

Dear Friend,

Thank you for your interest in becoming a member of the CEI Foundation Board of Trustees. We are seeking those who will lend their time, talent, and passion to our mission. Our role is to support the work of the Center for Elders' Independence in its goal to allow seniors with medically complex challenges remain in their communities to live independently in their own homes and contribute to their communities. We do that through engaging the community through individual and collective philanthropy.

CEI is in its 43rd year of serving Alameda and Contra Costa Counties. In those years, tens of thousands of seniors were served and lived up to the organization's motto of *Your Life Just Got Better*. CEI continues to serve and expand well beyond our current 1,500 participants. In the coming year, we will focus on CEI's future: new PACE centers, new partnerships, more participants, increased outreach.

The CEI Foundation has both a newly reinvigorated mission statement and a new guiding motto: ***Because we are all caregivers.*** This motto is a reflection of our common experience as family members, neighbors, volunteers, and professional health care advocates.

The CEI Foundation is a 501 (c) (3) public benefit nonprofit that exists solely to support the mission of CEI. As a partner we share in each other's success. As a Trustee, you will be instrumental in all future successes.

This web page contains additional information about your role as a Trustee. We ask that you complete the AAA form that will help you and us discern the best use of your talents as an Ambassador, Advocate, and/or Asker.

Thank you, again, for your interest in the work and success of the CEI Foundation and those we serve.

Sincerely,

Jim Vawter

Jim Vawter
Chair

Tom Hyland

Tom Hyland
Executive Director

BOARD OF TRUSTEES APPLICATION

Name _____

Home Address _____ City _____ ST ____ Zip Code _____

Day Phone _____ Evening _____

Cell Phone _____ Email _____

Profession/Occupation/Title _____

Employer/Business Name _____

Key Skills _____

Signature _____ Date _____

BOARD MEMBER SURVEY

Please review the following roles and identify (☑) how you will be involved in fundraising as an Ambassador, Advocate and/or Asker. Select all that apply to you. In making your selection(s), assume you will be provided training, materials, and support to fulfill your role(s).

As an Ambassador, I will:

- ☐ Host a minimum of (#____) lunch/dinner meetings ____ at home ____ or a restaurant.
- ☐ Bring interested friends and acquaintances for a tour of CEI facilities. I will do this a minimum of (#____) a year
- ☐ Bring friends and colleagues to hear a program presentation from staff or a speaker
- ☐ Use my social networking resources to send out CEI Foundation's organization's web link with messages encouraging friends and colleagues to give and get involved
- ☐ Participate in up to (#____) cultivation events this year.
- ☐ Participate in acknowledgement activities after fund drives or special events

Other Ambassador tasks I am willing to do:

As an Advocate, I will:

- ☐ Participate in program-based training about making the case for CEI so I can become a more informed advocate.
 - ☐ Become part of a speakers' bureau and/or offer to give talks to my service clubs or church/synagogue/mosque, or a community center or at places identified by CEI Foundation.
 - ☐ Use social networking to send out information about CEI and CEI Foundation on issues we are dealing with to my network of friends for increasing awareness.
 - ☐ Be part of the Governance Committee to create strategic recruitment plans and messages and/or to assist with the recruitment and enlistment of new Trustees.
 - ☐ Other Advocate tasks I am willing to do:
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As an Asker, I will:

- ☐ Initiate conversations with people for the purpose of assessing their interest in making a gift, and then report on those conversations to staff and board leadership with the idea of participating with others in making an ask.
 - ☐ Write personal letters/emails and/or make personal phone calls to invite people to become donor-investors in the CEI Foundation.
 - ☐ Use my social media resources to make direct asks to my social networks, encouraging them to give to the CEI Foundation.
 - ☐ Work with staff or volunteers to make personal calls on potential and current donors.
 - ☐ Chair or participate on special events committees as a solicitor of sponsorships using my contacts or contacts provided to me.
 - ☐ Help identify community resources, corporations, foundations, and donor-advised funds that can be solicited for support.
 - ☐ Other Asker tasks I am willing to do:
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All Volunteer Trustees are subject to the following legal mandate that requires regular updates of contact information for review purposes.

Medi-Cal law, *Welfare and Institutions Code* (W&I Code), sections 14043.6 and 14123, mandate that the Department of Health Care Services (DHCS) suspend a Medi-Cal provider of health care services (provider) from participation in the Medi-Cal program when the individual or entity has:

- Been convicted of a felony;
- Been convicted of a misdemeanor involving fraud, abuse of the Medi-Cal program or any patient, or otherwise substantially related to the qualifications, functions, or duties of a provider of service;
- Been suspended from the federal Medicare or Medicaid programs for any reason;
- Lost or surrendered a license, certificate, or approval to provide health care; or
- Breached a contractual agreement with the Department that explicitly specifies inclusion on this list as a consequence of the breach.

Materials adapted from "The AAA Way to Fundraising Success" by:

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Whit Press, www.whitpress.org or www.kaygrace.org.

Board of Trustees Trustee/Officer Candidate Questionnaire

Candidate's Name _____ Position _____

1. Why are you considering a leadership role on the Board of Trustees?

2. Are you willing to commit the time and effort necessary to attend all Board of Trustees meetings and events?

3. Do you have any experience serving on other boards as an officer or trustee? Please list details (e.g. organizations, dates, roles).

4. What do you see as the CEI Foundation's greatest opportunities? How would you achieve success in pursuing them?

Submit completed questionnaire to Tom Hyland at thyland@cei.elders.org
by Wednesday, October 18th.

Board of Trustees: Jim Vawter - Chair ● Amy Kimmel - Vice-Chair ● Alexis Burke - Secretary ● Amber Childress ● Flo Raskin ● James Sherrer ● Pélo Walker ● Jim Vawter ● Mary Young-Williams ● Tom Hyland - Executive Director