



***Your
Master Gardener Foundation
of Clark County***

“The Foundation”

Past, Present and Future

January 11, 2022



Purpose of tonight's meeting

- Familiarize members with Board members and the Foundation activities
- Share our current approach to our future strategy: *How your membership enhances support for the Master Gardener Program*
- Let you know about a future opportunity to give your input

PowerPoint presentation at: www.mgfcc.com



Meeting Agenda

- Introduction & brief history
- 2021 activities
- Strategic Plan
- Coordinator's Report
- Challenges
- Summary



What is the Foundation?

- Independent non-profit organization founded in 1987
- Focused on financial support of the Master Gardener Program (MGP) and other local horticultural activities





What is the Foundation?

- Few County Master Gardener Programs have been as successful as Clark County
 - We have a dedicated Coordinator
 - We have sustained support of Foundation members
- MGFCC provides funding for MGP
 - Agreements to pay salary & benefits
 - Annual endowment contributions which will support the MGP in perpetuity
 - (Contributed >\$140,000 to date)



History



- Foundation is in its 4th decade
- Purpose unchanged
- Methods of support altered over time to take advantage of new opportunities
- 2021 membership record





Who are its Leaders?

- 2022 MGFCC Board of Directors:
 - Jack Bernhardsen (President)
 - Susan Yeager (Vice President)
 - Anita Jinks (Treasurer)
 - Jennifer Kootstra (Assistant to the Treasurer)
 - Meg McDonald (Secretary)
 - John Moore (Past President)
 - Chuck McCracken
 - Nancy Funk
 - Janis McBride
 - Michele Huffman (Executive Administrator)



What does it mean to be a Foundation member?

- The opportunity to help provide critical funding to support the MGP and the community
- The opportunity to independently plan the future support of these activities
- The Foundation is run by its members



New benefit: Early access to the MGFCC Mother's Day Weekend Plant Sale



2021 Activities





Board Activities

- Covid Response
 - Distancing and masking policies follow State & County guidelines
 - Current vaccine policy based on CDC guidelines and volunteer feedback





Board Activities

- Greenhouse lease renewal
 - Up for renewal every 5 years
 - Still in process of final approval
 - Changes include rent increase, parking access and possibly sharing of greenhouse #10





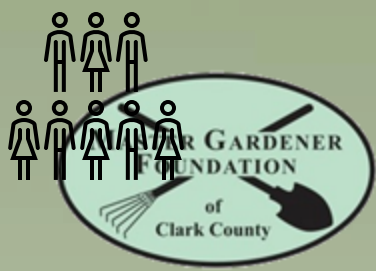
Board Activities

- Record breaking membership drive
 - Increased to 320 members
- Met our Operational Reserve goal
 - A safety net that allows us to pay 2 years of our operational expenses
 - Thanks to Plant Sale team creativity and member donations
 - Now have funding to provide capital improvements for safety and productivity
- Finalized our Strategic Plan – *more on this coming up*



Finance activities

- Revenue received:
 - Plant Sale \$43,769
 - Membership dues \$8,210
 - Donations \$4,374
- Grants:
 - Coordinator's salary and benefits \$20,260
 - MGP Endowment \$10,000
 - Heritage Farm operations \$9,364
 - Community Grants \$8,094



Strategic Plan



Introduction to Strategic Plan

- A process to understand the current environment, communicate values & principles, establish priorities, and measure progress
- To provide a roadmap to focus activities to accomplish the Mission and work towards the Vision



Mission

As a non-profit organization, the Master Gardener Foundation of Clark County is dedicated to perpetuating the WSU Clark County Extension Master Gardener Program and supporting the Heritage Farm located on 78th Street in Vancouver Washington. We support the WSU Master Gardener Program and the Heritage Farm as valuable resources for research based horticultural practices that preserve and enhance our environment. We do this through fundraising, advocacy and by awarding grants in Clark County to community groups for horticultural education projects and programs.



Vision

Master Gardener Foundation of Clark County is recognized as the advocate and sustainable funding partner of the WSU Extension Clark County Master Gardener Program, Heritage Farm and community-wide horticultural projects.



Goal #1

- Provide program structure to support current and long-term success of the Foundation
 - Alignment of Foundation and MGP goals
 - Bylaw Review
 - Succession plan
 - Communication plan



Goal #2

- Maintain financial stability of the Foundation
 - 2 years operating expenses



Goal #3

- Provide ongoing and strategic and financial support to MGP
 - Increase Foundation contribution to MGP
 - Financial support for the MGP Coordinator



Goal #4

- Support the Foundation's horticultural education mission
 - Grant funding to community
 - Effectiveness of those grants
 - Schedule presentations at Foundation meetings





Goal #5

- Strongly advocate to maintain the 78th Street Heritage Farm as the primary Foundation work facility
 - Advocacy Plan
 - Support existing programs
 - Maintain lease
 - Maintain WSU MOA
 - Improve greenhouse structures





Goal #6

- Increase the Foundation's ability to advocate for and fund our mission
 - Increase membership incentives
 - Demographics
 - Encourage more Master Gardeners to become Foundation members





Coordinator's Report





Foundation Challenges



- Adapt to Covid-19 environment and “modernization” changes it has spurred
- Zoom fatigue
- Adapt to reductions in socialization opportunities



Foundation Challenges

- Maintain or increase funding for the MGP Coordinator and endowment contribution
- Competing interests for the use of Heritage Farm





Summary

- The Foundation, its Board and members
- How we got to where we are
- How we obtain funds and distribute them to support our goals
- Our vision of the future
- Coordinator's report
- Current challenges



Contact us

- We need your continued input and participation
- To contact us:
 - Email:
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 - Website:
www.mgfcc.com





Thank you!

