

Meeting of the Development Committee

February 16th, 2023

In Attendance:

Jonathan Heafitz, PCMA
Diana Leon Brown, Prince George's County
The Honorable Rodney Slater, Squire Patton Boggs
Mike Skahill, Lineage Logistics
Merrill Eisenhower Atwater, People to People International
Jade Shields, Ferring Pharmaceuticals
Kathy Didawick, Strategic Elements
Riley Swinehart, Johnson & Johnson
Diane Dewhirst, National Endowment for the Arts
Pamela Alexander, KKR
Steve Hartell, Amazon
Kim Talley
Erica Heyse, CAF
Rachel Mallory, CAF
Bri Murphy, CAF

Erica Heyse called the meeting to order at 2:04 PM ET.

Rachel Mallory shared about the donor mailout to the target list and Fortune 500 companies. Packages will hold the Sponsorship Prospectus, invitations to Golf and Poker, handwritten notes, and business cards. We will follow up by email with targeted content related to initiatives or events, with a Board Member copied. We ask Board Members to review the 2023 Target List, provided in meeting materials. If you would like hard copies of the sponsorship prospectus to hand out to potential sponsors, please message Rachel with your request.

Jonathan Heafitz reviewed the financial report. In FY23, we've had a total of \$503K in pledges received. This time last year we had \$267K pledged. This is primarily due to early commitments from Boeing and Bayer at the \$100K level. We are tremendously thankful to Boeing and Mike Parrish for their level of support. Additionally, we welcome Pfizer and Ferring as new supporters at the \$25K level. Thank you to Atrium Health, Aflac, Amazon, ESA, Otsuka, Intuit, PCMA, Bayer, Comcast, and AARP, who have already renewed this year.

Jonathan reiterated the financial goals of The Award for this fiscal year. Erica shared that it will be important for us to explore foundations and corporate CSR sponsors outside of government relations. This will be key for DE+I programming.

Jonathan opened the conversation to the Board to discuss next steps for some of the targeted sponsors. Mike Skahill and Rodney Slater are planning to work on the Tyson Foods sponsorship and will have a meeting with Erica to discuss. Mike Skahill is also pursuing Yum! Brands for a meeting and potential

sponsorship. Erica will be meeting with the Kraft Heinz Company to discuss sponsorship next week. Rodney Slater suggested Raytheon Technologies as a potential sponsor for a youth career pipeline connection and it was added to the target list. Erica and the team will start looking into pathway to career opportunities with companies through their CHRO.

Erica described the success of recent Award projects with our corporate sponsors. On Valentine's Day, Congressional Award staff partnered with Intuit to create college care packages for in need students in the DMV area. These packages will be given to our partners such as Deanwood, Manhood 101, PG county schools, and students in DCPS.

Through Wish of a Lifetime and AARP, our students participated in a Valentine's Day Letter Writing Campaign. Students sent over 3,000 cards, reaching seniors and senior living communities across the country, including our delivery partner Christian Care Communities in Kentucky. We hope to continue the success of this project by teaming up with more senior living communities and asking our participants to write cards for other holidays and birthdays.

Our partnership with Boeing and military youth is moving forward with our Home Base Program pilot kicking off in New Orleans at the Belle Chase Naval Air Station Joint Reserve Base.

We have partnered with FMC in Philadelphia to facilitate an agricultural case study competition. Two high schools are working with mentors at FMC on a case study question to create solutions to an agriculture challenge. They will present their ideas to a panel of industry professionals on Ag Day. This case study competition will be revamped for different industries. We hope to begin creating employee engagement opportunities for our sponsors through high school partnerships.

Jonathan spoke to the Board about three upcoming events that we still have sponsorship opportunities. We hope to gain Title sponsors for all three events. If your company is interested or you have a lead, please email Rachel.

- Chiefs of Staff Poker Tournament – May 11, 2023
- Gold Medal Summit – June 20-22, 2023
- Annual Golf Classic – October 23, 2023

The Congressional Award will be creating a Golf Committee, consisting of golf enthusiasts from the corporate world and Members of Congress. If you know of someone who may be a good fit, please email Erica. The hope is to have new sponsors come in through their membership on the committee.

Erica Heyse discussed the STEM Stars Program and our search for a sponsor at the \$100,000 level. Erica has begun reaching out to potential companies with a STEM sponsorship packet and sending it to Board Members who may have connections. There was then a suggestion of expanding it to a STEAM sponsorship to include the arts. This may bring in a more creative based STEM partner such as NIKE.

Another upcoming event is the North Texas Ceremony in Dallas, Texas on February 25th. Board Members and their connections are more than welcome to join and can find [more information here on our website](#).

Erica Heyse closed the meeting at 2:48 PM ET.