

Planning Committee Minutes

Wednesday, September 11, 2024

(via zoom/telephone/in person)

MEMBERS PRESENT: Shirley Copes (Chair), Steve Hodgens, Paula Freedman

MEMBERS EXCUSED: None

MEMBERS ABSENT: None

STAFF PRESENT: Carolyn D. Brown, Todd Goehle

CALL TO ORDER:

The September 11, 2024 Planning Committee meeting was called to order at 4:48 PM by Shirley Copes. It was noted for the record that a quorum was present.

APPROVAL OF PREVIOUS MINUTES

Paula Freedman made a motion to approve the May 2024 minutes, seconded by Steve Hodgens. The motion carried.

PRESENTATIONS:

PEACE, Inc. Communication Plan.

Vice President of Operations and Strategy Todd Goehle presented a recently released Communication Plan for the agency that was created and organized by media specialist, Eddy Luce.

Paula Freedman made a motion to approve the PEACE, Inc. Communication Plan, Shirley Copes seconded the motion. The motion carried.

Review of Community Needs Assessment/Community Engagement Outreach throughout the Summer

Mr. Goehle highlighted national visits (Micron and Boise) and presentations (National CAP, upcoming National Webinar) pursued by Executive Director Carolyn D. Brown and him.

Review of the Grant Report, new funding streams from the Summer

Mr. Goehle also reviewed the work pursued by the agency around grants and planning over the summer.

Among other grants, funds secured by Director of Grants and Planning Maribel Arce to rebuild Westside Family Resource Center was also noted.

OLD BUSINESS:

None

NEW BUSINESS:

Executive Director Carolyn Brown reported that the Staff Day Event will be held on Friday, September 27th at The Spinning Wheel.

She further reported on a meeting with Pastor Phil Turner regarding an initiative of Bethany Baptist Church to create an Early Childhood Center which would serve children birth to 5 and their families.

OTHER:

None

ADJOURNMENT

The meeting was adjourned at 5:27 PM.



PEACE, Inc.

Communications Plan

August 2024

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Executive Summary

The PEACE, Inc. Communications Plan is a comprehensive strategy designed to enhance the organization's reach and impact. The plan aims to:

- Respond to the needs of diverse internal and external audiences.
- Promote positive stories; raise brand awareness; and further a diverse, equitable, and inclusive culture.

- Increase funding, expand the donor base, and boost volunteer/corporate recruitment.
- Establish and spread the agency's mission; inform the public about programs, events, and agency/community-wide initiatives.
- Promote the brands of our sponsors and donors; motivate them to continue supporting our programs, activities, and events.
- Build partnerships with key stakeholders.

The plan identifies target audiences. Internal stakeholders include staff, agency committees; the agency's Board of Directors; policy, program, or neighborhood advisory councils; students; clients; volunteers; interns; mentors; and more. External stakeholders include the community, parents, politicians, donors, sponsors, partners, the media, schools, libraries, and more.

The plan also outlines various communication channels for both internal and external audiences. This includes the Staff Corner (intranet), Staff E-newsletter, Website, Email, Datis, Social Media, Newsletters, Message Boards, Text Messages, Events, Agency Committees, Community Coalitions and Conversations, Surveys, Printed Materials, Outdoor Advertising, Press Releases, and Paid Advertising.

The plan additionally establishes Key Performance Indicators (KPIs). This includes website traffic, social media engagement, email marketing performance, media coverage, volunteer sign-ups, donor contributions, and online form submissions.

To track and report on these KPIs, the plan proposes the implementation of tools like Google Analytics, Social Media Analytics, Email Marketing Platforms, and Customer Relationship Management (CRM) Systems. It also sets a reporting schedule and template for monthly detailed reports and quarterly comprehensive reviews.

The benefits of this plan include the of ensuring consistent communication across all audiences, the of promoting transparency, the strengthening of brand identity, and the maximizing of resources to achieve agency goals, mission, and vision. This executive summary provides a high-level overview of the plan's key components and objectives.

Purpose

The purpose of this communication and marketing plan is to:

- Define internal and external communication goals and recommend steps for achieving them.
- Define key audiences.

- Identify communication channels for each audience.
- Ensure all messages support the mission, vision, and values of the organization.

Goals

To develop a communication and marketing plan that:

- Responds to a wide range of internal and external audiences.
- Differentiates the needs of internal and external audiences.
- Makes efficient and maximum use of agency resources.
- Promotes positive stories about the organization, raises brand awareness, and furthers a diverse, equitable, and inclusive culture.
- Increases funding, resources, and donor base.
- Recruits volunteers, both individual and corporate.
- Informs the public about events and programs.
- Builds partnerships with major donors, corporations, foundations, elected officials, the media, as well as the broader community and its members.

Objectives

This plan will:

- Integrate and disseminate information and messaging according to PEACE, Inc.'s mission, objectives, values, and vision for a diverse, equitable, and inclusive culture.
- Provide information about events and activities throughout the agency's centers, programs, formal collaborations, and the broader community at large.
- Customize information according to the audience.
- Provide information about the organization's strategies and objectives, the steps to achieve them, and the benefits it will bring to the internal and external audience.
- Keep staff informed about the organization's benefits, such as medical, vision, and dental insurance, professional development, promotional opportunities, volunteering, etc.
- Build a network of collaborations and associations with potential donors, corporations, foundations, elected officials, the media, as well as the broader community and its members.

Understanding PEACE, Inc.

Founded in 1968, **PEACE, Inc.** is the federally designated **Community Action Agency** (CAA) for Syracuse and Onondaga County. The agency also serves portions of Oswego County. Similar to other CAAs across the country, PEACE, Inc. originates from President Lyndon B. Johnson's "War on Poverty" in 1964. PEACE, Inc.'s mission is "to help people in the community realize their potential for becoming self-sufficient." Our nine primary programs are Big Brothers Big Sisters, Head Start / Early Head Start, Department of Energy and Housing Services, Family Services, AmeriCorps Seniors Foster Grandparent Program, the Frank DeFrancisco Eastwood Community Center, Free Tax Prep Program, Senior Nutrition Program, and Senior Supports Program.

Each year, PEACE, Inc. serves around 9000 Central New Yorkers who are typically at or below 200% of Federal Poverty Guidelines (i.e. a single-person household making under \$29,160, a household of 4 making under \$60,000, etc.). Operating at more than 50 sites, we meet our clients wherever they reside, i.e. in the city of Syracuse, its suburbs, and Onondaga County's rural communities.

The agency's DEI vision is to cultivate a workplace where excellence and social responsibility thrive in an environment that is diverse, equitable, and inclusive. We commit to an organizational culture that creates a sense of belonging, promotes personal and professional growth, and where everyone feels seen, heard, valued, and respected. We will work toward building an organization that is culturally competent and visually reflective of the community it serves.

Target Audiences

PEACE, Inc.'s main interest groups are divided into internal and external audiences:

Internal Audiences

- Board of Directors, Internal Committees, and Program/Advisory Councils (See Appendix A for full details)
- Directors and supervisors
- Support service staff employees
- Program employees
- Clients (which will vary according to program)
- Volunteers
- Interns
- Mentors

External Audiences

- The Community at Large
- Prospective clients (which will vary according to program)
- Elected officials, their offices, and their representatives
- Donors
- Sponsors
- Community Partners
- Collaborations
- Media (A PEACE, Inc. Media Kit is Available upon Request)
- Schools
- Libraries

Key Internal and External Channels

Internal Channels

- Staff Corner (Intranet)
- Board Members Content (Intranet)
- Staff Monthly E-Newsletter
- Quarterly E-Newsletter (Under development)
- Website
- All-Staff Email
- Datis
- Social Media
- Head Start Newsletter
- Message Boards
- Text Messages
- Leadership visits to PEACE Inc.'s Locations
- Events/Fairs
- Surveys, Survey Monkey
- Mail Chimp
- Community Needs Assessment Reports and Research
- Printed Materials (posters, banners, flyers)
- Internal Agency Committees; Policy, Program, and Neighborhood Advisory Councils

External Channels

- Quarterly Newsletter (Under Development)
- Website

- Email
- Social media
- Message boards
- Events
- Printed materials (posters, banners, flyers)
- PEACE, Inc. Media Kit (available upon request)
- Outdoor advertising (Billboards and Transit)
- Press (radio, TV, newspaper, other social media, websites)
- Paid Advertising (Google ads, Meta Ads)
- Surveys (Survey Monkey)
- Mail Chimp

Communications Strategies

Internal Communication Channels

Channel	Audience	Frequency	Responsible	Best for	Description
Staff Corner (Intranet)	All Staff	As Needed	HR, Community Engagement, IT, Head Start, Fiscal, Maintenance, and other program folders as needed.	Administrative Content	• Current information and news • Calendars • Employee of the month • Fiscal documents • HR documents • Strategic Design, Strategy documents (Under Development) • Committee Minutes • Food service work order request • Community Engagement work order request • IT work order request • HS transportation request • Vehicle Repair Request

Board Member's Content (website)	Only Board Members	Monthly or As Needed	Connie Magunga	Board Meeting Information	• Agendas • Minutes • Program reports
Staff E-Newsletter	All Staff	Monthly (typically the first Friday of the Month)	Community Engagement , IT, HR	Keep employees informed about what is happening within the Agency, Promote communication	• Share agency updates • Information about programs and events • Employees and clients' stories • Employee of the month • Diversity, equity, and inclusion message • Service Awards • Employee of the month
Quarterly E-Newsletter (Under development)	All Staff, Agency Committees; Policy, Program, and Neighborhood Advisory Councils; Clients, Volunteers; Interns; Mentors	Quarterly	Community Engagement	Keep employees, students, clients, volunteers, interns, and mentors informed about what is happening within the Agency	• Share agency updates • Information about programs • Stories about clients • Photos of events • Future events
Website	All Staff, Agency Committees; Policy, Program, and Neighborhood Advisory Councils; Clients, Volunteers; Interns; Mentors	As Needed	Web designer - Community Engagement	Keep internal and external audiences informed on what is happening within the Agency	• Information and programs • About PEACE, Inc. • Press releases • Stories about clients • Events • Photos of past events • News • Financial Reports • Annual Reports • Job opportunities • Volunteer Opportunities • Public Research • DEI Page • Strategic Design Page • Biographies about leadership

Email	Varies Depending on Circumstance	As Needed	Community Engagement	Contact with clients, Contact with staff, Contact with community and partners	• Updates • Latest events • Future events • Volunteer Opportunities • Update of Benefits
Datis	All staff	As Needed	Human Resources	HR Information, Employee of the month, Events	• Payroll • Benefits • Timesheets • Upcoming events • HR, and other administrative forms.
Social media	All Staff, Agency Committees; Policy, Program, and Neighborhood Advisory Councils; Clients, Volunteers; Interns; Mentors	As Needed	Community Engagement	Keep employees, students, clients, volunteers, interns, and mentors informed about what is happening within the Agency	• Stories about clients • Latest and future events • Photos of past events • News • Job Opportunities • Awareness months • Community Initiatives • Services offered by partners
Head Start Newsletter	Head Start employees, parents, youth, Head Start Policy Council	Monthly (School Year)	Jackie Pratt – HS Community Engagement	Keep parents, guardians, and staff informed about what is happening within the HS Program and PEACE, Inc.	• Director message • Activities report from each center • Information about Head Start, and agency programs • Nurses corner • Book corner • Try me corner
Leadership visits to PEACE Inc.'s Locations	All Staff	As needed	Executive Director, directors, and supervisors.	Keep leaders in touch with issues of concern for employees Promote dialogue and understanding	• Engage staff
Events/Fairs	All Staff	As needed	Directors, Community Engagement	Opportunity to reach key people face-to-face	• Job Opportunities • Inform about PEACE, Inc. programs • Reach prospective

					leaders and clients
Surveys	Dependent upon purpose	As needed	Directors, Community Engagement	Solicit feedback	• Measure successes, need, satisfaction • Use to plan, and adjust programs
Printed Materials (posters, banners, flyers)	All Staff, Agency Committees; Policy, Program, and Neighborhood Advisory Councils; Clients, Volunteers; Interns; Mentors	As needed	Community Engagement	Inform and reach clients, students, prospective clients, volunteers, mentors, etc.	

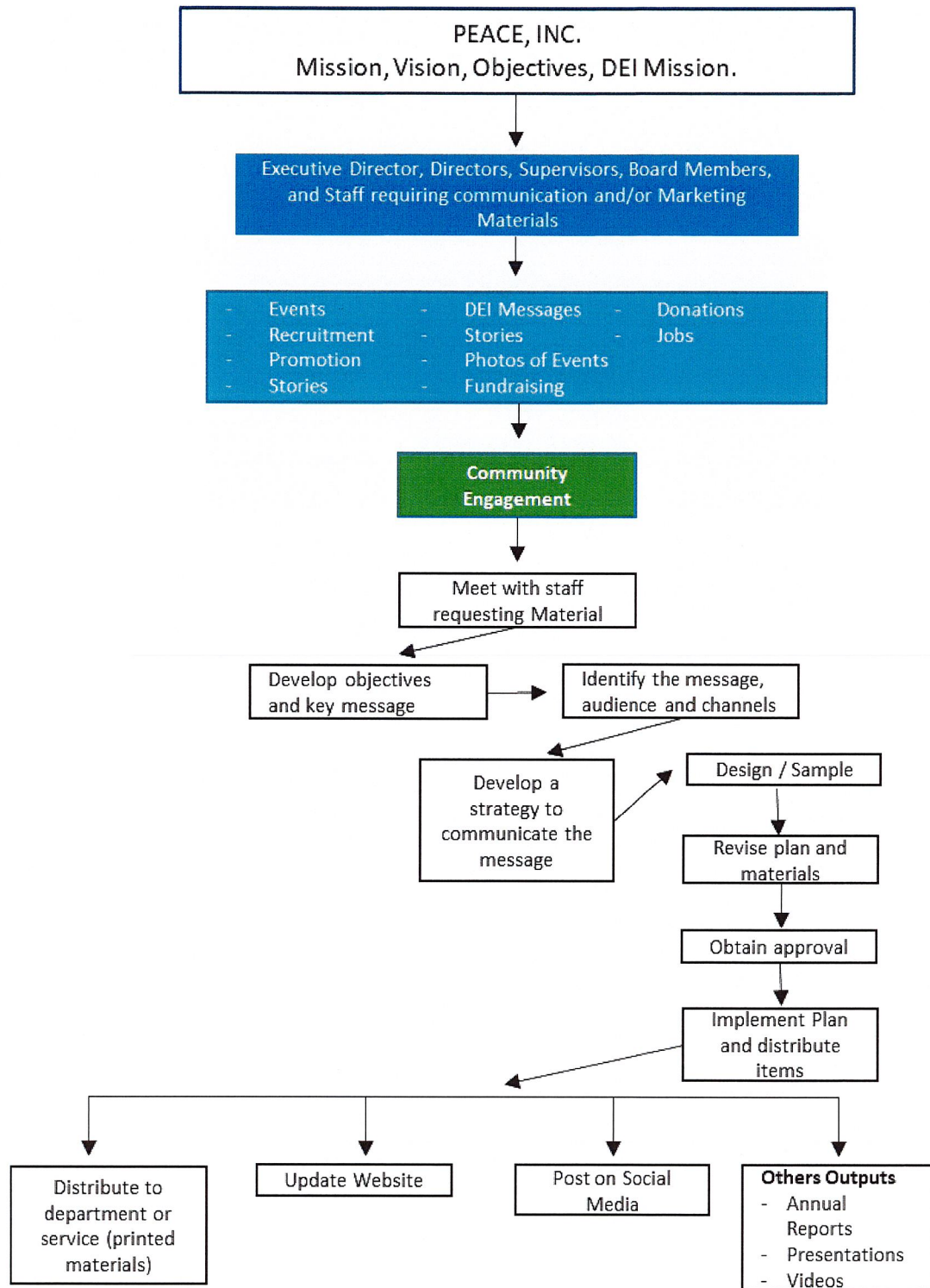
External Communication Channels

Channel	Audience	Frequency	Responsible	Best for	Description
Quarterly E-Newsletter (Under Development)	Elected Officials, Donors, Sponsors, Partnerships, Collaborators, Media, Schools, Libraries	Quarterly	Community Engagement	Keep donors, politicians, sponsors, partners, collaborators, media, schools, and libraries informed on what's happening within the Agency	• Share agency updates • Information about programs and events • Employees and clients stories • Employee of the month • Diversity, equity, and inclusion message • Service Awards • Employee of the month • Share agency updates • Information about programs • Stories about clients • Photos of events • Future events
Website	All	As needed	Web designer - Community Engagement	Keep the external audience informed on	• History of PEACE, Inc. • Programs • Success stories

				what's happening within the Agency	• Upcoming events and campaigns • Ways to give • Volunteering and Internships • Blogs • Ways to reach out • Spread the mission and raise brand awareness • Media kit available upon request
Email	Varies Depending on Circumstance	As needed	Community Engagement	Share contact information with clients	• Share information about events • New programs • Donations, Updates • Latest events • Future events • Volunteer Opportunities
Social media - Buffer	All Facebook (77% of adults aged 30-49) Twitter (42% of adults aged 18-29) Instagram (65% of adults aged 18-29) LinkedIn (50% with college degree 25- 49 years old)	As needed	Community Engagement	Share information about programs and services	• Stories about clients • Latest and future events • Photos of past events • News • Job Opportunities • Awareness months • Community Initiatives • Services offered by partners
Message boards	All	Biannually	Community Engagement	Share information about programs and services	
Printed materials (posters, banners, flyers)	Varies depending on the target	As needed	Community Engagement	Share information about programs and services, Marketing, Campaigns	
Media Kit (available upon request)	Community partners, media, sponsors, funders, donors	As needed	Community Engagement	Logos, fonts, sizes, colors.	Official logos, fonts, and color of PEACE, Inc.; Big Brothers, Big Sisters; AmeriCorps Seniors; Head Start

Outdoor advertising (Billboards and Transit)	Varies depending on the target	As needed	Community Engagement	Share information, Recruitment, Marketing, Campaigns	
Press (radio, tv, newspaper)	Varies depending on the target	As needed	Community Engagement	Share information Recruitment Marketing Campaigns	
Paid Advertising (Google ads, Meta Ads)	Varies depending on the target	As needed	Community Engagement	Marketing Campaigns	
211/CNY Volunteer	Volunteers	As needed	Community Engagement	Recruiting Volunteers	

Communication Flow for Community Engagement Campaigns



Communication Guidelines

PEACE, Inc. Logo guidelines

Available logos

Full color logo

This logo is only to be used on a white background.



Grey-scale logo

Use with any color background, white is best.

Use Black Ink: P and Inc at 100%, E at 30%, A at 50%, and C at 80%



Single color logo - black

Any light color background.



Single color logo - white

Any dark color background.



Spot color logo

This logo is only to be used on a white background.



Single color logo - blue/tan/ brown/green

Use with any color background



Outline logo - black

Use with any light color background except black



Outline logo - white

Use with any dark color background except white



Not acceptable

- Remove the tag lines and established date
- Squish or stretch the logo



(squished & stretched)



Complementary fonts

To complement the PEACE, Inc. logo, Community Engagement recommends the font "Times New Roman" for body/paragraph texts and the font "Century Gothic" for titles/headlines. These are traditional Microsoft fonts.

Colors

The logo colors have been created to complement each other. The agency's full color logo consists of 4 colors. Breakdowns for these colors across all applications are shown below.



Pantone 539

C: 100% R: 0
M: 65% G: 38
Y: 22% B: 58
K: 80% Hex: #00263A
Websafe: #003333



Pantone 463

C: 14% R: 116
M: 54% G: 79
Y: 95% B: 40
K: 62% Hex: #744F28
Websafe: #666633



Pantone 575

C: 55% R: 103
M: 9% G: 130
Y: 95% B: 58
K: 45% Hex: #67823A
Websafe: #669933



Pantone 4525

C: 9% R: 197
M: 12% G: 183
Y: 47% B: 131
K: 18% Hex: #c5b783
Websafe: #cccc99

Ordering Materials with the Agency and/or Program name on it

When ordering any printed materials (i.e. t-shirts, sweatshirts, water bottles) or printed items (i.e. posters, advertisements, flyers), the Media and Graphic Designer must preapprove all artwork before placing the order to ensure accuracy.

Website and Social Media

PEACE, Inc. content will occur on PEACE, Inc.'s website, www.peace-caa.org, or PEACE, Inc.'s social media pages, [@peaceincsyrr](https://www.facebook.com/PEACEIncSyr). PEACE, Inc. programs, initiatives, or sites are not to have their own websites and/or social media pages. Content should be forwarded to communityengagement@peace-caa.org for approval.

Facebook:

<https://www.facebook.com/PEACEIncSyr>

Instagram:

<https://www.instagram.com/PEACEIncSyr>

Twitter:

<https://twitter.com/peaceincsyrr>

Youtube:

<https://www.youtube.com/channel/UC86GYaQVAqqtui5rkpYiyoA/videos?view=0>

LinkedIn:

<https://www.linkedin.com/company/peaceincsyrc>

Communication around Events, Programs, and Materials

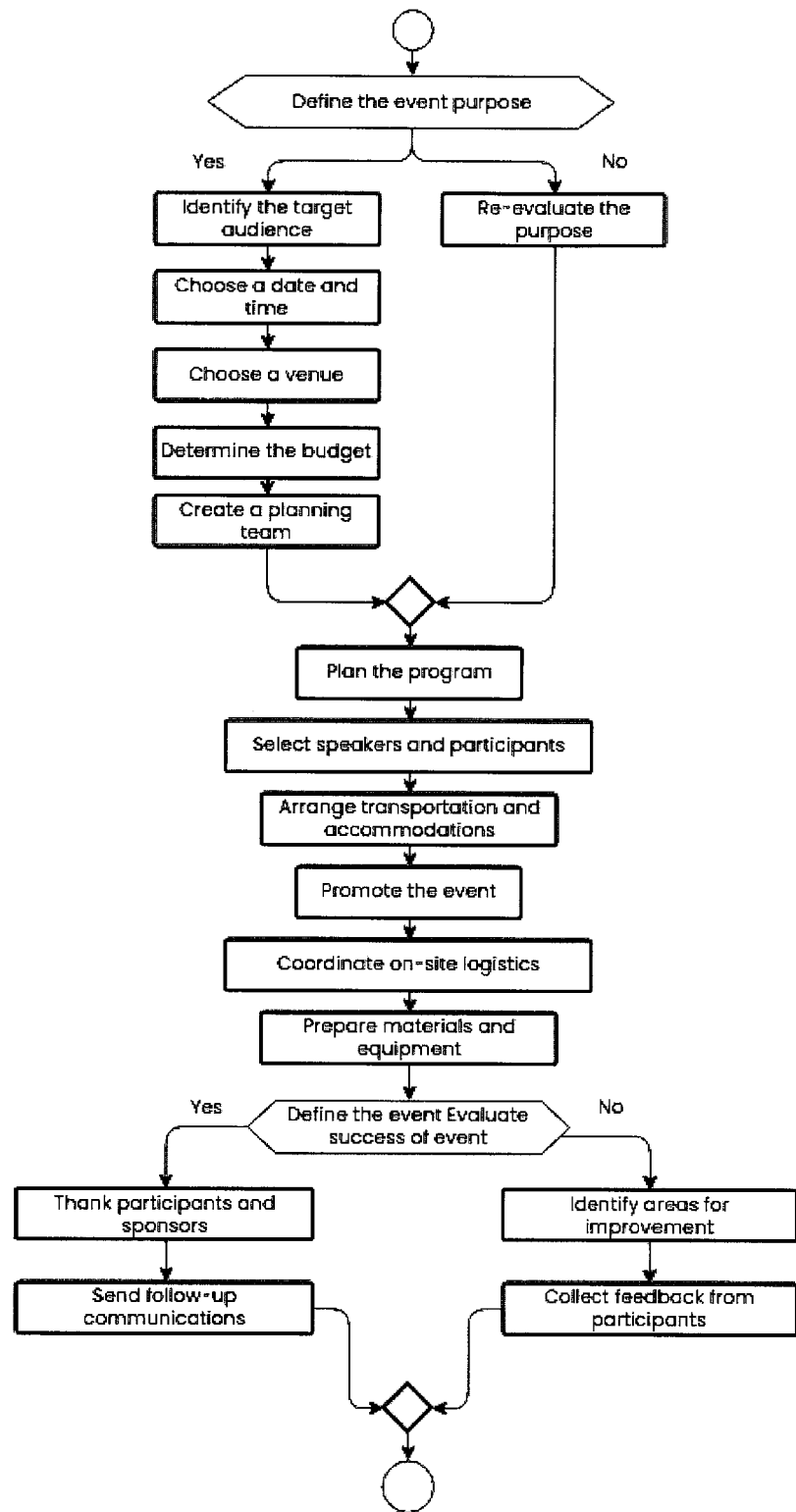
To provide better service, the Community Engagement Department is requesting that staff fill out the following Google sheet for Event Support and Program/Communication Materials.

<https://forms.gle/42Bt9TAdMC9hiDrW8>. Once submitted, your responses will go to communityengagement@peace-caa.org so that the whole department can view it. From there, the appropriate Community Engagement Staff Member will contact you within 24 hours of your request to start developing a strategy with you.

Requested information includes:

- Email
- Who is requesting the Service?
- Is there an Email Contact? What is it?
- Is there a Phone Number Contact? What is it?
- What is the Need? What Event Support and/or Materials are Needed?
- Who is the Audience? (For example, Seniors? Community Organizations? Direct Service Staff? Etc.)
- What is the Date of the Event (If Relevant)?
- What is the Time of the Event (If Relevant)?
- What is the Location/Venue of the Event (If Relevant)?
- Who is the Organizer of the Event (If Relevant)?
- Are there Partners/Businesses/etc. connected to the Event/Materials? If so, who are they? (This will help us identify logos, etc.)
- Are there Funders connected the Event/Materials? If so, Who are they?
- What other information should we know?
- Will it need to be promoted on Social Media?
- Will it need to be promoted on Datis for Staff?
- Will it need to be promoted on PEACE, Inc.'s Website?
- If it is an Event, will you need Community Engagement to take Photographs?
- If it is an Event, will we post the photos on social media
- If it is an Event, will Community Engagement post photographs on the website?
- Any Attachments

To help plan an event or program, Community Engagement recommends the following tool:



Tracking and Reporting Guidelines

The following will be indicators and guidelines used by Community Engagement to assess performance and to adjust communication/advertising strategies accordingly.

Key Performance Indicators (KPIs)

- Website traffic
- Social media engagement (likes, shares, comments)
- Email open and click-through rates
- Media coverage and mentions
- Volunteer sign-ups
- Internship sign-ups
- Donor contributions
- Online forms received

Set Up Tracking Tools

Implement tools to monitor and collect data on KPIs.

- Google Analytics for website traffic
- Google Search Performance
- Social media analytics tools
 - Meta Insights
 - Twitter Analytics
 - Buffer Analytics
- Email marketing platforms (Mailchimp)
- Constituent Relationship Management (CRM) systems for tracking donor interactions (CharityProud)

Establish a Reporting Schedule

Determine how often you will review and report on our KPIs.

- **Frequency:**
 - Monthly: Detailed reports with analysis and insights
 - Quarterly: Comprehensive reviews with strategic recommendations

Create a Reporting Template

Develop a standardized format for presenting your data.

- Executive summary
- Overview of KPIs

- Data visualizations (charts, graphs)
- Analysis and insights
- Actionable recommendations

Analyze and Interpret Data

Understand the implications of your data and identify trends.

- Compare current performance against benchmarks and goals
- Identify patterns and trends over time
- Highlight successes and areas for improvement
- Provide context for any anomalies or unexpected results

Communicate Findings

- Monthly meetings or presentations
- Email summaries

Adjust Strategies Based on Insights

Use our findings to refine and improve our communication strategies.

- **Actions:**
 - Implement changes based on data-driven insights
 - Test new approaches and measure their effectiveness
 - Continuously optimize your strategies to achieve better results

By following these guidelines, PEACE, Inc. can effectively track and report on its marketing and communication efforts, which ensures alignment with its mission, vision, and values while achieving its goals and objectives.

Appendix A: Convening Entities, Committees at PEACE, Inc.

Board of Directors

All CAAs such as PEACE, Inc. are required to employ a triparte board system, i.e. one third of the board represent elected public officials, one third community leaders, and one third people living in poverty. This equitable structure ensures a variety of socioeconomic experiences and perspectives have a say in agency decision-making, oversight, and design.

Board President	Contact	Meeting Schedule	Location	Additional Notes
Hon. James. H. Cecile	Executive Assistant, Connie Magunga, cmagunga@peace-caa.org	Typically the Fourth Monday of the Month, 4:45 PM (September-June)	Main Conference Room	Within the Board, there are a Development, EEO, Executive, Finance, and Planning Committees

Internal Agency Committees

Committee	Chair	Contact of Committee/Chair	Meeting Schedule	Location
Data Sphere, Data Driven Decisions	Todd Goehle	todd.goehle@peace-caa.org	Second Wednesday of the Month, 9:30 AM	Main Conference Room, Zoom
DEI Committee	Gerri Regan	gerri.regan@peace-caa.org	Third Wednesday of the Month, 1:00 PM	Main Conference Room, Zoom
Human Resources	Mandy King	mandy.king@peace-caa.org	Monthly (according to schedules)	In-Person, Zoom
IT	Doug Thomas, Todd Goehle	doug.thomas@peace-caa.org , todd.goehle@peace-caa.org	Fourth Wednesday of the Month, 9 AM	Main Conference Room, Zoom
Safety Committee	Gerri Regan	gerri.regan@peace-caa.org	Fourth Thursday of the Month, 1:30 PM	Main Conference Room, Zoom
Strategic Design Advisory Council	Todd Goehle	todd.goehle@peace-caa.org	Second Tuesday of the Month, 9:45 AM	Main Conference Room, Zoom
Syracuse BOOST	Todd Goehle, Maribel Arce	Todd.goehle@peace-caa.org , maribel.arce@peace-caa.org	Third Wednesday of the Month, 12:30 PM	Main Conference Room, Zoom

Policy, Program, and/or Neighborhood Advisory Councils

- PEACE, Inc. Head Start must establish and maintain a formal structure for program governance that includes a governing body, a policy council at the agency level and policy committee at the delegate level, and a parent committee. Governing bodies have a legal and fiscal responsibility to administer and oversee the agency's Head Start and Early Head Start programs. Policy councils are responsible for the direction of the agency's Head Start and Early Head Start programs.

- Many PEACE, Inc. Programs have Advisory Councils, which assist the programs in keeping informed about community needs, making suggestions for programming, helping the FRC staff establish and maintain partnerships with other community groups and organizations, and assisting in the implementation of programs. Each Family Resource Center has similar Neighborhood Advisory Councils made of volunteers from the center's local catchment area.

Policy or Program Councils	Program and/or Council Chairs	Contact of Committee/Chair	Meeting Schedule	Location
AmeriCorps Seniors Foster Grandparent	Program Chair: Beth O'Hara	bohara@peace-caa.org	Quarterly, Usually a Thursday at 11 AM.	Eastwood Community Center
Family Resource Center Neighborhood Advisory Councils				
County South FRC	Barb Kohberger	bkohberger@peace-caa.org	2nd Monday of the Month, 12:30 PM	CSFRC
County West FRC	Michelle "Shelly" Kasprzak	michelle.kasprzak@peace-caa.org	2nd Tuesday of the Quarter 12-1pm	CWFRC
Emma L. Johnston Southside FRC	Recruitment Developing in the Next Few Months (8/2024)			SSFRC
Viola G. Chisholm Eastside FRC	Andrea Bernard	andrea.bernard@peace-caa.org	Second Thursday of the Month, 11:00-12:00 PM	ESFRC
Westside FRC	Nichole Rivera	nichole.rivera@peace-caa.org	Fourth Thursday of the Month, 1:00-2:00 PM	WSFRC
Free Tax Prep Advisory Council	Sharon Thompson	sthompson@peace-caa.org	Fourth Tuesday of Every Month from October to April, 12:30 PM; Intermittent during the "Off Season"	Zoom
Frank DeFrancisco Eastwood Community Center	Rollin Mincher	rmincher@peace-caa.org	First Monday at 10 AM, every month (except for Summer, Follows Board Schedule)	Eastwood Community Center
Head Start Policy Council	Program Chair: Becky Heberle; Council	rheberle@peace-caa.org	First (Executive Council) and Third (Full Council) Wednesday of	Zoom and In-Person

	Chair: Daryl "DJ" Williams		the Month; July and August is only one meeting (the Full Council)	
PEACE, Inc. Big Brothers Big Sisters	Program Chair: John Bruzdinski; Council Chair: Lynette Colon	john.bruzdinski@peace-caa.org	Typically the Second Monday of every Month, 5:30 PM.	Zoom. In-Person Meeting Quarterly
Head Start, Executive Committee	Becky Heberle	rheberle@peace-caa.org	Every Tuesday, 10:00 AM	Main Office Conference Room
Head Start, PRT	Becky Heberle	rheberle@peace-caa.org	Second Tuesday of Every Month, 2:00 PM	Location changes between Zoom and Sumner

Appendix B: Community Engagement Calendar

Events and dates may vary depending on the schedule.

Date	Event	Channel
January		
January 1	New Year	Social media
Monday, January 15	Martin Luther King, Jr.	Social media
Friday, January 26	EITC awareness day	Internal and external channels
Last Friday of January	Board Retreat	Board Members
February		
February	Black History Month	Social media
Saturday, February 3	Super Saturday	Internal and external channels
Monday, February 19	Washington's Birthday	Social media
March		
March	Women's History Month	Social media
Sunday, March 10	Daylight Saving Time starts	Social media
April		
Tuesday, April 2	World Autism Awareness Day	Social media
Monday, April 22	Earth Day	Social media
May		
May	Community Action Month	Internal and external channels

May	Asian Pacific American Heritage Month	Social media
May	Mental Health Awareness Month	Social media
Monday, May 6	National Nurses Day	Social media
Tuesday, May 7	Teachers' Day	Social media
Sunday, May 12	Mother's Day	Social media
Wednesday, May 15	International Day of Families	Social media
Friday, May 17	International Day Against Homophobia, Transphobia and Biphobia	Social media
Monday, May 27	Memorial Day	Social media
June		
June	LGBTQ+ Pride Month	Social media
Friday, June 14	Flag Day	Social media
Sunday, June 16	Father's Day	Social media
Wednesday, June 19	Juneteenth National Independence Day	Social media
Saturday, June 29	Armed Forces Day	Social media
July		
Thursday, July 04	Independence Day	Social media
July	Summer Programs	Internal and external channels
July	Neighborhood Parties (FRC)	Internal and external channels
August		
Tuesday, August 20	60 years from the date President Johnson signed the Economic Opportunity Act	Social media
August	Health and Wellness Fair	Internal and external channels
August	Back to School Giveaways	Internal and external channels
September		
September	Big Brothers Big Sisters Month	Social media
Monday, September 02	Labor Day	Social media
Sunday, September 15	First Day of Hispanic Heritage Month	Social media
October		
October	Head Start Awareness Month	Social media
October	Energy Awareness Month	Social media

Monday, October 14	Columbus Day and Indigenous Peoples' Day	Social media
Wednesday, October 30	Weatherization Day	Social media
November		
November	American Indian Heritage Month	Social media
Sunday, November 3	Daylight Saving Time	Social media
Tuesday, November 5	Election Day	Social media
Monday, November 11	Veterans Day	Social media
Thursday, November 28	Thanksgiving Day	Social media
Friday, November 29	Native American Heritage Day	Social media
December		
Wednesday, December 25	Christmas Day	Social media

PEACE, Inc. Recent Grant Applications 9/3/2024

Funding Source	Project	Program	Submission Date	Request Amount	Status	Award Date	Award Amount	Lead Writer/Submitter	GY Start	GY End	Multi-year ends
Onondaga County - AEI	Early Childhood Career Pathways	Family Services	N/A	N/A	Awarded	4/18/24	\$84,878	Todd Goehle	6/1/24	5/31/25	NA
Mother Cabrini Health Foundation	Family Reentry Program	Family Services	LOI 4/19/24, Full grant 6/27/24	75000 per year, \$150,000 total	LOI Approved			Maribel Arce			
Huntington Family Centers partnership for NYS - Office of Mental Health Reduction	Mental Health Training	Family Services	8/30/24	In Kind \$4100				Amy Durkin & Maribel Arce			
NYS Parks, Recreation & Historic Preservation	Girls Circle - ESFRC	Family Services	8/14/24	\$8,528	Submitted			Andrea Bernard	10/5/24	12/28/24	NA
Kresge Foundation	Meeting the Moment in Syracuse: BOOSTing Socioeconomic Mobility for All	Agencywide	7/8/24	\$100,000	Tentatively Awarded	6/17/2024	\$100,000	Todd Goehle	7/1/24	6/30/25	NA
Food Bank CNY	Family Resource Centers	Family Services	5/31/24	\$68,337	Submitted			Mary Beth Welch & Stephanie Bingham	7/1/24	6/30/25	
Syracuse-Onondaga Food Systems Alliance (SOFSA)	Food Rescue Equipment Award - Southside Family Resource Center	Family Services	5/28/24	\$1,000	Awarded	6/24/24	\$1,000	Denise VanderPool	7/1/24	7/31/25	N/A
Jim and Juli Boenheim Foundation	HOLA Summer Camp	Family Services	5/3/24	\$5,000	Awarded	7/1/24	\$5,000	Maribel Arce	6/17/24	5/31/25	N/A
Arby's Foundation/Inspire Brands	BBBS	BBBS	5/3/24	\$18,000	Awarded	6/4/24	\$18,000	Maribel Arce	6/17/24		
CSBG Discretionary Funding	Back to School &/or Food Pantry	Family Services	5/1/24	\$15,000	Awarded	4/29/24	\$15,000	Nancy Turo & Stephanie Bingham	4/1/24	9/30/24	N/A
Dicks Sporting Goods	Canal Day	BBBS	4/2/24	\$1,500	Denied			Maribel Arce			N/A
Onondaga County Department of Adult and Long Term Services	EISIP	Senior Supports	3/27/24	\$164,000	Awarded		\$164,000	Maribel Arce & Beth O'Hara	4/1/24	3/31/27	

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Dot Foods	Family Resource Centers Food Pantries	Family Services	3/15/24	In Kind	Awarded - InKind	5/14/24	In Kind \$2000	Marc Delaney & Maribel Arce			NA
Central New York Community Foundation	Early Childhood Career Pathways	Family Services	3/8/24	\$55,000	Awarded	7/8/24	\$55,000	Maribel Arce	7/1/2024	6/30/2025	NA
Gifford Foundation	Fatherhood Initiative	Family Services	2/26/24	\$10,000	Awarded	4/12/24	\$9,079	Maribel Arce			
Connect Kids / NYS Parks, Recreation & Historic Preservation	Connect Kids Field Trip Grant for ESFRC & SSFRC	Family Services	2/10/24	NA	Awarded	4/15/24	\$35,120	Andrea Bernard	7/9/24	7/25/24	NA
Assemblymember. Pamela J. Hunter. - OCFS TM12133	Free Tax Prep	Free Tax Prep	2/1/24	\$25,000	Awarded	7/31/24	\$25,000	Todd Goehle	TBC	TBC	NA
State Assemblyman William B. Magnarelli - OCFS TM 12132	Tech Upgrades	IT/AgencyWide	2/1/24	\$25,000	Awarded	7/31/24	\$25,000	Todd Goehle	TBC	TBC	NA
Snow Foundation	Free Tax Prep	FTP	2/1/24	\$10,000	Awarded	6/15/24	\$10,000	Maribel Arce	7/1/24	6/1/25	NA
AmeriCorps	FGP Replacement and Expansion Opportunity	Foster Grandparents	1/31/24	\$135,000	Denied			Beth O'Hara & Maribel Arce			
Music for the Mission	Pantries - Hygiene and toiletry products	Family Services	1/31/24	\$2,000	Denied			Mary Beth Welch, Maribel Arce			
Microsoft	\$5k Tech Grant	IT/AgencyWide	1/19/24	\$5,000	Registered and Pending			Todd Goehle/Doug Thomas			

Funding Source	Project	Program	Submission Date	Request Amount	Status	Award Date	Award Amount	Lead Writer/ Submitter	GY Start	GY End	Multi-year ends
Central New York Community Foundation	Community Conversations	Agencywide	1/17/24	\$1,000	Awarded	1/18/24	\$1,000	Todd Goehle	1/18/2024	6/30/2024	NA
KeyBank Foundation	Free Tax Prep - Super Saturday	Free Tax Prep	1/17/24	\$2,500	Awarded	1/18/24	\$2,500	Todd Goehle	1/18/2024	6/30/2024	NA
Micron Technology	Early Childhood Career Pathways	Family Services	1/2/24	\$1,000,000 for 5 years	Approved	1/1/24	\$1,000,000 for 5 years	Todd Goehle	4/1/24	3/31/25	3/31/29
TNT Special Projects	Peer Support Groups	Family Services	12/29/23	\$4,100	Awarded	3/12/24	\$1,429	Maribel Arce	4/1/24	9/30/24	
Cornell Lab of Ornithology	Let Me Be Great	Family Services	12/29/23	\$900	Approved	2/27/24	\$900	Maribel Arce & Hannah Snyder			NA
DASNY - NICIP	WSFRC Capital Improvement	Maintenance	12/15/23	\$434,000	Approved	7/8/24	\$410,000	Maribel Arce & Jerry Barker			N/A
American Heart Association	ESFRC Know Diabetes by Heart	Family Services	11/23/23	NA	Awarded	12/6/22	\$16,650.00	Brittany Taylor (AHA)	1/27/23	12/31/24	12/31/2024
Allyn Foundation	Free Tax Prep	Free Tax Prep	10/30/23	\$50,000	Awarded	11/29/23	\$25,000	Todd Goehle	1/1/24	12/31/24	NA
City of Syracuse NBD CDBG PY50	Let Me Be Great	Family Services	10/27/23	\$49,097	Approved	5/1/24	\$31,595	Maribel Arce	5/1/24	4/30/25	NA
Berkshire Hathaway Bank Foundation	Free Tax Prep	Free Tax Prep	10/9/23	\$25,000	Awarded	11/6/23	\$3,000	Todd Goehle	1/1/24	12/31/24	NA
OPWDD	Project Connections	ESFRC	9/8/23	\$448,871	Awarded	9/8/23	\$448,871	Mary Beth Welch, Nancy Turo	1/1/24	12/31/24	12/31/28
Oswego County Youth Bureau	BBBS Oswego County/Central Square School-Based	BBBS	9/1/23	\$5,000	Awarded	10/18/23	\$5,000	Todd Goehle	10/1/23	9/30/24	NA
KeyBank Foundation	Free Tax Prep	Free Tax Prep	8/13/23	\$20,000	Awarded	9/28/23	\$20,000	Todd Goehle	1/1/24	10/30/24	N/A

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United Way of Central New York 2024	Free Tax Prep	Free Tax Prep	8/11/23	\$110,000	Awarded	11/30/23	\$101,800	Lucy Totino	1/1/24	12/31/24	12/31/26
United Way of Central New York 2024	BBBS Onondaga County Mentorship Programs	BBBS	8/11/23	\$16,051	Awarded	11/30/23	\$11,000	Lucy Totino	1/1/24	12/31/24	12/31/26
Syracuse City School District	Alternative Learning Site	Family Services, ESFRC	8/11/23	2024: \$124,923 2025: \$128,082 2026: \$131336	Awarded	10/3/23	2024: \$100,000	Lucy Totino	9/1/23	8/31/24	Multi year renewed annually
JP Morgan Chase Bank	Free Tax Prep	Free Tax Prep	8/8/23	\$7,500	Awarded	11/14/23	\$7,500	Todd Goehle	1/1/24	12/31/24	N/A
Mother Cabrini Health Foundation	Family Reentry Program	Family Services	7/26/23	\$75,000	Awarded	10/2/23	\$75,000	Lucy Totino	10/1/23	9/30/24	N/A
State Senator Mannion DASNY-CREST	Vehicle Replacements for Nutrition and Maintenance	Nutrition, Maintenance	7/21/23	\$250,000	Tentatively Approved			Todd Goehle			NA
NYS ConnectALL	NYS ConnectALL surveys with CNYDIC	CNYDIC / Family Services	5/31/23	NA	Awarded	5/31/23	\$3,000	Lucy Totino	5/18/23	6/30/23	N/A
Mother Cabrini Health Foundation	Food Pharmacies Partnership with St. Joseph Health	Family Services	5/26/23	\$60,000	Awarded	11/28/23	\$60,000	Eric Stone of St. Joseph Health	1/1/24	12/31/24	N/A
Onondaga County Department of Adult and Long Term Services	Eastwood Brick and Mortar	Eastwood Community Center	5/19/23	\$100,000	Awarded	7/10/23	\$100,000	Todd Goehle	11/15/23	8/31/24	NA
State Assemblyman William B. Magnarelli - OCFS TM 11426	Free Tax Prep	Free Tax Prep	5/18/23	\$25,000	Awarded	4/24/24	\$25,000	Todd Goehle & Maribel Arce	10/1/24	9/30/25	NA
Central New York Community Foundation	Free Tax Prep	Free Tax Prep	4/7/23	\$50,000	Awarded	6/21/23	\$50,000	Lucy Totino	7/1/23	6/30/24	NA
BNY Mellon	BBBS All Mentorship Programs 2023 - re-application	BBBS	2/22/23	\$20,000	Awarded	3/30/23	\$15,000	Lucy Totino	2/1/23	1/31/24	NA

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Onondaga County DCFS - YDPS	BBBS Onondaga County Mentorship Programs	BBBS	10/5/22	\$15,000	Awarded	9/14/23	\$15,000	Lucy Totino	10/1/23	9/30/24	NA
Onondaga County DCFS Family Services Youth Development Program Services	BBBS Onondaga County Mentorship Programs	BBBS	10/5/22	\$15,000	Awarded	1/11/23	11250 (per shortened contract)	Lucy Totino	1/1/23	9/30/23	NA
National Grid	ESFRC Senior Program	Family Services	9/20/22	\$5,000	Awarded	10/24/22	\$5,000	Lucy Totino	11/1/22	1/31/24	NA
Food Bank CNY	Family Resource Centers	Family Services	5/24/2022	\$51,080 total	Awarded	6/30/23	\$45,825	Stephanie Bingham	7/1/23	6/30/24	N/A
US Department of Justice, Office of Violence Against Women	Engaging Men and Boys as Allies in the Prevention of Violence Against Women and Girls	Vera House / Family Services Collaboration	4/12/22	\$120,003 for PEACE, Inc. (\$350000 total request)	Awarded	9/23/22	\$130,426.54	Kilpatrick, Loren Cunningham. PEACE, Inc. - Lucy Totino	10/1/22	9/30/25	9/30/25
Onondaga County Save the Rain Program	Southside Revitalization Project	SSFRC	12/17/21	\$82,676	Awarded	3/28/23	\$50,800	Jerry Barker			
Onondaga County Department of Child and Family Services	The Department of Energy and Housing	Aging-In-Place Senior Home Modification Program	11/18/21	\$100,000	Awarded	3/7/2022	\$100,000	Todd Goehle			
United Way 2023	Free Tax Program	Free Tax Program	9/3/21	\$120,000	Awarded	11/1/2022	\$101,750	Todd Goehle	1/1/23	12/31/23	12/31/23
United Way 2023	BBBS	BBBS	9/3/21	\$16,150	Awarded	11/1/2022	\$11,000	Todd Goehle	1/1/23	12/31/23	12/31/23
Summit Federal Credit Union	Community and School Based Programs	BBBS	1/3/21	\$10,000	Awarded	1/3/21	\$10,000		1/1/22	12/31/24	21/31/24
Kresge Foundation	Boost Program Collaboration with OCC	Agencywide	9/20/19	\$450,000	Awarded	12/12/2019	\$495,000	Todd Goehle & Nicole Schlatter (OCC)	1/1/20	10/31/23	12/31/23
Oswego County Youth Bureau	BBBS Oswego County/Central Square School-Based	BBBS		\$5,000	Application in Process			Maribel Arce	1/1/25	9/30/25	