



VETERANS TRUST FUND OF SOUTH CAROLINA

Board Meeting Minutes

27 July 2016

1. Call to Order: The Board Meeting of the SC Veterans' Trust Fund (VTF) was called to order at 1:00PM, by Mr. James A. White, Chairman.

2. Attendance:

- a. Present: James White, Calvin Lewis, Howard Metcalf, Valerie Brunson, Dale Ellenburg, Gloria Evans, Jimmy Hawk, Chris Maddox, Ronald Taylor.
- b. Absent: James Brown, Bevin Studstill, Robin Ghent , Jim Lorraine.
- c. Guest(s): Brent Whitener and Donald Malanue (?), Woodmen of the World.

3. Minutes:

Minutes from the 27 April 2015 Meeting were approved as written by a unanimous vote of the Board.

4. Old Business:

- a. Business cards: Ms. Di Chiara announced business cards were ready to be picked up by Board Members.
- b. Investment Opportunities: Mr. Maddox advised Board Members of the meeting he, Mr. Brown, and Mrs. Di Chiara had with BB&T. As several options were proposed, he recommended having representatives from the bank come to address the VTF at the next meeting.
- c. Working with Non-Profits:
 - i. Mr. Metcalf talked with Kevin Schwedo, South Carolina's flood recovery coordinator, regarding non-profit organizations his group has worked with who helped with flood recovery. Mr. Schwedo explained the main organization that has assisted with this project is the American Red Cross; no small veteran service organization or entity

- ii. has been involved with them. The question was posed: Does the VTF want to get involved with the American Red Cross?
- iii. Mr. Lorraine brought up a good idea about donating to non-profits that helped with flood recovery, but the VTF needs to give money to someone this year – this could be the second year of not donations.
- iv. Is the application process too deeply involved? Mr. Taylor explained the application is not really in-depth and that grants are a pretty significant undertaking. Stated the VTF needed to identify what had been donated to in the past. Mr. Ellenburg agreed with Mr. Taylor that they application process is not difficult. The problem is that people don't know about the VTF – the VTF has an identity crisis.
- v. Mr. White said the VTF needs to get a flyer out as it is still an unknown entity. Flyer is only one means of letting people know about the VTF; also need to encourage the County Veterans Affairs Offices (CVAO) to help get the word out. Suggested asking Ms. Brunson to allow Messrs. White, Brown and/or Metcalf address this issued at the next CVAO training meeting.
- vi. Mr. Lewis suggested seeing who is registered as a charity with the SC Secretary of State's (SOS) office. VTF could then email them about the VTF and let them know there is a modest amount of money available for grants. VTF needs to make presence and assets known. Mr. Maddox suggested using the SOS's Angels List. Mr. White said grants could be \$500 or \$1,000, but VTF needs to make donations.
- vii. Discussion ensued about different possibilities for awarding grants: Let service organizations (AL, DAV, VFW, etc.) know grants were available; American Legion has the Temporary Financial Assistance Program – monies would go to veterans in South Carolina.
- viii. Mr. Metcalf reminded the Board the VTF had purchased the first 200 SC POW Medals and said that another 100 medals or so would be an excellent cause. He also reminded everyone the VTF had helped with the Rally for Our Veterans banner in the past and could sponsor it again in the future.
- ix. Mr. Taylor announced that Senator Scott would be holding two Recognition Ceremonies for veterans of Desert Shield and Desert Storm.

5. New Business:

- a. Secretary's Report:
Ms. Di Chiara pointed out there has been a drop in donations received through the South Carolina Tax Check-Off.
- b. Treasurer's Report (was included in packet provided to each member):
Mr. Brown went over Treasurer's Report.

- c. Committee Reports:
 - i. Public Relations: nothing new to report/
 - ii. Grant Management Committee: Mr. Taylor stated the committee would review the application from Freedom and Hope Foundation.
 - iii. Funding/Resourcing Committee: Mr. Ellenburg stated Woodmen of the World is a possibility. Mr. White agreed, adding that maybe this could be done once a year.
- d. Other New Business: None at this time.

6. Taskings and "Due Outs":

- a. Mr. Lewis: Distribution list of charities from the Secretary of State's website.
- b. Mr. Maddox: flyer/brochure, PSA.

7. Woodmen of the World:

Brent Whitener and Donald Malanue (?) presented the following to the VTF:

- a. WoodmenLife has been around 125 years; started in 1890 in Omaha NE; work closely with families managing financial planning; mid-1990s expanded to include health products and financial services
 - i. Life insurance: underwrite 99% of all policies they have
 - ii. Health insurance: major medical, dental, vision, Medicare supplement: work with partners
 - iii. Financial: offer investment opportunities, 401K, etc; work with Jackson, Lincoln, Met Life, Pacific
 - iv. Don't advertise; everything is word of mouth – this allows them to pass savings on to members
- b. Have approx. 38,000 members in South Carolina
- c. Will be having a convention here next Spring; suggested having someone from the VTF come and address the group. At the convention, they select a group to receive a grant. Patriotism program is near and dear nationally. In 2015 they gave away over 162,000 flags to non-profit organizations. (Messrs. Ellenburg and White will talk about this more.)
- d. Have 64 chapters. Each one has something they like to do. Also contribute to one unified cause across the state: did feed the homeless.
- e. In the last five years have given away 100,000 scholarships/grants \$1,000 each for education.
- f. Talked about RedBasket.org, their fundraising website
 - i. 100% of the funds raised through the site goes to the cause
 - ii. Each story has to be vetted
 - iii. If the VTW decides to use their website, they need to contact Mr. Whitener.
- g. Mr. Whitener mentioned a local chapter has some land on Lake Murray that they allow organizations to use to hold fundraisers. It is 3.5 acres, lake front, with docks.

- i. Clemson will be there on 22 September and are planning a barbeque and oyster roast at the facility
- ii. Can partner with an organization to help sell tickets – all proceeds, after costs, would go to the organization
- iii. Did something recently with the Irmo Chamber of Commerce.
- h. Woodmen of the World have also erected flag pools for non-profits
- i. Mr. Whitener discussed the Rule of 72: If you don't act on something with 72 hours, chances are you won't.
- j. Over 60 chapters hold veterans events thought out the states. Let them know, they would love to have someone from the VTF as a visitor or guest speaker

8. Identification of Next Meeting:

Mr. White reminded everyone that they should not miss more than three consecutive meetings – need to make sure meetings are attended. The next meeting of the Board of the Veterans' Trust Fund of South Carolina will be 26 October 2016.

9. Adjournment – the meeting adjourned at 2:45 PM.

Attachments:

Financial Report

pp Bevin Studstill
Bevin Studstill, Secretary

10.19.2016
Date of Approval

James A. White
James A. White, Chair
Veterans' Trust Fund of South Carolina

10.23.2016
Date of Approval