collaboration

FPS will continually align the needs and expectations of FPS program stakeholders with the necessary resources available to support the growing number of respites and the desired outcomes.

Organizational Structure

- Organizational and Committee Structure
- Call to Action and Committee Involvement
- Questions and Answers

Adjournment of Annual Meeting





Governance

- Legal Checklist Review and PANO Policy Review on yearly basis (Board Vote)
- Board/Committee/Marci Evaluations
- Committees – see outline
- Board Membership



Policy	Policy Review Schedule
Program Participant Confidentiality Policy	Year 1
Organization Bylaws	Year 2
Conflict of Interest Policy and Disclosure Statement	Year 3
Personnel Policies	Year 5
Volunteer Policies	Year 5
Whistleblower Policy	Year 1
Financial Policies: Investment, Reserve, Internal Control and	Year 2
Document Retention Policy	Year 3
Fundraising Policies on Donor Privacy	Year 5
Acceptance of Charitable Gifts Policy	Year 5
Policy for Determining Positions on Public Policy Issues	Year 1
Organizational Salary Structure	Year 2
Bylaws	Year 3
Mission Statement	Year 1

