

Community Engagement and Development Committee

Thursday, August 7, 2025 ▪ 8:30 – 10:30 am. ▪ Via Teams

The Community Engagement and Development Committee (CED) leads the Board's participation in community engagement and fund development. The CED Committee recommends policies for community engagement and fund development and provides opportunities for Board involvement in these activities. The committee will recommend plans and procedures, advise and support staff in their efforts to strengthen the early childhood system through stewardship of local resources, community engagement, strategic communication, volunteer recruitment and opportunities, outreach and education, plans, procedures, and community relations.

1. Determination of Quorum (5 Members) & Call to Order*

- a. Welcome/Chair Comments

2. Review and Approval of Minutes* 05/02/2025

3. Announcement - Sharon

- a. Committee Support for staff

4. Board and Committee Engagement

- a. Review of board activity orientation & "why" exercise - **May**
- b. Events – **Sharon and Daniele**
 - i. Grilled Cheese Festival – define committee and board engagement
 - ii. Little Land – define committee and board engagement
- c. **Cross Committee Engagement, DATE TBD** – Board Development Committee meeting. CED members attendance - **May**

5. Intro to philanthropy mapping - May

6. Off-Month Workgroup - May

7. General Reports (see attached)

- a. President's Report^Δ
- b. Community Engagement Team Updates^Δ
- c. Grant Report^Δ

8. Other business

9. Adjournment*

Meeting Schedule: 10/2/2025, 1/8/2026, 3/5/2026, 5/7/2026

* Needs Action ^Δ Information Only / Possible Conflict of Interest (Recusals)



Partnership for Children of Cumberland County, Inc.
Community Engagement and Development Committee Meeting Minutes
May 29, 2025 (8:36 am to 9:27 am)



MEMBERS PRESENT: Patricia Fecher (Chair), Amanda Klinck, Maybelyn Rodriguez Laureano, Paige Ross, Elizabeth Stiff, Dorothy Strahley			
MEMBERS ABSENT: Erica Little, Bersuada Saunders-Clarke, Jenny Teague, April Venegas, Pamela Federline, Daniele Malvesti			
NON-VOTING ATTENDEES: Sharon Moyer, Mary Sonnenberg, Elizabeth Simpler			
AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP
1. Determination of Quorum & Call to Order a) Welcome/Chair Comments	Dr. Patricia Fecher called the meeting to order at 8:36 am. A quorum was established. Welcome by Dr. Fecher	Called to Order	None
2. Review and Approval of Minutes*	Patricia Fecher called for review and approval of the March 6, 2025, minutes. <ul style="list-style-type: none"> - The committee reviewed and approved the minutes from the previous meeting. - Dorothy motioned to approve the minutes, and May seconded the motion. - The motion passed unanimously 	Minutes Approved	None
3. Event Updates	<ul style="list-style-type: none"> - Kindness Awards nominations starting next month. - Grilled Cheese Festival, ticket sales will start on July 15, and 1700 people will already be interested. - Little Land Down on the Farm and Little Land: Big Play for Families will be during the Cumberland County Fair 	None	None
4. Board and Committee Learning Tracks a) Update on how we move forward in training our board and other committee members	Review of the attached document, "Board Community Engagement Strategy Meeting Recap." <ul style="list-style-type: none"> - Update on how to move forward in the training board and with other committee members. - Engagement strategies include elevator pitches and authentic communication. - Plan a session with Mary and the board development committee to align efforts. 	None	Schedule a planning meeting with Board Development
5. Moving into FY25/26	<ul style="list-style-type: none"> - Short brief from incoming chair, Maybelyn Rodríguez Laureano, "May". - Review of FY25/26 meeting dates. 	None	None
6. General Reports a. President's Report	<ul style="list-style-type: none"> - Mary Sonnenberg provided an update on the organization's budget and funding challenges, noting potential cuts and shifts in funding sources. - She emphasized the importance of advocacy and community awareness to secure continued support. - Updates were shared on the construction project funded by city CDBG money and a construction loan, with a goal to complete it by December. 	None	None



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<p>b. Community Engagement Team Updates</p> <p>c. Grant Report</p>	<ul style="list-style-type: none"> - Workforce development efforts were discussed, including a cohort funded by city ARPA money, with requirements like background checks and TB tests. - The team emphasized the importance of advocacy and community engagement, especially in light of potential funding cuts. - They are developing a toolkit to support advocacy efforts, enabling board members, committee members, and parents to effectively contact lawmakers. - The team reiterated the need for board members to act as ambassadors for the organization’s mission, helping to build public support and visibility. <p>Sharon presented the grant report, noting that we did not get the Camber grant and the county manager did not recommend us for funding in the County Budget.</p>		
<p>7. Other Business</p>	<ul style="list-style-type: none"> - Discussion on the need for a culture shift in board members' roles and the impact of potential budget cuts on programs. - Advocacy for funding and the importance of community engagement. 	<p>None</p>	<p>Asked committee members to reach out to County Commissioners to advocate for funding for Family Connects</p>
<p>8. Adjournment</p>	<p>Patricia Fecher motioned to adjourn. The motion passed unanimously. The meeting was adjourned at 9:27 am.</p>	<p>Adjourned</p>	<p>N/A</p>

Submittal: The minutes of the above-stated meeting have been submitted for approval. _____
Secretary of Meeting Date

Approval: Based on Committee consensus, the minutes of the above-stated meeting are hereby approved as presented and/or corrected. _____
Committee Chair Date

President's Report
Executive Committee (Acting on Behalf of Board)
Charles Morris Room
Thursday, July 31, 2025

A. NCPC/DCDEE Updates / Legislative Updates

1. NCPC

- Special Stories feature Child Care Health Consultants, Consumer Education, Kaleidoscope Play & Learn, and Community Engagement's First Impressions Team.
- Our contract with NCPC has been executed for FY26.
- NCPC continues collaborative discussions regarding the State CCR&R RFP. The RFP has not been released at this point.
- NCPC's Public Policy Update for July 30th is attached.

2. DCDEE

- **Region 5** contract amendments are in process. We have received our amendment for CORE. Budgets have decreased for the special projects (HSB and B3QI).
- **Our NC Pre-K contract has been executed.** We are waiting for the forms requesting monthly reimbursement and an advance on service funding.

3. State Level

- The General Assembly returned to Raleigh this week to override Governor Stein's vetoed legislation. All bills were overridden. State Legislators also passed a mini budget or budget conference report – HB 125, Continuing Budget Operations (<https://www.ncleg.gov/BillLookup/2025/H125>) that will now be sent to Governor Stein for review and signature. Both the House and Senate have adjourned and will return on August 26th.
- August 12th will be a **Child Care Day of Action**. Materials with various ways to participate will be provided in the next week. Be on the lookout for them.
- For details of the session thus far and federal updates, refer to the NC Center for Nonprofits' July 18th and 25th Public Policy updates.

4. Federal Level

- We continue to monitor changing policies and updates and stay in close contact with our grant funders. The NC Center for Nonprofits update also covers federal issues.

5. Local Level

- The quarterly collaborative meeting between DSS, the Health Department, and PFC will be held on August 22nd at 9:00 a.m.
- Our meeting with the Joint City and County Liaison Committee to provide information about child care access and affordability is still being rescheduled.

B. Grant Opportunities/Updates/RFPs

- Cumberland County Commissioners voted in June to include our request for \$300,000 to support the Family Connects program in their budget. The contract is in development.
- City of Fayetteville CDBG Grant for Building Renovations—The shop drawings have been approved and we are waiting for the Notice to Proceed to be issued. This is contingent on materials being delivered. We hope to start in September.
- City of Fayetteville ARPA projects – Workforce development cohort recruited and moving forward.

Tb tests and criminal background checks are in process. The first reimbursement for Family Connects visits was received in June.

C. Staff Updates

- **NC Pre-K Program Specialist - now recruiting.** If you are interested in or would like to refer a candidate to this full-time, data-entry position, supporting our NC Pre-K application and enrollment efforts, please submit your/their resume and a brief letter of interest to aramos@ccpfc.org.
- **Farewell to Makalia Stewart, Regional Caseworker.** Makalia will be returning to the classroom this fall to teach kindergarten at Walker-Spivey Elementary School. We wish her the best as she shares her drive and passion for children's growth and development in her classroom and with her colleagues at the school. Her last day with PFC was July 25.
- **Farewell to Mary Welch, Program Manager.** Mary has given PFC an impressive, impactful and memorable 17 years of service to our community and organization in a variety of roles in the Programs Department. We wish her well as she starts the next journey in her professional life, whether it is back to school, counseling or some unknown adventure. Her last day will be August 1st. We will be celebrating her service on July 31st at 3:00 pm – please join us if you are able.
- **Congratulations to Sheila Jones on 25 years of service to the Partnership for Children!** Sheila was recognized for her long tenure at PFC at our All-Staff meeting on July 23rd.

D. Events/Recognitions

- **NC Pre-K Let's Get Enrolled – Applications for the 2025-2026 school year are still being accepted.** Please share the URL: LetsGetEnrolled.com. We still have spaces available in our private child care NC Pre-K sites.
- **2025 Community Choice Awards in Fayetteville –** We made it to the TOP Three for Best Nonprofit. We will be in attendance when the awards are presented on August 20th. Keep your fingers crossed!
- **Little Land on the Farm—**We will once again be involved in the County Fair from August 30 to September 9, 2025. We will need volunteers. If you are interested, contact Daniele Malvesti Petti at dmalvesti@ccpfc.org.
- **September will be Smart Start Month across the state.** We are integrating the Annual Kindness Awards into the month to highlight the supporters from our community. Nominations can be made at ccpfc.org/kindness.
- **Grilled Cheese Festival—**Save the date for November 15, 2025, at Dirtbag Ales. We are excited about this new event. Ticket, vendor, and sponsorship information is available at ccpfc.org/cheesy Please share our event on social media.
- **Little Land 2026 – Save the date for March 14, 2026.** More details to come.

Community Engagement Team Updates

August 2025

Community Relations Specialist Update:

Social media: (Past 28 days)

- Followers: total followers: 7,760
- New Followers: 24
- New Page Likes: 27
- Views: 21.4k
- Reach: 6.8k
- Visits: 979
- Content Interactions: 364
 - o Reactions: 238
 - o Comments: 99
 - o Shares: 27
 - o Link Clicks: 107
- Unfollows: 23
- Ranked 1 in Business Comparison, and we have 7.8K followers, which is more than 1.5K over our closest competition (NCPC) and 3.2K more followers than the #3 spot (Randolph Partnership)

Local Outreach/Engagement Opportunities:

- We have participated in and/or supported 21 outreach events in 4th QTR/ 73 for 24-25.
- Engaged over 4.2k soldiers and their families at Fort Bragg
- Provided program and services information at outreach events or resource sessions at Fort Bragg

Family Connects Update:

- The program is consistently moving closer to certification with population reach (currently 57% needs to be 60%), inching ever closer! We have a scheduling rate of 76%, and completion rates are at 75%.
- Some notable successes lately have been providing education to support immigrant families with language barriers
- We continue to face challenges within the community with congenital syphilis rates and vaccination declines.
- Staff will be visiting community partners this month and in the coming months to strengthen relationships and boost community awareness.

Community Engagement Administrator Update:

- Improvements have been made to our Google Ad grant account, which has improved slightly.
- The vacant position of Visual Communications Designer has been retooled into a Digital Operations for Community Engagement position.
- Planning for upcoming events continues. We need support for selling sponsorships for the Grilled Cheese Festival. ccpfc.org/cheesy

Grant Submission Tracking 2024-25

*Includes grants other than allocations made by NCPC and DCDEE.
Letters of Inquiry to Foundations will be tracked for conversion to grant submission.*

Lead Agency Partner	F = Federal	None In-Kind (%) Cash (\$)
	S = State	
	L = Local	
	P = Private	
	C = Corporate	
O = Other		

Funder / Name of Grant	Due Date	Date Submitted	Department	Program Lead / Manager	Submitted By	Status as Grantee	Type of Grant	Match Required	Grant Amount Submitted	Grant Amount Awarded	NCPC Match Amount	Date of Grant Award	Expected Implementation Date	Notes / Purpose
July 2024														
**Google Grant	NA	Originally Submitted FY 2021-22	CED	S. Moyer	S. Moyer	Lead	O	NA	\$ 10,000	\$ 10,013	\$ 10,013	4/28/2021	Monthly	PFC was approved for an in-kind opportunity to use up to \$10,000 per month of Google advertising. Proceeds will be reported monthly Google Grant July Performance = 100%
Subtotal									\$ 10,000	\$ 10,013	\$ 10,013			
August 2024														
**Google Grant	NA								\$ 10,000	\$ 9,675	\$ 9,675			Google Grant August Performance = 96.8%
Subtotal									\$ 10,000	\$ 9,675	\$ 9,675			
September 2024														
**Google Grant	NA								\$ 10,000	\$ 9,149	\$ 9,149			Google Grant Sept. Performance = 91.5%
City of Fayetteville - ARPA Rewind	NA	Originally Submitted in FY 2022-23	Multiple	P. Federline S. Moyer J. Jett C. Mangum	M. Sonnenberg	Lead	F	NA	\$ 400,000	\$ 400,000	\$ 400,000			Redirected ARPA ECE wage enhancement to Family Connects and ECE education classes. Total grant reduced from \$1 million to \$400,000, inclusive of indirect. Updated contract with the City of Fayetteville is pending. <i>Update: Contract signed for a 12/1/2024 start date.</i>
Subtotal									\$ 410,000	\$ 409,149	\$ 409,149			
October 2023														
**Google Grant	NA								\$ 10,000	\$ 8,259	\$ 8,259			Google Grant Oct. Performance = 82.6 %
Subtotal									\$ 10,000	\$ 8,259	\$ 8,259			
November 2023														
**Google Grant	NA								\$ 10,000	\$ 6,536	\$ 6,536			Google Grant Nov. Performance = 65.3%
Subtotal									\$ 10,000	\$ 6,536	\$ 6,536			
December 2023														
**Google Grant	NA								\$ 10,000	\$ 5,326	\$ 5,326			Google Grant Dec. Performance = 53.3%
Subtotal									\$ 10,000	\$ 5,326	\$ 5,326			
January 2024														
Cumberland County Outside Agencies Grant Request	1/17/2025	1/16/2025	Family Connects	P. Federline S. Moyer L. Simpler	S. Moyer M. Sonnenberg	Lead	F via L		\$ 300,000	\$ 300,000	\$ 300,000			Revision to submission of 2024. Match will be recorded as funds are spent.
**Google Grant	NA								\$ 10,000	\$ 7,427	\$ 7,427			Google Grant Jan. Performance = 74.3%
Subtotal									\$ 310,000	\$ 307,427	\$ 307,427			
February 2024														
**Google Grant	NA								\$ 10,000	\$ 7,337	\$ 7,337			Google Grant February Performance = 73.4%
Camber Foundation	2/28/2025	2/28/2025	Admin	S. Moyer M. Sonnenberg M. Lilly P. Federline	P. Federline	Lead	P	NA	\$ 50,000	\$ -	\$ -			Grant submitted for General Operating Support for Administrative Budget
Subtotal									\$ 60,000	\$ 7,337	\$ 7,337			
March 2024														
**Google Grant	NA								\$ 10,000	\$ 5,900	\$ 5,900			Google Grant March Performance = 59%
Subtotal									\$ 10,000	\$ 5,900	\$ 5,900			
April 2024														
**Google Grant	NA								\$ 10,000	\$ 5,793	\$ 5,793			Google Grant April Performance = 58%
Subtotal									\$ 10,000	\$ 5,793	\$ 5,793			
May 2024														
**Google Grant	NA								\$ 10,000	\$ 4,368	\$ 4,368			Google Grant May Performance = 43.7%
Subtotal									\$ 10,000	\$ 4,368	\$ 4,368			
June 2024														
**Google Grant	NA								\$ 10,000	\$ 4,786	\$ 4,786			Google Grant June Performance = 47.9%

Subtotal								\$ 10,000	\$ 4,786	\$ 4,786			
Total Cash Grants 2024-25								\$ 750,000	\$ 700,000	\$ 700,000			Match will be recorded as funds are spent.
Total Non-Cash Grants 2024-25								\$ 120,000	\$ 91,993	\$ 91,993			
Combined Cash and Non-Cash Grants 2024-25								\$ 870,000	\$ 791,993				
Proportion Cash Grants Funded to Requests										93%			
Google Grants Proportion Total Awarded										77%			
Overall Proportion of Cash and Non-Cash Grants Awarded										91.0%			