



WORKSHOP MEETING MINUTES

MEETING LOCATION / MEMBERS

Meeting Date: December 2, 2015 Wednesday
Meeting Location: Susan Kinzie home 6436 Vooscane, Cochiti Lake, New Mexico 87083

NAME	POSITION	PHYSICAL ATTENDANCE	PHONE ATTENDANCE	COMMENT
Susan Kinzie	President	X		
Cookie Norris	Vice-President			
Raymond Sandor	Treasurer	X		
David Craig	Secretary	X		
Andrea Dewey		X		
Pam Uher		X		

Call to Order: 2:25 pm MST
Adjournment: 5:30 pm

TOPICS

Fundraising planning for 2016 4
Milton Shoong Foundation grant -- \$17,000 11

MINUTES PREPARATION INFORMATION

Minutes by: David Craig (Board Secretary)
Date: January 11, 2016



PRIORITY TASKS

PERSON	TASK
SUE	<ul style="list-style-type: none">• Look into Chase Foundation of New Mexico for educational grants• Compile animal therapy statistics/information so can show authoritative connection between animals and people health.• Compile list of animal rescue organizations in New Mexico so can have contacts to better help coordinate rescue efforts. APNM has a list already. Generate a directory for Pathways use only.• Touch base with John Henson (Cochiti Lake resident) about creating a video for Pathways which provides Pathways background, achievements, vision, needs)• Pathways board needs to approve providing cat food to Linda Moore's cat rescue in Santa Fe New Mexico at board's next regular meeting (add to next meeting agenda)• Pathways board needs to approve Pathways transport vehicle grant application to the Milton Shoong Foundation at board's next regular meeting (add to next meeting agenda)• Mail Shoong Foundation asking it to provide in writing all grant conditions• Pathways board needs to approve Shoong Foundation grant and any conditions that may be attached to this grant -- do this only after foundation has replied in writing with its list of grant conditions at board's next regular meeting (add to next meeting agenda)• Create new bank account for transport vehicle funds, also need debit card for this account which will only be used for vehicle expenses
SUE / DAVID	Change Pathways draft transport vehicle grant application to remove pages 12-16 per Rosemary Shoong request, mark application as final, and mail this application to Shoong Foundation in California
COOKIE	
RAYMOND	
DAVID	<ul style="list-style-type: none">• Create donor and pledge forms, Pam has samples to copy• Lookup CONSTANT CONTACT program to use as a donor contact program
ANDREA	<ul style="list-style-type: none">• Find information about former girls ranch that is for sale near Clines Corners as possible location for sanctuary• Provide information about St. Francis Blessing Day (Santa Fe) to see if Pathways may be able to participate in this event
PAM	<ul style="list-style-type: none">• Look into creating a Pathways mission and activities video -- John Henson (Cochiti Lake resident) may be able to help here. Keep video short (5 minutes max), entertaining• Contact Krispy Kreme donuts in Santa Fe to see about fundraising events.• Contact Jean Cocteau Cinema to see if Pathways can participate in one of its film festivals for fundraising (need good Pathways video for this)• Look into Valentine Day events for Pathways participation, e.g. golfing events• Look into dog parade events and Pathways participation• Look into rubber duck race at Cochiti Lake• Talk with Kiva Cafe manager (Mark) at Pueblo golf course about potential Pathways fundraising event to see about cost and schedule (March 2016 earliest)



FUNDRAISING PLANNING FOR 2016

Pam spoke about her detailed plan **Projected Fundraising Plan for Non-Profit Animal Rescue Organization Pathways of Healing.**

ON GOING FUNDRAISING

(see page 4 of Projected Fundraising)

To appreciate donations provide digital pet portraits. Randy Meins (Cochiti Lake resident) makes these.

Create donor and pledge forms to use at special fundraisers.

Need a donor contact program to track all donors and be able to easily contact them via email or letter to notify of special fundraisers. Program CONSTANT CONTACT (internet based). Important to use a good email subject when emailing donors so donors will read the email.

Patrons (people who donate anything significant) need to be sent a special thank you card with a photo.

Need high end donation events such as the recent Golf Event. Use silent auctions. Publicity very important. Need good video of Pathways purpose and activities so donors will better understand Pathways mission. Also need good brochure.

Book sales to benefit Pathways. Sell through Amazon.

Look into educational program grants from places such as the Chase Foundation of New Mexico.

Restaurant fundraisers such as at Panera in Albuquerque and Santa Fe may be beneficial. Other food-related places may be good too: Whole Foods, Krispy Kreme donuts (has new store in Santa Fe), Costco, ice cream trucks.



DAVID

Create donor and pledge forms, Pam has samples to copy

DAVID

Lookup CONSTANT CONTACT program to use as a donor contact program

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Look into creating a Pathways mission and activities video -- John Henson (Cochiti Lake resident) may be able to help here. Keep video short (5 minutes max), entertaining

SUE

Look into Chase Foundation of New Mexico for educational grants

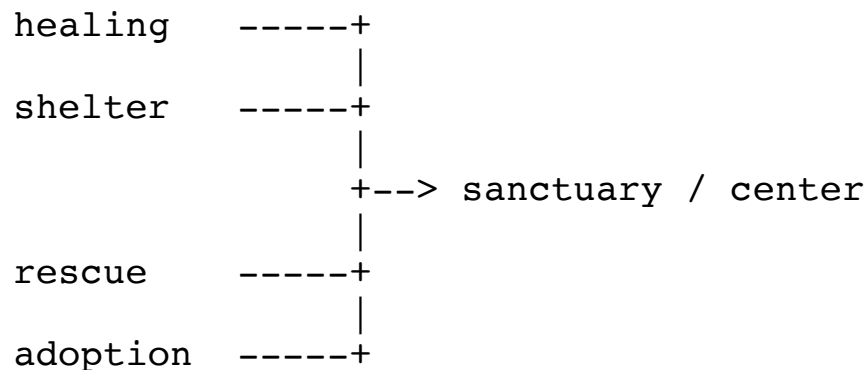
PAM

Contact Krispy Kreme donuts in Santa Fe to see about fundraising events.

PATHWAYS GOALS

Short term: Transport animals/food

Long term: Animal-human sanctuary
Need specific goal such as human and animal alternative healing and rescue adoption shelter/center



Core of goal should be helping animals, then use these animals to help people.

Use animal for alternative health therapy. Teaching responsibility toward animals is key part of goal.



SUE

Compile animal therapy statistics/information so can show authoritative connection between animals and people health.

EDUCATION AND ACTION

Need both education and action to show unique Pathways perspective.

Use children education programs to show how Pathways goal can enhance quality of life for animals and can change people's attitudes toward animals.

IMPORTANT

Foundations with animal grants want to know what Pathways has done and what Pathways will do in the future.

Small rescue organizations need to coordinate their efforts so can work better together. Pathways could become a clearing house for animal efforts.

Do not just warehouse animals. Need programs which show how rescued animals are sheltered temporarily and how education reduces the need for rescues.

Use local student interns needing community service to help at Pathways sanctuary. Mention this in Pathways business plan.

SUE

Compile list of animal rescue organizations in New Mexico so can have contacts to better help coordinate rescue efforts. APNM has a list already. Generate a directory for Pathways use only.



PATHWAYS DIRECTION

Important to clearly describe Pathways vision and how this vision can be achieved. Planning is needed which describes the key events and schedule for this vision.

Use matching funds from corporate sponsors to help pay for vision.

Need on corporate / foundation sponsor to kick start more large donations.

Need both short term and long term vision:

SHORT TERM VISION

transport vehicle, acquire sanctuary land, animal food donations

LONG TERM VISION

sanctuary center

accessible from Albuquerque and Santa Fe

(near Clines Corner, former girls ranch for sale)

ANDREA

Find information about former girls ranch that is for sale near Clines Corners as possible location for sanctuary

EVENT ACTIVITIES AND SCHEDULE

Aim for quarterly fundraisers.

Locations?

Santa Fe

Cochiti Lake (may not be good location due to poor past turnout)

host event at Kiva Cafe at Pueblo golf course

Jean Cocteau Cinema in Santa Fe (George Martin's cinema)

tie in fundraiser with animal-related film festivals

(need video for this)

Sanbusco facility (Santa Fe)

available since stores closing soon to be replaced

by charter school?



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www.PathwaysOfHealingNM.org

Possible event tie-ins: St. Francis Blessing Day (Santa Fe)
St. Patricks Day (Santa Fe)
Valentines Day -- March/February
Golf events -- Santa Fe and/or Cochiti Lake golf courses
IAIA events
Film festivals

Is there enough time to plan for events which occur in first months of 2016?

Pathways could partner with Canine Companions for Independence for fundraising events?

Pathways video needed, should be short and show background, achievements, vision, needs.
Could be considered a mission statement video.

Could sell tickets for Pathways events, tickets could be used for a raffle.

Event activities: silent art auction
dinner
Pathways vision video

Event promotion: Mailer (e.g. to all residents in Cochiti Lake)
Media coverage -- TV / radio / print
Use people with names to help promote
Nota Begay (sp?) tribal member
Rich Ford car dealer, likes to golf
Canine Companions

Promotion locations: Cochiti Lake, Santa Fe, Albuquerque, Peña Blanca, Cochiti Pueblo

Event prizes: T-shirts, pet food/treats, pet toys, gift cards to pet stores

Volunteers: Don't need too many
Junior League people?



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- Advertising: Needed several months in advance of an event
Who will create this?
- Summer events: Dog parade with running event in major town (e.g. Santa Fe)
Vet clinics w/ low cost spay/neuter & rabies shots
Running event in Cochiti Lake
- Fall events: Aim for Labor Day w/silent auction (basket w/ animal treats/toys)
Rubber duck race at Cochiti Lake
Carnival
Pancake breakfast at Kiva Cafe
Animal art / caricatures
Artist tables so can sell their art

Event Schedule for 2016

- April Golfing at Cochiti Lake golf course
June Dog run at Cochiti Lake town
September Pancakes and duck race at Cochiti Lake
October/November Animal blessing day and Jean Cocteau Cinema in Santa Fe
January 2017 Volunteer thank you lunch
Santa Fe Tortilla Flats restaurant has private room

PAM

Contact Jean Cocteau Cinema to see if Pathways can participate in one of its film festivals for fundraising (need good Pathways video for this)

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Look into Valentine Day events for Pathways participation, e.g. golfing events

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Look into dog parade events and Pathways participation

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Look into rubber duck race at Cochiti Lake

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Talk with Kiva Cafe manager (Mark) at Pueblo golf course about potential Pathways fundraising event to see about



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MILTON SHOONG FOUNDATION GRANT -- \$17,000

Sue Kinzie said on December 1, 2015 she was given a \$17,000 check from the Milton Shoong Foundation by Rosemary Shoong as a Pathways donation.

Check details:	Business Name	Milton Shoong Foundation (Tahoe City, California)
	Check #	1714
	Date	December 1, 2015
	Pay to	Pathways of Healing
	Amount	\$17,000
	Memo	(blank)
	Signature	Rosemary Shoong

This foundation has EIN 94-1200291.

Sue deposited this check into Pathways main bank account on the same day she received this check.

Sue said Rosemary Shoong verbally requested this donation be used for a Pathways transport van and cat food donations to a Santa Fe cat rescue run by Linda Moore when Pathways picks up pet supplies from Phillips Pet Food and Supply in Albuquerque New Mexico.

DAVID: Board needs to approve Pathways transport vehicle grant application to the Milton Shoong Foundation (Rosemary Shoong was provided with a draft version which she requested some details be removed)

DAVID / RAYMOND / PAM: Board needs to approve foundation's grant but only after foundation provides in writing all conditions it may have for this funding.

DAVID: Need new bank account for this vehicle grant so can easily track all funds given and spent here. Includes a debit card just for this account which is used for all vehicle expenses.



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DAVID / SUE

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Mail Shoong Foundation asking it to provide in writing all grant conditions

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Pathways board needs to approve Shoong Foundation grant and any conditions that may be attached to this grant - do this only after foundation has replied in writing with its list of grant conditions at board's next regular meeting (add to next meeting agenda)

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Create new bank account for transport vehicle funds, also need debit card for this account which will only be used for vehicle expenses