



COMMUNITY HEALTH
IMPROVEMENT PARTNERS
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GIFT OF HEALTH ADVISORY COMMITTEE
Meeting Minutes
June 16, 2010
9:00 – 10:30 am
CHIP / HASDIC Offices
5575 Ruffin Road, Suite 225
San Diego, CA 92123
(858) 614-1543

Attendees:

Ruth Covell, M.D., UCSD School of Medicine	Kamal Muilenburg, SDHCC
Rhonda Freeman, County of San Diego, SD-KHAN	Beth Ruland, CHIP
Kristin Garrett, CHIP	Vanessa Sincok Watkins, Sharp HealthCare
Kym Hodge, County of San Diego, SD-KHAN	Katie Shultz, CHIP
Luz Miles, County of San Diego, SD-KHAN	

I. Welcome / Introductions:

All

All members introduced themselves. New to the Committee was Luz Myles, County of San Diego, SD-KHAN.

II. Meeting Purpose: Logo Rebranding and Fundraising Plan

B. Ruland

The purpose of the June 16th Meeting was to review logo proofs, discuss the rebranding plan and further build the Gift of Health Fundraising Plan.

III. Rebranding

a. Review Logo Proofs

B. Ruland

The Committee reviewed logo proofs from the CreateYourDesignOnline.com designer and requested to see following renditions of Proof #2:

1. Change the band aid to a smiley face/caricature of a kid's face
2. Swap the smiley face and heart
3. Substitute the heart with a smiley face in the "o" of "of" (no additional art in this version)

Additionally, the Committee requested to see the logo font in a different color.

Action Item: B Ruland to work with the designer to make the suggested logo changes and send updated proofs to the Committee for review.

Action Item: Advisory Committee to review and vote on the Gift of Health logo via email.

Once the new Gift of Health logo has been finalized, we can begin rebranding efforts.

b. Rebranding Plan

K Shultz

K Shultz gave an overview of the Gift of Health Rebranding Plan; highlights include:

- Both the Gift of Health logo and new CHIP website will be ready to make public in the next few weeks; we will use this opportunity to unveil the new logo and capitalize on

promotional opportunities through the new website.

- As the new CHIP website is scheduled to launch in the next few weeks; we can capitalize on this opportunity to unveil the new Gift of Health Logo. The new logo and announcement will be highlighted on the new CHIP homepage.
- In addition, K Shultz will hold a press event to unveil the new logo and promote the Gift of Health Program through press venues.
- The Committee suggested that: (1) the message emphasizes “The Need Remains”; and (2) messages and languages be simple (and not too detailed on healthcare reform/industry jargon).
- Finally, B Ruland will update Gift of Health publications and distribute to community partners as a way to remind the public of this program.

c. Merchandise

B Ruland

The Committee reviewed merchandise options and decided:

- Customized, purse-size First-Aid kits could be a good option to give to donors. Additionally, donors could be given the option to donate the kits to Gift of Health sponsored families.
- Kid-friendly/environmentally friendly cups and re-usable grocery bags may be a unique option for larger donors and/or gift options.

Action Item: B Ruland to research prices for customized smaller First-Aid kits, kid-friendly cups, environmentally friendly cups and re-usable grocery bag options.

IV. Updates

B. Ruland/ V.
Sincock Watkins

a. Outreach

Per the Advisory Committee’s suggestion, B Ruland conducted outreach presentations to Medi-Cal eligibility workers at the County of San Diego HHSA California Children Services (CCS) and at the County of San Diego South Region Family Resource Center Administration.

The Committee suggested that Hospital Outpatient Service (HOS) workers may be a good resource for additional outreach.

Action Item: B Ruland to look into outreach opportunities with the Hospital Outpatient Service (HOS) workers.

b. Fundraising

Gift of Health Fundraising updates include:

- A grant application was submitted to the Rest Haven Children’s Fund on May 3rd. Grant recipients will be announced in July.
- Sharp is still collecting cell phone collection boxes at several campuses in the area. Thus far, 33 phones have been sent to the collection agency; we expect to receive a donation report in the July timeframe.
- The Gift of Health raised \$500.00 through donations at the May 4th MHA Luncheon.

The Committee noted that the Gift of Health Program was not widely promoted at the MHA luncheon

and suggested that we look into additional promotional opportunities for similar fundraising efforts in the future.

San Diego Organization of Healthcare Leaders (SOHL) accepted the Gift of Health's request to hold a fundraising raffle at their 2nd Annual Educational Event on Friday, September 10th at the Schaezel Center.

The Committee set a fundraising goal of \$1,000.00 and decided on the following ticket prices:

- 1 ticket for \$5.00
- 4 tickets for \$15.00
- 6 tickets for \$20.00

The Committee agreed to use a group effort to solicit raffle prize and set a goal for each Committee member to secure one raffle prize.

Action Item: Gift of Health Advisory Committee to solicit raffle prizes by Friday, July 23rd.

Action Item: B Ruland to send the Advisory Committee a Letter of Request to use when soliciting raffle prizes.

V. Fundraising Plan

All

As part of the Legacy Fund campaign, CHIP will begin producing a quarterly e-newsletter highlighting CHIP programs to educate and supplement fundraising efforts.

The Committee discussed sending a dedicated Gift of Health fundraising email, to CHIP Committees and contacts.

Action Item: B Ruland to look into "easy" donation templates/formats to use in a fundraising email campaign.

Additionally, K Shultz and B Ruland are planning a meeting to discuss partnership opportunities with Children's Hospital and Auxiliaries.

The Committee discussed the following for additional fundraising opportunities:

- Jewel Ball (Las Patronas)
- County Friends
- Soroptimist
- Mother/Daughter Groups – MADCAPS
- High Schools/Key Clubs
- UCSD/SDSU Greek Organizations and/or Academic Sororities.

V. Next Steps:

All

The Committee decided to focus its efforts on rebranding, the SOHL raffle, merchandise options, email campaigns and additional community partnership opportunities. Additionally, we will look into County Employees Charitable Organization (CECO) funding opportunities once the 2010-2011 Application is published in October/November 2010.

The Gift of Health Advisory Committee will vote on the logo redesign via email and will reconvene at a date to be determined to discuss merchandise options and further fundraising plans.

VI. Adjournment

All

THANK YOU!