



PFC is a 501(c)(3) nonprofit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

Public Engagement & Development (PED) Committee

Tuesday, August 7, 2018

3:00 p.m. – 5:00 p.m.

Charles Morris Conference Room

Be the Driving Force Engage Families and Communities to Play a Leading Role

A. Determination of Quorum & Call to Order – Mike Hardin

- a. Welcome
- b. Chair's Comments – Mike
 - i. Review of what this committee is.

B. Approval of Minutes

- a. April 3, 2018*

C. Strategic Focus

- a. Review of Board Priorities (2017/2018) Sharon
- b. Engagement Efforts (Engagement is done "with." It is the relationship building.)
- c. Outreach Efforts (Outreach is done "for." It is the audience engagement.)
- d. Fund Development
 - i. Individual Donor Drive – 10-10 Club
 - ii. Grant Opportunities Update
 - iii. Review of Soiree sponsorship levels

D. Review/Update Policies – Sharon

- a. Public Education Policies
- b. Fundraising Policies
- c. Volunteer Policies

E. President's Report ^{eΔ} - Sharon on behalf of Mary Sonnenberg

F. Adjournment –

- a. Next Meeting, **October 2, 2018** - 3 to 5pm
- b. Upcoming Scheduled Meetings for 2018-2019
 - i. October 2, December 4, February 5, April 2, June 4

* Needs Action ^Δ Information Only ! Possible Conflict of Interest (Recusals) ^e Electronic Copy (Hard copies are available upon request)7



OF CUMBERLAND COUNTY

2018 – 2021 Strategic Plan

Updated October 2017

Vision

Successful children ensure a thriving community and long-term economic prosperity.

Mission

Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

Values

1. **Accountable**

We believe that results matter and that a focus on TRANSPARENCY and EXCELLENCE yields improved OUTCOMES and STEWARDSHIP of resources.

2. **Innovative**

We believe we should never accept STATUS QUO in a CHANGING WORLD.

3. **Child & Family-Focused**

We believe in a system of care that is CHILD-CENTERED and FAMILY-FOCUSED, with services and supports that are STRENGTHS-BASED and COMMUNITY-BASED.

4. **Collaborative**

We believe in JOINT EFFORT toward COMMON GOALS across all sectors to support families.

5. **Inclusive**

We advocate for policies, practices, and systems that promote FULL and INCLUSIVE participation of children, families, and early childhood professionals.

6. **Respectful**

We ensure that each person who seeks our services is treated with personal RESPECT, COURTESY, COMPASSION, and SENSITIVITY.

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.



Be the Driving Force.

2017-18 PFC Board of Directors

First Name	Company	Board Position
Christiana Adeyemi	Cumberland County Action Program, Inc.	Local Head Start Program Representative
Julie Aul	Cumberland County School	Public School Exceptional Children's Preschool
Dr. Tamara Brothers	Fayetteville State University	Higher Education Institution
Amy Cannon	Cumberland County	County Managers Office
Lisa Childers	NC Cooperative Extension 4-H Youth Development	Local Cooperative Extension Agency
Angela Crosby	Cozy Corner CDC/Jump Start University	A Child Care Organization Representative
Patricia Crouch	Cumberland County Department of Social Services	Designee
Robin Deaver	Fayetteville Technical Community College	Higher Education Institution
Hank Debnam	Alliance Behavioral Healthcare	Local Mental Health Community Organization
James Grafstrom	Crown Coliseum Complex	Business Leader / Board Vice-Chair
Sandee Gronowski	PNC Bank	Military Community Representative
Van Gunter	Select Bank & Trust	Parent of a Child 5 or Younger / Board Secretary
Michael Hardin	State of North Carolina	Parent of a Child 5 or Younger
Marcus Hedgepeth	Haigh, Byrd & Lambert, LLP	Business Leader / Board Treasurer
Robert Hines	United Way	Other Non-Profit Human Service Agency
Alana Hix	Cumberland County Schools	Designee
Tim Kinlaw	Cumberland County Schools	School Administrator
Angie Malave	Wine Café/The Coffee Cup	Business Leader
Karen McDonald	City of Fayetteville	Municipal Government
Perry Melton	Building Blocks Early Education Centers	Child Care Provider - Center-Based Facility
Sarah Pitts	Camp Ground United Methodist Church	Faith Community
Tawnya Rayman	Children's Developmental Services Agency	Inter-Agency Coordinating Council
Brenda Reid-Jackson	Cumberland County Department of Social Services	Cumberland County DSS
Chris Rey	Town of Spring Lake	Municipal Government / Board Chair
Chas Sampson	Seven Principles Consulting Group	Business Leader
Deborah Sledge	First Adventures Child Development Center	Child Care Resource & Referral Agency or Child Care NPO
Wanda Wesley	Cumberland County Schools	Child Care Resource & Referral Agency or Child Care NPO

Planning Assumptions

Partnership for Children Planning and Evaluation Committee asks two key questions during their annual review of our strategic direction. The first question is “How are we doing against our plan?” The second question is “Is our plan still relevant?”

This Year Planning Assumptions		Implications for Partnership for Children
1. You cannot change the system by stepping outside of it. The right way to do it is remaining inside, working with the system, and trying to change it from within.	»	Partnership for Children should clarify its definition of systems change. In addition to better articulate how systems change is pursued and establish the relative level of organizational investment in systems change work.
2. Technology is constantly changing and Partnership for Children needs to stay current to maintain relevancy.	»	Partnership for Children will need to renew its information technology resources.
3. Continuing infrastructure challenges limit Partnership for Children’s effectiveness, including insufficient unrestricted funding, limited operating reserves, and unfunded mandates.	»	It will be crucial to educate policymakers and the public about the true cost of meeting our mission and the need to recover our indirect costs.
4. The retirement of baby-boomers will leave a void of experienced leadership.	»	Succession planning will continue to be a critical initiative for Partnership for Children.
5. Partnership for Children will need to connect and engage with the largest generation in American history Millennials (or, Gen Y).	»	Partnership for Children will focus on technology, proactive communications and hands-on opportunities to connect with Millennials (or, Gen Y).
6. Taking a more disciplined approach to communication processes will drive better measurability and greater efficiency.	»	Partnership for Children will strengthen and revitalize the PFC brand to embrace the tenets of our new mission, vision, and values statements and served as “undertones” of our messaging.
7. Partnership for Children will need to employ a wider variety of strategies including nonprofit restructuring and collaboration, multi-sector partnerships, social enterprise financing, and increased orientation towards bottom line results and “social impact.”	»	Partnership for Children’s shared services will continue to play a role in maximizing funding toward our core mission.
8. Working at scale will deepen the impact Partnership for Children can have, thereby extending the reach and impact of its resources.	»	Partnership for Children will increase intentionality in sharing responsibility in collaboration and ensure families have a voice in the collaboration.
9. Effective strategies require multiple actions at the individual, family, and community levels to reduce risk factors and strengthen protective factors.	»	Partnership for Children will scale evidence-based parent/caregiver-engagement models that increase family protective factors in ECE settings and family support---related systems.
10. Partnership for Children will become increasingly data- and <u>knowledge-driven, as it strives for more impact on a larger scale, and finding the right information quickly</u> , will be paramount.	»	Partnership for Children will need to expand its efforts to make sure its data is readily available, as current as possible, and seen and used by community partners.
11. Preparing our children for 3 rd -grade reading proficiency requires strong early literacy development.	»	It will be essential to continue to incorporate strategies for supporting the development of early literacy development into comprehensive approaches to promote school readiness.
12. Continued and growing demand for services to low-income and underserved individuals and the inability of many community-based organizations to meet this need.	»	Partnership for Children family support priorities will continue to be in parenting skills in child social/emotional/ behavioral /health issues, parent

This Year Planning Assumptions		Implications for Partnership for Children
		nurturing skills, parent stress/social isolation, family literacy and linkages to community resources.
13. Accessibility to affordable, high-quality care for infant, toddler, and children with special needs is critical.	»	Partnership for Children will give priority to inclusive childcare and preschool for children with special health care needs and other disabilities and infant/toddlers in 4 or 5-star programs.
14. Without some new and strategic investments, Cumberland County may experience a resurgence of higher turnover rates and the loss of its better-educated teachers in its licensed and higher star settings.	»	Monetary awards will be tied to program components or characteristics that will (1) maintain 4- or 5-star rating; (2) promote both high-quality care (4- or 5-star rating) and care for special populations such as infant/toddler, subsidy, special needs, or military children, and (3) encourage teacher longevity and increased education
15. In order to bridge the Pre-K and Elementary divide, it will be critical to align curriculum, standards and teacher expectations Pre-K and kindergarten.	»	Partnership for Children's transition to Kindergarten activity will be designed to: <ul style="list-style-type: none"> • Strengthen relationships with School to Family, School to Child, Peer to Peer and School to Early Childhood Programs • Increase continuity from the Pre-K experience to the kindergarten experience • Enhance existing Pre-K to Kindergarten transition programs • Address the unique needs of the families and children served

Strategic Plan

FY 18-21 Adopted October

2018-2021 Strategic Goals, Objectives & Strategies		
Goal Area	Objectives	Strategies
Organizational Development Internal Capacity To Realize Its Mission And Achieve Greater Impact	Board and Leadership: Deepened management and staff awareness, understanding, knowledge, capacity, and involvement within and across organizational areas.	Strategic Plan: Convene key partners to take on specific roles in supporting the implementation of the plan. PFC Strengthening Initiative: Enhance the governance and executive leadership capacity of the Partnership.
	Backbone Support: PFC, as the backbone organization, to coordinate & oversee implementation of the plan.	Operations (Run Internal Process)
		Financial (Manage Resources)
		Learning and Growth (Develop Personnel)
Engagement Families and Communities Play a Leading Role	Unique & Positive Brand: Recognize PFC as a credible source on the school readiness issue.	Strategic Communication: Communicate and build awareness around the importance of and progress made in early childhood education.
		Child Promotion: Utilize child (find) promotion strategies such as connections to Diaper Bank of NC and Dolly Parton Imagination Library to identify children birth to five.
	Cross-Sector Engagement: Representation from key sectors such as education, non-profit, philanthropic, business, civic and community leaders are needed to develop and implement the vision to which the Partnership and community hold themselves accountable for achieving.	Mobilizing Resources for Impact – Stakeholders time, talent, and treasure are aligned & mobilized towards improving overall community level outcomes/indicators. This includes the redirecting or initiation of resources (including knowledge, time, volunteers, skills, financial contributions or other in-kind services) towards improving a common outcome.
	Public and Political Will: Unifying advocacy voices by bringing together individuals, groups, or organizations who agree on a particular issue or goal.	Constituency Support Base Growth: Increase the number of individuals for sustained advocacy or action on an issue.
		Policy & Advocacy Alignment: Enable policy and advocacy to catalyze and scale progress.
	Investment & Sustainability: Increased public-sector investments in children and families and improve the policies that govern those investments.	Fundraiser: Raise \$175,000 annually.
		Grant Writing: Establish a grants team to pursue grant opportunities. Shared Services: Strategically expand high quality, high value shared services to maximize funding toward our core mission.

2018-2021 Strategic Goals, Objectives & Strategies

Goal Area	Objectives	Strategies
		Funders' Collaborative: Work with funders to establish common grant-making criteria that are research-based, address verified, priority needs in the community, and help bring catalytic funding to the effort.
Strengthen Partnerships An Innovative and Connected System	Strengthen The Early Childhood Continuum Of Care: Strengthened and sustained regional and local coalitions to address early childhood system-wide issues and interagency collaboration.	Collaboration & Alignment: Strengthen community-based decision-making with respect to resource allocation and early childhood service delivery systems.
		Partnerships & Alliance: Convene local stakeholders to expand the work of existing or launch new public-private partnerships at the community level to integrate improved services and make expanded birth to five investments.
		Protective Factors Framework: Scaling of evidence-based parent/caregiver-engagement models that increase family protective factors in ECE settings and family support---related systems.
	Manage And Coordinate Stakeholder Information: Maintain an integrated performance management approach that uses long-term goals in parallel with tracking indicators and annual performance goals.	Community Level Outcomes: Adopt community-wide dashboards with measures across birth to 3 rd grade.
		Quality Assurance: Build analytic, research and continuous improvement capability.
		Data Collection & Sharing: Build data sharing infrastructure to coordinate services and inform action.
	Enhanced Individual and Community Capacity: Build the capacity of organizations to achieve mission-driven results.	Data-Informed Decision Making Process and Technical Assistance Approach: Utilize the evidenced-based TAP-IT model from Johns Hopkins University/Center for Technology in Education to deepen management and staff awareness, understanding, knowledge, capacity, and involvement with planning and evaluation. TAP-IT stands for the five steps of the model – team, analyze, plan, implement, and track.
		Cross-Service System Professional Development: Fund/oversee/support or advocate for cross-service system evidenced-informed training opportunities to increase access, diversify delivery methods, & improve the knowledge base & strategy utilization.
Programs	Advance Children's Well-Being: Prepare children socially, emotionally, physically and	Developmental Screenings: Continue to strengthen cross-system coordination for developmental screening across primary health care, child care/early learning, and parent education/home visitation programs.

2018-2021 Strategic Goals, Objectives & Strategies

Goal Area	Objectives	Strategies
High-Quality Opportunities for All Children	intellectually to enter kindergarten ready to succeed.	Young Child Mental Health Professionals: Convene partner to recruit trained professionals in infant and young children mental health.
	Empower Families: Preventive and intervention services are accessible and meet a range of family needs.	Positive Parenting Practices: Collaborate with community partners to address the shortage of policies and practices that are effective in building Protective Factors in families (e.g., integration into community systems, contracts, and services).
		Children's Pre-Reading Skills: Institutionalize language and literacy activities countywide and use this issue as a point of entry for discussion of other domains of school readiness.
	Raise the Quality of Early Care and Education: Link early care and education programs and providers to the overall service system and community resources.	High-Quality Early Care and Education: Invest in service delivery strategies and policy directions grounded in culturally effective evidence-based practices that produce positive changes in children and families and are measurable, cost-effective, and sustainable.
		Kindergarten Transition: Bridge the Pre-K and elementary divide by aligning curriculum, standards and teacher expectations Pre-K and kindergarten.
	Enhance ECE Workforce: Increase pool and retention of qualified early educators.	Early Educators Education Level: Recruit and retain high-quality early educators.
		Compensation, Benefits, And Turnover Of Early Educators: Improve compensation to support recruitment and retention of highly qualified and well-prepared early educators.

Vision: Successful children ensure a thriving community and long-term economic prosperity.
Mission: Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

Partnership for Children of Cumberland County
Board Meeting Discussion Notes
2017-2018 Board Priorities: Focus on Community Engagement
June 29, 2017
Progress May 24, 2018

Strengthen Broad Community Engagement; Including Follow-up

- Opportunities with Community Organizations
 - Chamber of Commerce and New Directors Meeting – Jim Grafstrom **DONE**
 - Faith Community **Some connections, individual meetings, Soiree**
 - **Presented information on NC Pre-K, the Dolly Parton’s Imagination Library expansion and Family Support services at the Pastoral Coalition’s meeting May 15. Potential for radio spots and continued work with this group. (Connection made by Jim Grafstrom)**
 - **Delta Gems – NC Diaper Bank Truck of Hope**
 - **SOAR (Strengths in Overcoming Adversity thru Resiliency) – collaboration between PFC, the Child Advocacy Center, Prevent Child Abuse of NC and 25+ other community organizations including county and municipal government to develop the first Community Child Abuse Prevention Plan in the state. Proclamations received from Cumberland County Commissioners, and the cities of Fayetteville and Spring Lake. On-going work on the 90 by 30 Plan (Reducing Child Maltreatment by 90% by the year 2030).**
- Engage Fort Bragg through USO – Lorna Ricotta
 - With PED Committee (like Tom McCollum)
 - Renee Lane **Met with Renee Lane, collaborating with NC Diaper Bank**
 - **LINN Committee & co-host Forward March Conference Annually**
- Municipalities – Chris Rey
 - Town Leaders/Community Links
 - CBD Link
 - **Pathways for Prosperity initiative – City of Fayetteville, Cumberland County, Cumberland County Schools**
 - **Hosted Crib to Career Pipeline workshop in Southeastern region in collaboration with the Economic Development Corporation**
- Engage and Follow-up; ensure follow-up with those we engage
 - ex. Engage with legislators @ events and then follow up with them

- Attended community events & engaged with those legislators present, one on one meetings with 3 legislators, attended state meetings and engaged with legislators present (DCDEE, Building Better Foundations with Babies), participated in Pathways for Prosperity initiative with County and Municipal government

Strengthening Committees and Board

- Cultivate New Committee Members; pool of committee volunteers for possible board service
 - Recruited new committee members for FY18/19; Allocation Committee met January – March for next three year cycle for Smart Start activities (45 members)
 - Board members (Jim Grafstrom, Perry Melton & Wanda Wesley) along with Mary Sonnenberg attended the Leadership Symposium at the National Smart Start Conference on May 3. Focus on building resilient communities with a public health focus of Adverse Childhood Experiences and Adverse Community Environments.

Educating Community/Parents on what we do though:

- Pediatricians' Offices (ABCD, Reach Out & Read) – in collaboration with Carolina Collaborative Care (4C), reach 23 pediatric medical practices in Cumberland all of whom are now participating in ABCD (child screenings)
- Welcome Packets to new residents; add a flyer
- New Families/New Residents/Focus Guides
 - Family Focus Guides updated, printed & distributed; on-line version updated and maintained on website
 - Ongoing updating of Resource Guide on the PFC website
- Raising a Reader books; add PFC label with a QR code for more information
- Use Star Ratings
- Connecting with local child related businesses; ex. Mega play and other play places
 - NC Diaper Bank Truckload of Hope (monthly)
 - Expansion of Dolly Parton Imagination Library

Messaging and Marketing: Full time Community Engagement Administrator hired August 2017

- Who are our audiences?/Have they changed?/How are they accessing services?
 - Donors, Families, Businesses
- Tell Our Story; which delivery methods are best?
 - Channel 7 – City owned and they feature nonprofits

Vision: Successful children ensure a thriving community and long-term economic prosperity.

Mission: Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

- Speakers Bureau
- Market services more; let people know what we do
- Ambassadors Group → like United Way does; go out and speak on organization's behalf
- Family Focus Guide; develop a PFC App through which families can get information; app for family focus guide; star ratings
- Public Service Announcements; local ads
 - Media agreements, ads via trade agreements & purchased ads, articles
- Podcasts, YouTube, Twitter, Facebook, etc.
 - Staff Social Media Committee – meets monthly to review posts, schedule postings, utilizing templates, increasing social media presence
- Weekly or Monthly Show
- Internal Communications about what is going on
 - Monthly All-Staff meetings, President's Report & email distributed to all staff after Board meetings
- Templates developed for flyers, marketing, social media; polices and branding updated

Events

- Soiree; bring people in; connecting with vendors/donors; making connections generally
 - Soiree March 2018; KidStuff at Dogwood Festival; Outreach events through CCR&R. NC Diaper Bank Truckload of Hope monthly
- Need to host more community events; We partner a lot but need to host more
 - Hosted Week of the Young Child events at PFC and at community-based child care programs (April 2018)
 - Hosted Prevent Child Abuse & Neglect conference for childcare providers and community members; focus on the Resilience film and building trauma-informed communities
- Celebrate Success; do we celebrate our success enough? Think beyond annual celebration
- Attend various community events to increase awareness and collaboration
- Presentations at the annual National Smart Start Conference (May 1-3, 2018) on Inclusion practices and the Pathways for Prosperity work
- Presentation at the NC Institute of Medicine Early Essential Reconvening meeting (May 18, 2018) on community strategies addressing child maltreatment and anti-poverty initiatives in Cumberland County



Join the 10-10 Club!

Your monthly contribution of **\$10 per month** and commitment to **10 volunteer hours per year** helps sustain the great programs impacting thousands of families in our community each year. Become a member of the Partnership's 10-10 Club and discover how you can help make a difference.

(Stronger together language/COLLECTIVE IMPACT STATEMENT)



By joining the 10-10 Club, you will receive updates about:

- our impact in the community
- volunteer opportunities
- our annual fundraiser, The Soiree

We have a giving option for everyone:

IMAGE 1	IMAGE 2	IMAGE 3
Only \$10 per month and 10 volunteer hours a year to change lives of children and families in Cumberland County.	If you can't commit to volunteering, we understand. Please select this option to make a \$360 annual donation. You can designate \$30 per month or a one-time donation of \$360.	Every dollar helps us reach our vision of successful children and a thriving community.



The 10-10 Club (ccpfc.org/10-10-Club) Cash and In-Kind Campaign

Cash and In-Kind Goal \$74,300 (updated from \$72,565 under old volunteer rate)

Donor Target – 209 individuals valued at \$355.50 per donor

- CASH
 - 209 donors @ \$120.00 each (\$10 per month for 12 months) = \$25,080
- IN-KIND
 - 209 donors @ \$235.50 each (10 hours x \$23.55 per hour) = \$49,219.50
- Total Cash and In-Kind Total = \$74,300

AND....

- There is an option to allow individuals to opt-out of volunteer hours and increase monthly giving to \$30/month (\$360 per donor)

Marketing and messaging to make clear, small monthly giving's collective impact.

Soirée Sponsorships

The Driving Force Presenting Sponsorship \$15,000 Only one available

Benefits:

- Naming of event. Event will be named “The Soirée – Partnership for Children of Cumberland County – Presented by YOUR COMPANY.”

Event name will be on:

- Event tickets sold through CapeFearTix.com
- All promotional materials, print and digital ad campaigns, outdoor advertising, visual presentations and broadcast media
- Event landing page
- Font page of event guide distributed at The Soirée

Additional promotion exclusive to presenting sponsor

- Full-page, full color ad on the back of the event guide (Deadline for ad, **February 15, 2018**)
- Recognition and corporate logo on The Soirée Facebook event cover image
- Recognition as Presenting Sponsor in all media releases promoting the event
- Name in promotion tied to discount code for tickets. Buy one get one 50% off courtesy of YOUR COMPANY
- Logo on photo booth keepsake photo

Presence at event:

- Up to three tables of eight with premium seating, table signage and two drink tickets per attendee (must confirm by **FEBRUARY 15, 2018**)
- Opportunity to address the attendees (must confirm by **FEBRUARY 15, 2018**)
- During the event, emcee will refer to the event as The Soirée benefiting Partnership for Children of Cumberland County – Presented by YOUR COMPANY or a variation

Additional benefits for top tier sponsors:

- Logo on event signage
- Logo on red carpet backdrop
- Database of attendees who registered for auction

Requirements:

- Agree to pay \$15,000
- Promote on your website, social media, etc.
- Tagging of existing advertising (print, digital, over the air, etc.) with a tag statement of “Proud sponsor of Partnership for Children’s 2018 Soiree on March 10th.”
- Promotional email to email database to help drive ticket sales (email wording and image will be provided)
- Hang posters and display any other items

The Innovative Thinker Sponsorship: \$10,000

Promotion:

- Company logo inclusion in event promotional campaign (as space permits)
- Logo recognition on event landing page
- Logo recognition on The Soirée Facebook event page

Presence at event:

- Up to two tables of eight with premium seating, table signage and two drink tickets per attendee (must confirm by **February 15, 2018**)
- Recognition from the stage as an Innovative Thinker sponsor

Additional benefits for top tier sponsors:

- Full page, full color ad in the event guide distributed at The Soirée (Deadline for ad, February 15, 2018)
- Logo on event signage
- Logo on red carpet backdrop
- Database of attendees who registered for auction

Requirements:

- Agree to pay \$10,000 by February 15, 2018
- Promote on your company website, social media, etc.
- Promotional email to your email database promoting the event with link to purchase tickets (email wording and image will be provided)

The Creative Mind Sponsorship: \$5,000 – GOAL TO SELL 2 – SOLD 1 IN 2017

Promotion:

- Company name in event promotional campaign (as space permits)
- Name recognition on event landing page
- Logo recognition The Soirée Facebook event page

Presence at event:

- One table of eight with premium seating, table signage and two drink tickets per attendee (must confirm by **FEBRUARY 15, 2018**)
- Recognition from the stage as a Premier sponsor

Additional benefits for top tier sponsors:

- Half page, full color ad in the event guide distributed at The Soirée (February 15, 2018 for ad **DATE**)
- Logo on event signage
- Logo on red carpet backdrop
- Database of attendees who registered for auction

Requirements:

- Agree to pay \$5,000 by **DATE**
- Promote on your website, social media, etc.
- Promotional email to your email database promoting the event with link to purchase tickets (email wording and image will be provided)

The Critical Thinker Sponsorship: \$2,500

- Company name in event promotional campaign (as space permits)
- Name recognition on The Soirée Facebook event page
 - Six tickets for event (Reserved seating)
 - Two drink tickets per attendee
 - Quarter page, full color ad in the event guide distributed at The Soirée (Deadline for ad, February 15, 2018)
 - Name on event signage

Requirements:

- Agree to pay \$2,500 by February 15, 2018
- Social media posts
- Tagging of existing advertising (print, digital, over the air, etc.) with a tag statement of “Proud sponsor of Partnership for Children’s 2018 Soirée on March 10th.”
- Promotional email to email database to help drive ticket sales (email wording and image will be provided)
- Hang posters and display any other items

The Global Thinker Sponsorship: \$1,000

- Name recognition on The Soirée Facebook event page
- Four tickets for event (Reserved seating)
- Two drink tickets per attendee
- One-eighth page, full color ad in the event guide distributed at The Soirée (Deadline for ad, February 15, 2018)

Your requirements:

- Agree to pay \$1,000 by February 15, 2018
- Social media posts
- Tagging of existing advertising (print, digital, over the air, etc.) with a tag statement of “Proud sponsor of Partnership for Children’s 2018 Soirée on March 10th.”
- Promotional email to email database to help drive ticket sales (email wording and image will be provided)
- Hang posters and display any other items

The Foundation Thinker Sponsorship: \$500

- Name recognition on The Soirée Facebook event page
- Two tickets for event (Reserved seating)
- Two drink tickets per attendee

Requirements:

- Agree to pay \$500 by February 15, 2018
- Social media posts
- Tagging of existing advertising (print, digital, over the air, etc.) with a tag statement of “Proud sponsor of Partnership for Children’s 2018 Soirée on March 10th.”
- Promotional email to email database to help drive ticket sales (email wording and image will be provided)
- Hang posters and display any other items

Disco Dance Competition Sponsorship - \$3,000 NEW, EVENT SPECIFIC

- Naming of the Dance Competition (The YOUR COMPANY Dance Competition – or other name mutually agreed upon)
- Logo recognition on The Soirée Facebook page
- Logo on Dance Competition Scoring cards
- Recognition as Dance Competition sponsor in all media releases promoting the competition
- One table of eight with premium seating, table signage and two drink tickets per attendee (must confirm by FEBRUARY 15, 2018)
- During the event, emcee will refer to the Dance Competition as The YOUR COMPANY Dance Competition
- Logo on event signage
- Half page, full color ad in the event guide distributed at The Soirée (Ad deadline is February 15, 2018)

Requirements:

- Agree to pay \$3,000 by February 15, 2018
- Provide prize for Dance Champions, 1st and 2nd runners up. (Values no less than \$250, \$100 and \$75)
- Social media posts
- Tagging of existing advertising (print, digital, over the air, etc.) with a tag statement of “Proud sponsor of Partnership for Children’s 2018 Soirée on March 10th.”
- Promotional email to email database to help drive ticket sales (email wording and image will be provided)
- Hang posters and display any other items

Best Costume Contest Sponsorship - \$3,000 NEW, EVENT SPECIFIC

- Naming of the Costume Contest (The YOUR COMPANY Costume Contest – or other name mutually agreed upon)
- Logo recognition on The Soirée Facebook page
- Logo on Costume Contest Scoring cards
- Recognition as Costume Contest sponsor in all media releases promoting the contests
- One table of eight with premium seating, table signage and two drink tickets per attendee (must confirm by FEBRUARY 15, 2018)
- During the event, emcee will refer to the Costume Contest as The YOUR COMPANY Costume Contest
- Logo on event signage
- Half page, full color ad in the event guide distributed at The Soirée (Ad deadline is February 15, 2018)

Requirements:

- Agree to pay \$3,000 by February 15, 2018
- Provide prize for Dance Champions, 1st and 2nd runners up. (Values no less than \$250, \$100 and \$75)
- Social media posts
- Tagging of existing advertising (print, digital, over the air, etc.) with a tag statement of “Proud sponsor of Partnership for Children’s 2018 Soirée on March 10th.”
- Promotional email to email database to help drive ticket sales (email wording and image will be provided)
- Hang posters and display any other items

Media Sponsorship - \$10,000 – NEW

- Company logo inclusion in event promotional campaign (as space permits)
- Logo recognition on event landing page
- Logo recognition on The Soirée Facebook event page
 - One tables of eight with premium seating, table signage and two drink tickets per attendee (must confirm by **FEBRUARY 15, 2018**)
 - Recognition from the stage as a Media Partner
 - Half page, full color ad in the event guide distributed at The Soirée (February 15, 2018 for ad **DATE**)
 - Logo on event signage
 - Logo on red carpet backdrop

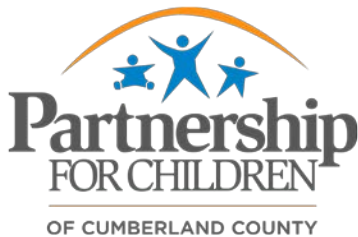
Requirements:

- Agree to provide \$10,000 in media promotion to use for 12 months
- Provide all creative
- Promote on your company website, social media, etc.
- Promotional email to your email database promoting the event with link to purchase tickets (email wording and image will be provided)

Added tickets and drink tickets - **\$100?**

Tickets - \$100 each **(no drink tickets? One drink ticket? – we pay \$6 per ticket)**

Reserved table package (includes reserved seating and drink tickets) - **\$1,000**



Draft

Public Education Policies *Revised x/x/17*

Public education and awareness are essential to the Partnership for Children of Cumberland County, Inc. (PFC) and encompass the entire spectrum of services and programs within the organization. The following guidelines are applicable to any grant (such as Smart Start, NC Pre-K, DCDEE, etc.) received by the Partnership for Children and are meant to give direction concerning marketing, public awareness and education, and public relations materials and activities. With these policies we aim to ensure a consistent organizational image and message for all PFC programs and services by conveying a clear, consistent message to all stakeholders and the public in general.

These policies seek to create a consistent brand image for the organization. Brand image is a similar concept to organizational reputation. Creating a consistent brand image is important because it builds customers' and clients' trust in our organization. When our customers and clients trust us, they are more likely to use and value our services. By applying our marketing materials and public relations efforts in a consistent manner, we create trust and a reputation for professionalism. The rules and guidelines that follow in these policies will help us maintain a consistent, professional image.

1. **UNIFIED COMMUNICATIONS:** PFC marketing, public relations, and public awareness materials and projects will be coordinated through the Community Engagement Department and must have the final approval of the PFC President or designee before distribution.

WHY?

Public education materials must be accurate and in alignment with PFC's branding.

2. **ORGANIZATION NAME:** The legal name of the organization is "Partnership for Children of Cumberland County, Inc." and should be used as specified in the organizational Style Guide.

WHY?

Staff, volunteers, and vendors must refer to the organization consistently to adhere to PFC's branding.

3. **COPYRIGHT:** PFC will observe all current copyright laws as specified by the US Copyright Office.
 - 3.1. All public education materials or programs for PFC become the property of PFC, and PFC is considered the author/creator.
 - 3.2. If an advertising, marketing, or promotional material contains copyrighted material from a source other than PFC, a written release from the copyright owner must be obtained before use.

WHY?

PFC staff, volunteers, and vendors must abide by copyright law.

4. **ORGANIZATIONAL STYLE GUIDE:** The Community Engagement Department will maintain an organizational Style Guide that illustrates and explains the proper use of logos and the organization's name and contains guidelines that must be followed when developing or designing public awareness materials.

WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

5. MARKETING AND ADVERTISING MATERIAL COORDINATION: The Community Engagement Department acts as the central coordinating point for effective management of marketing and advertising materials.

- 5.1. All marketing, advertising, and promotional materials and publications will be designed using the most current PFC Style Guide to ensure and maintain a consistent corporate image.
- 5.2. The development, design, execution, and evaluation of marketing and public relations programs, publications, and plans will be **managed** by the Community Engagement Department.
- 5.3. **Supervision** of projects by outside marketing, advertising, public relations agencies, and vendors, to include photographers and video production companies, will be the responsibility of the Community Engagement Department.
- 5.4. All classified ads must include the PFC logo and informational paragraph as specified in the most current PFC Style Guide.

WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

6. MEDIA CONSENT: A properly signed Media Consent Waiver and Release must be obtained for photos and videos used in any marketing, public relations, or public awareness materials that were not properly purchased or obtained from a stock photography company. In addition, a Media Consent Waiver and Release is required before using any quotation attributed to an individual in any marketing, public relations, or public awareness material.

WHY?

PFC Staff, volunteers, and vendors must respect our partners' rights to privacy.

7. MEDIA SPOKESPERSON: The President or designee is the official spokesperson representing the organization.

WHY?

PFC messaging must be accurate, consistent, and in alignment with PFC's branding.

8. MEDIA RELATIONS: The Community Engagement Administrator is the contact for all members of the media. If the Community Engagement Administrator is unavailable, the President will designate a stand-in. A more-detailed Media Inquiry Procedure may be referenced at the end of this policy.

WHY?

PFC messaging must be accurate, consistent, and in alignment with PFC's branding.

9. LOGO USAGE: The organizational logo must appear prominently on all public awareness materials, at all PFC-sponsored events, and at community events that PFC attends. Usage of the logo must adhere to the standards in the most recent PFC Style Guide.

- 9.1. There will be no departmental or service logos for PFC in-house departments and programs.
- 9.2. In-house program funding source names and logos will be used when appropriate and will be placed subordinate to the organizational name and logo as specified in the organizational Style Guide.
- 9.3. The organizational logo must not be altered or embellished, and must remain in the proportion as originally designed.
- 9.4. Corporate sponsors' names and logos will be used when appropriate and will be placed as agreed between PFC and the sponsor.

WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

10. **LOGO USAGE BY FUNDED PROGRAMS:** Agencies and organizations that receive grant funding through PFC must use the approved PFC organizational logo on materials related to their program and must submit a copy of the material for review and approval of the logo usage prior to publication or release of the material.

WHY?

PFC staff, volunteers, vendors and organizations receiving PFC funding must reference the PFC consistently to adhere to PFC's branding and maintain a professional organizational image.

11. **DIGITAL & SOCIAL MEDIA:** The Community Engagement Department acts as the central coordinating point for effective management of all digital media including websites, blogs, wikis, social networks, forums and any other online and social media in which PFC participates. Currently, the PFC participates in the following social media platforms: Facebook and Instagram, LinkedIn, YouTube. The same policies stated above that apply to messaging and communications in traditional media apply in online social media.
- 11.1. Organizational social media sites will be branded with the organizational logo.
 - 11.2. Only personnel authorized to post to PFC's social media sites for the organization may do so in an official capacity.
 - 11.3. All posts will be professional in language and imagery and in keeping with organizational standards.
 - 11.4. When authorized to represent the organization as a subject matter expert in social media, PFC staff, vendors, partners, volunteers and contractors must identify themselves as such and include their job title or role in the organization and utilize the guidelines provided in these policies.
 - 11.5. Client confidentiality will be maintained at all times as specified in the most current Human Resources Policies.

WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

Media Inquiry Procedure

Main Contact: [Name A] [Office phone, cell phone, home phone numbers – for internal use only unless specifically instructed to give to the media]

Other Contact: [Name B] [Office phone, cell phone, home phone numbers – for internal use only unless specifically instructed to give to the media]

Description: How to handle inquiries from any media such as newspaper, radio, TV, cable access, magazine, trade organizations, etc.

Background: Partnership for Children of Cumberland County, Inc., strives to advance its mission by communicating openly and honestly using consistent messages with its stakeholders, including the media. It is important for all PFC staff and board members to reinforce these messages by referring all calls from any media source to the appropriate staff.

Procedure:

1. Please refer all calls or visits from the media to [Name A]; if he or she is not available, refer to [Name B].
2. If [Name A] or [Name B] is not available, take the following steps:
 - Find out the reporter's name, phone number, and deadline.

- Find out the nature of the story (“[Name A] is our spokesperson for the Partnership for Children of Cumberland County. May I ask what kind of a story you are working on so that we can gather the information and he (or she) will have the facts in front of him (or her) when he (or she) calls you back?”), OR, if you are sure that [Name A] will be available to hear a voicemail message within the needed timeframe, offer to let the reporter leave a detailed voicemail message.
 - Let the reporter know that [Name A] or another staff member will return the call by a stated time and date. You will need to use your best judgment based on the deadline the reporter has given you. (Examples: By 5 p.m. today, by 5 p.m. tomorrow, etc.)
 - Contact [Name A] or if unavailable, [Name B], immediately.
3. Please do not offer information to media, even if you know the answer. It is important for PFC that all news contacts be handled and documented by designated staff. Also, it can be easy to get quoted as an organization spokesperson if you volunteer something the reporter wants to use. Assure the reporter that someone will respond in time to meet the deadline. If the reporter needs an immediate response, or if [Name A] will not be available in time to meet the reporter’s deadline, refer the call to [Name B].
4. If you cannot reach [Names A or B] (at work, home, or on cell phone) to respond in time for the deadline, call the reporter back, explain the situation, and apologize, but still decline to answer the question yourself. In no case should you let the deadline come and go without any response. Then, please leave a detailed message for [Name A] (or [Name B] as appropriate) so that he or she can follow up with the reporter. In general, it is not advisable to say “no comment,” since that constitutes a form of an answer that may be used against the organization in some instances.

Key Points to Remember When Dealing with the Media:

- Be polite.
- Be helpful.
- Find out what the reporter needs to know and what his or her deadline is.
- Don’t let a deadline pass without a response.
- Don’t get drawn into providing information or opinions that you don’t have the authority to provide.
- Always inform [Name A (or B)] of the call for follow-up.

Thank you for helping PFC provide accurate, timely, honest, and thoughtful assistance to the media.

Fundraising Policies

Revised August 28, 2013

~~The Partnership for Children of Cumberland County, Inc. (PFC) is mandated by the North Carolina Partnership for Children, through a legislative mandate, to report and document a minimum of 14% of their total Smart Start availability (administrative and service funding) for the fiscal year in cash and in-kind contributions.~~ The Partnership for Children of Cumberland County, Inc. (PFC) is mandated by the North Carolina Partnership for Children to report and document a minimum of their total Smart Start availability (administrative and services funding) in a minimum amount determined by state legislation (NCGS § 143B-168) each fiscal year in cash and in-kind contributions. Additionally, the PFC President may determine the need for additional fundraising strategies to benefit the operations of the organization.

1. **COST PRINCIPLES:** PFC will adhere to the North Carolina Partnership for Children cost principles for fundraising.
2. **OVERSIGHT:** All fundraising that is not for the purpose of direct service partner cash and in-kind match must be approved by the President.
3. **COORDINATION:** All fundraising that is not for the purpose of direct service partner cash and in-kind match ~~must~~ may be coordinated through the ~~Planning, Development & Communication (PD&C)~~ Community Engagement Department.
4. **PROCESSING:** All fundraising must adhere to PFC's Accounting Policies and Procedures.
5. **RECOGNITION:** All non-anonymous contributions to PFC will be recognized.

PFC is a 501(c)(3) nonprofit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

Volunteer Policies

Revised August 28, 2013

For nonprofits to successfully and cost-effectively work to achieve their mission, volunteers are a necessary component. ~~The Partnership for Children of Cumberland County, Inc. (PFC) is mandated by the North Carolina Partnership for Children, through a legislative mandate, to report and document a minimum of 14% of their total Smart Start availability (administrative and service funding) for the fiscal year in cash and in-kind contributions.~~ The Partnership for Children of Cumberland County, Inc. (PFC) is mandated by the North Carolina Partnership for Children to report and document a minimum of their total Smart Start availability (administrative and services funding) in a minimum amount determined by state legislation (NCGS § 143B-168) each fiscal year in cash and in-kind contributions. Building a strong volunteer system will not only help PFC meet this mandate through recorded in-kind contributions, but also help the organization cost-effectively accomplish tasks, as well as cultivate new child advocates.

1. **OVERSIGHT:** The ~~Events/Volunteer Coordinator~~ Community Engagement Department is to act as a central coordinating point for effective volunteer management. Areas not specifically covered by these policies shall be determined by the President or designee.
2. **SERVICE AT THE DISCRETION OF PFC:** PFC accepts the service of all volunteers with the understanding that such service is at the sole discretion of the organization. Termination can occur at any time and be initiated by either party.
3. **COORDINATION:** The ~~Events/Volunteer Coordinator~~ Community Engagement Department will be responsible for maintaining ~~copies of~~ volunteer information sheets, tracking volunteer hours, ~~maintaining a database of current volunteers for coordination purposes,~~ volunteer recognition and education opportunities, and for ensuring volunteer training materials are up to date and available to staff utilizing new volunteers. The Contracts Coordinator maintains all original volunteer timesheets for mandated reporting purposes.
 - a. ~~VOLUNTEER AGE REQUIREMENT:~~ Volunteers who have not reached age 16 must have signed permission from parent or guardian to participate as a volunteer be accompanied by a supervising adult.
 - b. a. **VOLUNTEER ORIENTATION:** All volunteers must complete a volunteer orientation session provided by the Community Engagement Department. The orientation provides the volunteer with overall organization information, completion of all volunteer documents, and upcoming volunteer opportunities.
 - c. b. **VOLUNTEER TRAINING:** Volunteers will receive ~~specific~~ on-the-job training to provide them with the information and skills necessary to perform their volunteer assignment.

d. ~~VOLUNTEER PLACEMENT:~~ When placing volunteers, attention shall be ~~paid given~~ to the interests and capabilities of the volunteer and to the requirements of the volunteer position. ~~No volunteers will be assigned to work with a PFC staff person without the consent of that person.~~

e.c. ~~VOLUNTEER SUPERVISION:~~ Volunteers who are assigned to specific event, duty, or task must have an assigned supervisor who is responsible for direct management of that volunteer. The supervisor shall be responsible for the guidance of the work of the volunteer and shall be available to the volunteer for consultation and assistance.

f.d. ~~VOLUNTEER RECOGNITION/APPRECIATION:~~ The ~~Events/Volunteer Coordinator~~ Community Engagement Department will develop ~~ongoing~~ awards and recognition events to encourage retention, strengthen PFC relationship, and maintain motivation with all volunteers.

4. **RECRUITMENT:** The ~~Events/Volunteer Coordinator~~ Community Engagement Department is responsible for building relationships with community organizations and maintaining a ready pool of volunteers. However, all staff are encouraged to recruit volunteers to the organization. All volunteers shall be recruited without regard to race, color, sex, age, religion, national origin, disability, sexual preference, marital status, or veteran status.
5. **DRESS CODE:** Volunteers are expected to present a clean, neat and tasteful appearance. Volunteers will dress and groom themselves according to the requirements of the position and accepted social standards.
6. **CONFIDENTIALITY:** Volunteers will follow the policy on Client Confidentiality as stated in the most current PFC Human Resources Policy and Procedures Manual.
7. **REPRESENTATION OF PFC:** Volunteers will follow the policy on media contacts and social media as stated in the most current Public Education Policies.
8. **ACCOUNTABILITY:** Lead staff working with volunteers are responsible for the accurate completion and timely submission of Volunteer Vouchers to the ~~Events/Volunteer Coordinator~~ Community Engagement Department in order ~~to keep to accurately~~ track ~~of~~ volunteer hours.

Board of Directors Meeting – President’s Report

Thursday, July 27, 2018

A. North Carolina Partnership for Children (NCPC) / DCDEE Updates / Legislative Updates

1. NCPC

- a. **Cash/In-Kind Requirement.** Due to issues with getting reports at the county level on Parent Fees from NC FAST, there will be no penalties assessed to local partnerships for not meeting the match requirement this year. We will still have to report all cash/in-kind and NCPC will be providing summaries of where we would have stood in the fall for planning purposes for fundraising efforts for FY18/19.
- b. The final 2018-19 budget allows NCPC and local partnerships to use up to 1% of state funds for fund-raising activities. These funds will come from service dollars. Local partnerships have three options: amend budgets to use 1% for fund-raising activities, revert the 1% to NCPC to do the fundraising activities statewide, or to make no changes in allocations. Board approval is needed to make this change. We will need to review before a recommendation can be made.
- c. The final budget also allowed for a change in use of DPIL funds to use up to 1% of DPIL funds for evaluation and up to 1% for statewide program management, (originally 2% was allocated for evaluation only).

2. Federal Level – The House and Senate passed different versions of the Farm Bill, which also covers SNAP benefits. The House version includes significant changes in eligibility and benefits for SNAP; the Senate version does not have these changes. It is now in Conference Committee to formulate a final bill.

3. NC Legislature – Out of session but going into special session to work on the amendments that will be on the ballot in November. Anticipated to go into special session after the election to address implementation of the amendments passed.

- a. CCDBG increased \$70M recurring dollars with an infusion \$50M of one-time funding over 3 years. Legislature swapped \$50M of federal funding into NC Pre-K, which reduced state funding for NC Pre-K.
- b. **Go Big for Early Childhood** bill (S726) was introduced in the short session but did not get out of committee. Multiple components: appropriates funds for ongoing, increased source of funds beyond the base budget for the NC Pre-K program for FY 2018 – 2023; increases funding for the NC Partnership for Children by \$20 million for FY 2018-20, increases the reimbursement rate for NC Pre-K slots by 3% for FY 2018-19, and provides a tax credit to certain early education teachers and directors to improve retention and increase education levels. Components of this bill may be on the legislative agenda for the long session.

4. OTHER Initiatives

- a. DCDEE – Child Care Development Block Grant: RFA for statewide initiatives to support Infant/Toddler services (CCDBG Infant/Toddler set aside). The WAGE\$ program received funding to target salary supplements for Infant/Toddler teachers. NCPC was awarded a grant to focus on infants & toddlers through SHAPE NC. NCPC did not receive funding for their request for Family Support services.
- b. Capacity Building Grant for NC Pre-K: Request could be up to 2% of our allocation. Administrative costs to support NC Pre-K are allowable in this request. We were notified that we received the grant. Information from this week's Regional DCDEE NC PreK Contract Administrators meeting is that they are still working on the details to go into contract. We may receive less than was initially allocated.
- c. Child Care Commission – significant discussion regarding the 5-Star system and decoupling the rated license system from standard licenses. To be considered at September meeting. Also looking at reducing education requirements for Directors (from BA + 4 years to AA + 5 years) and increasing class size for infants from 10 to 12. The next Child Care Commission meeting is September 17, 9:00am-3:00pm, in Raleigh at the Dix Grill.

B. Longleaf Grant/Other Grant Opportunities

1. Longleaf Grant – Awarded \$17,500 towards capital projects including signage, door accessibility and the irrigation system.
2. NC Early Childhood Coalition Think Babies Project Advocacy Mini-grants – intent to apply due by August 3, proposal due August 20.
3. NC Community Foundation – Louise Oriole Burevitch Endowment community grants for eastern NC counties. Due August 20. Potential to support the work of S.O.A.R and the Community Child Abuse Prevention Plan.
4. We have established a grants team to review grant opportunities and to determine the fit of the grant for the Partnership and its strategic plan, the capacity for us to be able to implement the project, how it will address our Smart Start match, and potential impact.

C. PFC Annual Celebration, December 12, 10:00 am-6:00 pm – This will be an open house at the Partnership offices in celebration of our 25th anniversary. We will include our tenants in their part of the Family Resource Center. The planning committee is starting to meet. If you are interested, contact Sharon Moyer.

D. NCPC 25th Celebration, September 22, 7:00-11:00 pm, Marbles Kids Museum, Raleigh. There are reduced ticket prices for partnership staff. General ticket prices are \$125 for an individual and \$225 for a couple. Black-tie optional.



• MARK YOUR CALENDAR •

Twenty-five is the number of candles on the Partnership's cake. Join us for an open house and rock star hall of fame ribbon cutting to celebrate!

fellowship • food • fun

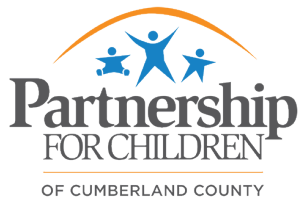
Please join us at our Open House

**Wednesday
December 12, 2018**

10:00 a.m. – 6:00 p.m.

351 Wagoner Drive, Fayetteville, NC

RSVP TODAY!



351 Wagoner Drive, Fayetteville, North Carolina 28303

910-867-9700 • ccpfc.org

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.



Copyright © 2018 *[LIST:COMPANY](#)*, All rights reserved.

Want to change how you receive these emails?

You can update your preferences or [unsubscribe from this list](#).