



## Resource Development & Communications Committee Meeting Agenda

Monday, January 10, 2022 4:00-5:30pm

### Zoom Meeting LINK:

<https://us02web.zoom.us/j/84807178473?pwd=T2liL092dFAwYWNXS2QvdGtwU1BvUT09>

**+ 1 312 626 6799 US (Chicago) / Meeting ID: 848 0717 8473 / NEW Passcode: AL2022**

- I. Call to Order
- II. Approval of Minutes – *Attachment*
- III. **Development Updates**
  - Lead Onward Campaign (2 year: Bridge Support / Event)
    - [Lead Onward Campaign webpage](#)
    - [Sponsorship Benefits Sheet](#)
    - [Pledge Form](#)
    - [Impact Report: Moving Forward Through COVID](#)
  - 2022 Gala
    - *New space at Navy Pier: Offshore Chicago* / <https://www.drinkoffshore.com/>
    - *Date: Wednesday, June 22*
    - *Corporate Chair: We have an ask out / our main contact is cautiously optimistic and we hope to hear by end of January. **Who are additional people that would be a good candidate for the next 3-5 years?***
    - *Awardee/Honoree for the gala: in progress / will update everyone once anything is finalized*
  - Giving Tuesday/Year End Appeal
  - Spotlight on 2 grants for our CESSA implementation work
  - A few things to celebrate
- V. **Communications Updates**
  - Communications policies to come your way for review soon
  - Exciting team member updates for 2022
  - [Media Clips](#)/ Haymarket media
- VI. Other
- VII. Adjourn



## **Resource Development & Communications Committee Meeting Agenda**

**Monday, October 4, 2021 / 4:00-5:30pm**

### **In attendance**

#### *Board:*

Jennifer Brown – Committee Chair  
Kristin Weaver – Committee Vice-Chair  
Anthony Hinton  
Kurt Schulenburg  
Beth Server

#### *Staff:*

Karen Tamley  
Barbara Khalouf  
Bridget Hayman  
Ben Santos

### **Call to Order:** JB

### **Approval of Minutes**

Kurt motions, KW seconds

### **Access Living update**

KT was asked to speak at press conference with JB Pritzker for Disability Employment Awareness month saying state won't be working with any vendor that offers sub-minimum wage for disabled workers. Step forward in moving away from disability service providers paying sub-minimum wage. Program was discriminatory. Shared picture with KT and JB Pritzker at press conference. Approximately 35 vendors that will be phasing these sub minimum wage standards out. Was eliminated in the city a few years ago, but not across the state. BH: Communications promoting this today. Press release and video



## **Development Updates (Barbara)**

- Legacy Event (October 20th)

25 RSVP currently. Hoping everyone in group has RSVP. Portrait of Marca will be unveiled as well as donor signage for legacy campaign. Please email if you haven't RSVP'd yet. Just finalized catering - catered affair, not sit down, mingle and food, covid safe, own personal covered dish you can choose. Will be a bartender. Will be inside. Meeting with senior leadership to discuss between lobby area and event space for setting. Portrait will either be hanging in lobby or event space for event; final home is in lobby. Donor signage on red wall across from Karen's office. Will be installed before 20<sup>th</sup>. JB: Is there a formal agenda? Speakers? BK: Tentative run of show, John Schmidt and Karen Tamley will speak, Antonio our artist will be there. Might be a short video presentation as well, time-lapse of painting. Will be a shorter program with lots of festivities. Opportunity to showcase Karen as the holder of the Marca Bristo Legacy Chair.

- Gala

Gala tentatively scheduled for May 19, 2022. Discussion on Gala location - has been at Navy Pier Grand Ballroom in past, but unavailable that day. Working with Bridget and Katie L and Hoopla – we're looking at Offshore Chicago, new space at Navy Pier, will be doing a walkthrough this week. KT: went to Economic Club meeting there a few weeks ago, beautiful, amazing venue. JB asked if that gala date would be the new continuing date for future galas? Need to see how this date goes first. Wanted to move out of June due to proximity to end of fiscal year.

- Lead Onward Campaign (Bridge Support)

We are still early in follow up, some companies have already come in at low level, and nearing the \$10,000 mark. We don't have a set goal as this is pilot. Goal for the gala is \$750,000. We exceeded our gala goal last year. Will be doing lots of follow up and communications with those we sent letters to. Will be interesting to see how this informs future asks.

- Grant Spotlight:

At the end of July AL received a \$200,000 planning grant from Ford Foundation to support initiative from individuals with disabilities who survived gun violence. Activities will include pre-work to build competency to serve this new population, identification of new community partner needed for authentic support, listening sessions and focus groups for community. Research and create action plan to develop set of recommendations to best address needs. Long term goal to see survivors of gun violence to have support and for AL to have presence on south and west sides. BS asked about potential partners, KT mentions finding a partner that already has a



presence in these communities. As this is a planning grant, a big part of this work will be identifying that partner. AH asks if this will just be gun violence focused? Perhaps options to expand but gun violence is the priority. JB asks if there is any Communications/PR angle yet? BH says we're still getting the lay of the land on this (as it's a planning grant), but we will be doing a campaign around this. We are working on communication elements with MacArthur with storytelling and video production that will be part of training webinars for others in Safety and Justice Challenge. A lot of this could bridge to Ford project. AH offered one of his services, he has animated explainer videos for storytelling. BH would like to discuss further offline, could be helpful in future.

### **Communications Updates (Bridget)**

- Disability Inclusion Institute Update

Training and Consulting arm of AL, been growing it the past 3 years for something more substantial. Got new contracts including Thoughtworks and Chicago Youth Symphony Orchestras. Will be joining all major social media platforms on 10/6/21 at GivingTuesday Summit, where AL (in partnership with our website developer, Mightybytes) will be presenting about ensuring accessibility & inclusion in giving campaigns. Will stream globally, six thousand registrants. All major social media platforms will be present. Hoping it leads to more business. Great visibility for AL. GivingTuesday realizes need for accessibility which led to this opportunity. We are now in middle of National Disability Employment Awareness Month and have some return customers, including AMA and Unite Us, a national technology organization working with veterans. Five presentations scheduled for October.

- Technology Relief Program Update

We have one more day for folks to pick up laptops so all 25 in pilot program have their computers. Pilot is offering laptops, broadband, and tech support to consumers. We check in weekly to make sure there are no problems and to assess how successful this project could be to be scaled. Cross-disability so we can assess all potential issues. Next piece is a research component looking at digital divide through a disability lens. Want to put together advisory board with university and corporate partner, want to give the RDC a heads up in case any members had ideas. For example, online shopping carts and giving platforms are inaccessible so there's a lot of angles to this. KS asked if we're looking into a SQRM compliant learning tool, yes we're looking into it, on the table. SQRM is an e-learning standard major companies use for training. BH said we worked on legislation on e-learning being disability compliant.



### **Discussion re: future RDCC Meetings**

Schedule set in past when KW was chair based on her schedule or other schedules and work schedules, not sure if this has been adjusted due to COVID. Meeting comes at odd time, after exec committee and before full board meeting. Would make more sense to meet at a different timeframe in calendar to match with other board meetings so we could discuss things in order. JB offers to be available to staff if something came up in between meetings. We could be more flexible and offer ad-hoc meetings. Group likes idea of being more accessible. KT mentions how Karin Norington-Reaves hasn't been able to attend due to standing Monday meetings that conflict with RDC meeting. JB will work with Barbara and Bridget to re-organize calendar. In terms of material dissemination, does anyone need them earlier, or is it comfortable? Group says its ok.

**Beth Server moves for adjournment, KW seconds; meeting ends.**