



DEPARTMENT HEADQUARTERS: 60 BIG RUN ROAD, DELAWARE, OHIO 43015-8007  
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## Gifts for Yanks Sub-Committee Meeting

Saturday, April 20<sup>th</sup>, 2019

Department of Ohio HQ - Delaware, Ohio

### 1. Open

Gifts for Yanks Sub-Committee meeting opened in regular form at 10:08 am on April 20th, 2019 at Department HQ. Prayer led by Ken Ellis (4).

### 2. Appoint Secretary – Holly Lewis (10<sup>th</sup>)

### 3. Roll Call

District	Name	Present/Absent
5 <sup>th</sup>	Darrell Bishop, Chair	Present
3 <sup>rd</sup>	Robert Steggemann	Present
4 <sup>th</sup>	Ken Ellis	Present
10 <sup>th</sup>	Holly Lewis	Present
14 <sup>th</sup>	Joyce Hannum	Present

### 4. Guests:

Roger Friend, Department 1st Vice Commander  
Chet Kendzierski (1st)  
Jermaine Ferguson, GFY Coordinator

### 5. Chairman Opening Remarks

- Chairman Bishop gave opening remarks. He noted that we need to reduce expenses due to a downturn in fundraising. We must consider merchandise made outside the US if it is of same quality and lesser price.

### 6. Review Committee Rules & Policies

- Chairman Bishop said the sub-committee needs to table proposed committee rules and program guidelines, so they can have more time to review and revise before the committee votes on the,
- A motion was made by Joyce Hannum (14<sup>th</sup>) to table committee rules pending committee review and seconded by Holly Lewis (10<sup>th</sup>); all in favor. **Motion Passed.**

**7. Fundraising**

- a. Jermaine Ferguson, Department GFY Liaison, gave an update on current fiscal years' fundraising efforts. GFY program raised \$147,734.52 to date.
- b. We also reviewed the number of posts per district that have donated to determine post engagement.
- c. Last year, the GFY program brought in \$181,000. Fiscal Officer has us at \$153,000 for this fiscal year. Jermaine will need to audit this to reconcile the difference.

**8. Expenditures**

- a. A combined total of \$187,356.66 for 2017-2018 fiscal year.

Holiday Gifts:	\$59,474.80
Special Projects:	\$73,572.50
VAVS Accounts:	\$50,790.57
- b. Current Expenditures for 2018-2019

Holiday Gifts	\$54,078.31
VAVS	\$72,520.00
Special Projects Pending.	
- c. Chairman Bishop noted that he would like to have for our next meeting budgeted funds that were not spent.

**9. GFY Finance Update**

- a. Chase Checking account balance is \$262,728.00
- b. Ameriprise Investment account balance is just over \$400,000.00  
\$100,000.00 of investment is earmarked for Cleveland Fisher House.

## 10. VAVS Update

- a. Do have some CBOCs that are not being funded because there is not an American Legion VAVS facility representative.
- b. Jermaine will send out VAVS account balance report to the VAVS reps on a quarterly basis.

## 11. Recap of 2018 Gift Distribution

- a. The feedback received from Legionnaires was that the holiday gift was not substantial enough. The GFY program spent more last year than we ever have. We are looking at several different vendors this year to see if we can make the gift substantial at a lesser price.
- b. Chairman Bishop reiterated that patient gifts cannot go outside of Ohio.
- c. We discussed how many of the gifts we distributed for marketing and questioned, “was it really worth it to give the DEC, the district chairs, etc a gift?” We will continue this discussion and address this in GFY program guidelines.
- d. A success was the youth participation from a local High School in fundraising and distributing the holiday gifts.
- e. We discussed shipping; encouraged reps to pick up and when they couldn’t they were shipped. Shipping budget was reduced by \$700 by doing it this way (\$600 total).

## 12. Marketing

- a. Fundraising kick-off letter sent to post and district in the fall
- b. We need to do a better job with social media and website promotions.
- c. Will be creating a Donation Request letter for corporate and community-partner contributions.
- d. Need to revise GFY program pamphlet, we may consider a flyer. Please send feedback to Jermaine.
- e. A motion was made by Holly Lewis to purchase 600 posters at \$966 to be disbursed at June meeting and seconded by Bob Steggeman; vote was 3-1. **Motion Passed.**
- f. Joyce Hannum (14) made a motion to approve the new GFY logo that adds “Since 1919”; seconded by Bob Steggeman (3); all in favor. **Motion Passed.**

## 13. Proposed Budget for 2019-2020

- a. Ken Ellis (4) made a motion to cut VAVS allocation to CBOCs to \$1000. Seconded by Holly Lewis (10). All in favor. **Motion Passed.**
- b. Ken Ellis (4) made a motion to give new CBOCs \$1500 rather than \$3000 for the first year of operations; seconded by Bob Steggeman (3). All in favor. **Motion Passed.**
- c. Holly Lewis (10) made a motion to reduce the larger facilities’ budgets by \$500. Seconded by Bob Steggeman (3). Much discussion followed. All in favor. **Motion Passed.**
- d. Holly Lewis (10) made a motion to reduce the Gift Shop budget by \$500, from \$3,000 to \$2,500. Seconded by Bob Steggeman (3). All in favor. **Motion Passed.**
- e. Holly Lewis (10) made a motion to reduce the lockdown unit budget by \$50, from \$250 to \$200. Seconded by Joyce Hannum (14). All in favor. **Motion Passed.**

14. **2019 Holiday Gift Selection**

Back pack; double walled cup, mixed puzzle book, pill box reminder, ball cap. Will also add a postcard from the American Legion with history of Gifts for Yanks.  
Estimated cost \$25.00 per veteran.

15. **Special Projects**

- a. Committee reviewed all special project submissions and recommend the following special projects for the GFY committees' consideration:

Sandusky: \$4,000 towards furniture for common area  
Georgetown: \$4,000 towards wheelchair accessible swing  
Cincinnati: \$5,500 towards Clothing Room Program  
Columbus: \$1,500 towards Uber only  
Dayton: \$3,500 towards Veterans Food Rx program  
Cleveland: \$4,000 towards hospice-dog tag machine  
Lorain: \$750 towards Veterans Appreciation  
Chillicothe: \$1,500 towards Veterans Appreciation Night

- b. A motion was by Holly Lewis (10) to use the approved 2017 – 2018 fiscal year special project monies (\$5,500) for the greenhouse project; which is no longer needed to be applied toward the 2019 Veterans Appreciation Night special project request and to award \$1,500 new monies to equal the requested \$7,000.00. Seconded by Joyce Hannum. All in favor. **Motion Passed.**



16. **Program Goals for 2019 - 2020**

- a. Fundraising goal of \$200,000.00
- b. Increase number of posts contributing to the program
- c. Additional and new marketing strategies
- d. Investigate and employ online donations and GFY program promotions.

17. **Unfinished Business**

- a. Chairman Bishop ordered 3 sets of American Legion coins rather than 2. Holly Lewis (10) made a motion to reimburse Chairman Bishop for the 3rd set of coins. Seconded by Hannum (14). All in favor. **Motion Passed.**
- b. Discussion on how to use American Legion coins as a fundraiser. Bob Steggeman (3) made a motion to sell tickets 3 for \$5 for a set of coins, with a second prize of \$100 and third prize of \$50. Will draw winner at Department Mid-Winter. Holly Lewis (10) will design and print tickets and will have for our meeting in June 2019. Seconded by Ken Ellis (4). All in favor. **Motion Passed.**
- c. 888 Fundraising letters carried over until next fiscal year.
- d. Veteran Treatment Court moved out of Gifts for Yanks purview.
- e. Discussion on using \$100,000.00 out of the Chase checking account for the Cleveland Fisher House. The GFY will decide what our checking account balance should be.

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18. **New Business**

None

19. **Good of Legion**

- a. 1st Vice Commander Friend addressed the subcommittee and told them he appreciated all their hard work.

Meeting closed in regular form at 4:18 pm.

**Minutes submitted by:**

Holly Lewis

10<sup>th</sup> District GFY Chair

Darell Bishop

Department GFY Chair