

PVS Development Committee Meeting Minutes

Tuesday April 1, 2025 @ 12:00 Noon



Attendees: Tom Slick, Linda Roberts, Leila Richards, Max Geiger, Anna Katz and Emily Cashell

Meeting Notes

- **Logo-** The group reached a consensus led by Max on the logo, Option 2, second down on the left was chosen with the adjustment of making the word “Support” equal in size and boldness to “Prisoner Visitation”.
- An assignment of the group was to look at the PVS Branding Refinement #2 and pick out color combinations they would like to see the new logo in.
- **Development Strategy 2025**
The group reviewed the Development Strategy for 2025. Goal #1- to raise \$50,000 through increased individual donations by (\$5,000), corporate sponsors (\$5,000), family foundations (\$40,000) and a planned giving program (10 people signed)
Linda reminded us that in a previous conversation a thought a higher goal was discussed since \$50,000 would only cover existing expenses and not increase

much needed staffing. Tom recognized that the conversation did take place, however, since it was Anna's first year it probably made sense to pull back a little. Anna chimed in and said she will shoot for the \$75,000 while maintaining the \$50,000 goal.

The group reviewed each of the following elements:

- **Mailings-** continue the existing structure of 4 mailings a year (snail mail) and follow-up at the end of the year as a reminder (email). The group discussed different themes for the first mailing. Leila thought it would be a good theme to express the difficulties faced by prisoners given the changes taking place with a new administration. Everyone agreed with the theme, Tom also mentioned naming it a "Special Mailing". According to the workplan, the first week of April is the time for conceptualizing the first mailing, with that Anna asked, and it was accepted by Leila to write a draft of the first mailing. According to the theme we discussed, recognizing the unique relationship PVS has to the BOP. Other themes were also discussed, developing some type of legacy fund designed for ongoing monthly donations

- **Increase Individual Donors-** A list was reviewed and a new name was added. Each of the names needed further investigation on how to contact them also to ensure a personalized letter. I am going to include the names in these minutes so we can have everything in one place.

Larry Miller (from Nike)

Sister Helen Prejean

John Legend

Usher

Jay-Z

Meek Mill

Jelly Roll

Melissa Eldredge

John Grisham

Bryan Stevenson

Jake Tapper- CNN Broadcaster, father is a visitor

Anna mentioned going out to Board members, Advisory Board, Coordinators and visitors to submit two names for recruitment and possible donors increasing our numbers.

Special Events: Leila raised the idea about possible event, Art by Prisoners. Tom mentioned the Morton Contemporary Gallery in Philadelphia and how we worked with them in the past. Anna indicated It also possible for PVS to creates its own hybrid event. PVS is in the process of organizing a special event in honor of Jim Marren' 20-year anniversary since his release from prison, to be held on August 16th, 2025 at the Friends Center with a virtual option. Tom suggested to also include a celebration of Betty Woodman's 98th birthday. Will provide updates as they emerge.

Corporate Sponsors for the National Conference and other activities:

Identify 5-7 and investigate.

Tom mentioned looking at law firms as a possibility for sponsorship. The Innocence Project and Southern Poverty Law Center.

Family Foundation Identify 5 Family Foundations that fund organizations with similar mission and activities.

First scan of Family Foundations that may fund PVS activities.

1. John D. and Catherine T. Mac Author Foundation- contact us to share your ideas on Criminal Justice
2. Pew Foundation Health & Human Services- Sheri Gentekos, Principal 215-575-4812
3. The Kressge Foundation- Long shot
4. Charles Stewart, Mott Foundation General purpose
5. William Penn Foundation Civic Engagement Initiative
6. The Annie E. Casey Foundation
7. Bob Barker Foundation- \$25,000
8. Heinz Endowment- Started a LOI
9. We Raise Foundation- not sure if we are in the guidelines it seems they predominantly fund Christian Organizations?
10. Stand Together
11. Mellon Foundation – Criminal Justice Program
12. Tom added- David Rockefeller Foundation- 2023 provided 6 grants average of \$50,000-\$56,000 and

13. Art for Giving

Tom pointed out the above list tended to be larger well-established family foundation more difficult to approach. Smaller Family Foundations are more approachable. We will also focus on those. In the meantime, Anna has begun the process of getting on the family foundations list serve and where ever possible will submit Letters of Inquiry.

Planned Giving:

The group talked about developing a planned giving program. Anna said she had the least amount of information and knowledge on this subject. Both Linda and Leila offered to provide advertisements they receive in the mail about these types of programs. Emily said there may be classes at LaSalle Non-profit Center regarding setting up a planned giving program. Tom also offered to contact a friend that is an expert in the development field, for assistance.

Goal #2:

Complete re-branding including the development of an easily accessible promotional tool kit.

As stated previously the group came to a consensus on the logo, next step is looking at color combinations. Additionally, Anna cleared up some misunderstandings she had about the White Deer contract. She indicated we would be working with them in developing five webpages including all of the content over several months, before we go to the next stage of hiring a web developer.

General Conversation:

Anna talked about the need for a Chairman as well as it would be really helpful to have a person in charge of each major element in reaching the goal of Raising \$50,000. For now, she will be taking on the role of Chairperson. We also talked about the need for more people on the committee and Leila suggested contacting the honorary board. Anna agreed and will follow-up.

