



Development and Fundraising Subcommittee

Jason Butkowski, Chair

“In compliance with Chapter 231 of the Public Laws of 1975, notice of this meeting was given by way of notice filed with the Secretary of State, the Trenton Times and the Newark Star Ledger and posted at the Department of State, 125 West State St., 1st Floor, Trenton, New Jersey.”

**Please note the meeting was recorded for the transcription of minutes.*

January 21, 2025

Meeting Minutes

Introduction

- This meeting of the Marketing Development and Fundraising Subcommittee under the New Jersey Task Force on Child Abuse and Neglect commenced with a welcome and introductions. The purpose of the meeting was outlined with a focus on transitioning into a revitalized committee structure aimed at improving communication and fundraising efforts. The public notice was read aloud.

Attendance

- Jason Butkowski, NJ Department of Children and Families
- Richard Stagliano, Center for Family Services
- Dr. Finkel, NJ CARES Institute
- Olga Aramini, New Jersey Children's Alliance
- Cecile Edwards, New Jersey Birth Equity Funders Alliance
- Jose L. Posos, Circle of Care for Families and Children of Passaic County

Staff:

- Bethany D'Amelio, Department of Children and Families

Key Discussions and Decisions

1. Mission Statement Alignment:

- The Committee reviewed the draft mission statement focused on overseeing and approving expenditures from the NJ Children's Trust Fund, aimed at prevention and treatment programs. Suggestions for revisions were discussed.
- Clarifications were made to ensure the mission explicitly includes both prevention and treatment initiatives.
- This item was tabled until next meeting. Members were asked to read the mission statement and come to the next meeting prepared to finalize the wording.

2. Public Awareness Strategy:

- The committee emphasized the need to develop messaging to increase public participation in the fundraising efforts for the CTF.
- Strategies include leveraging existing mechanisms such as income tax checkoffs and exploring digital marketing avenues to enhance visibility.

3. Corporate and Community Engagement:

- Discussions focused on expanding partnerships beyond traditional child welfare sectors, looking towards engaging both nonprofit and corporate stakeholders.
- A specific call was made to involve small and local businesses as pivotal partners in the fundraising and awareness campaign.

4. Fundraising and Budget Allocation:

- Consideration was given to methods of increasing the efficiency of fund allocation without compromising the autonomy of the CTF.
- The committee plans to work toward a structured policy and procedure framework for recommending expenditures, aligning with the task force's broader goals.

5. Future Work Efforts:

- For the remainder of 2025, initiatives will concentrate on refreshing marketing materials, including the CTF logo and promotional brochures.
- The need for a proactive corporate approach was reemphasized to attract new sponsors and philanthropic investments.

6. Logistical and Administrative Matters:

- The meeting confirmed the adherence to a quorum, and an official motion was passed to adopt the new committee responsibilities aligned with the mission statement.

Conclusion and Next Steps

The committee is committed to enhancing the visibility and operational effectiveness of the CTF throughout New Jersey. Emphasis on solidifying partnerships across various community sectors and ensuring a transparent and efficient use of resources continues to be a priority for the upcoming months.

Further discussions will be scheduled to refine strategies and ensure comprehensive engagement across all stakeholder groups.

This memo aims to maintain transparency and provide the public with an overview of the task force's recent deliberations. The committee values community input and engagement as we collectively strive to

enhance the welfare of children and families across New Jersey. This meeting report was prepared, in part, with the use of Artificial Intelligence (AI).

For further information or queries, the public can reach out via the contact channels provided by the Department of Children and Families.