

Exhibit F - CEO EXECUTIVE REPORT

March 1, 2024

FUND DEVELOPMENT

See FY24 Support for a list of current opportunities, and where we are with them.

Orientation to the plan:

- 1) It's divided into three sections that match lines in the budget: Foundations, Corporations, and Sponsorships
- 2) Across the top you'll find, as requested, the amount of request, submission date, amount possible, possible notice, notes, etc. with my comments.
- 3) On lines 16,20, and 42 the totals (requested, possible and awarded) for each section can be found. Please note the amount of the grant requested in FY budget (column b) are the totals for this year's approved budget.
- 4) All these opportunities are also being tracked within our CRM, Zoho, so there is a historical record of all we are pursuing this year.

On February 23 I had a very positive and upbeat online meeting with Jen Giovannitti, CEO of Benedum, Rochelle Goodwin, Director of Special Initiatives, and Melanie Claxton, our program officer. I was able to share with them my vision of PWV, our upcoming policy work and educational offerings. They were able to share with me that they will continue to support PWV at the current financial level, and act as a thought partner, but they will not increase their support. They pointed out their large contributions over the years, and stressed multiple times their eagerness for others in Philanthropy to step up and help the organization. That being said, they are open to us continuing to approach them with ideas, but we cannot count on them to offer the same level of support they used to prior to me coming on board.

On another note, in a separate conversation with Bill Woodrum, he is eager to introduce me to the new ED of WV NPA, and believes there is ample opportunity for us to collaborate on a variety of training courses for our respective fields. I am optimistic that Benedum may support this effort.

Recently, I wrote Adam Sanders from the Steeley Foundation, and while they will continue to support us this year, they too expressed the same sentiment as Benedum...who else in the field can step up and support the organization besides them?

Question to the Board: Can you help me identify others in the field that can support us? Can your organization consider an operational grant to PWV? Both of our largest funders have turned it back on us to look for additional support, and I need your help in thinking this through.

I am continuing to look for opportunities that support the work we are already committed to like education for our members. Recently, I worked on the Rural Business Development Grant with members of the USDA. However, after much back and forth on

the application, we ultimately didn't fit their guidelines. I was working on a leadership capacity grant, but unfortunately, our training must be oriented towards helping businesses leaders, not non-profits, keep their doors open. Trust me, I tried hard to argue that non-profits are businesses, but this is a definition that has been set up at a federal level. I will continue to work with them on opportunities. The staff was wonderful at helping me out.

Ascendium: Benedum has been helpful in connecting with potential partners for an additional round with Ascendium. Unfortunately, the first two conversations (one on evaluating a higher education program and workforce development within Broadband) didn't align with Ascendium's interests. I am now in discussions with Danny Twilley, Assistant VP of Economic and Community Development at WVU, on a post-secondary attainment idea that Ascendium seems to be on board with. Currently, Danny and I are working through some details and will speak with the Program Officer at Ascendium in mid-April.

GOVERNANCE

Next Meeting: Monday, March 4, at 3 pm

More members are requested. Per By-Laws, we can have up to five board members on this committee.

A few topics for discussion: will be on filling the final year of Michelle Foster's term; and how to find and train a Board member to become the next Treasurer; annual review of by-laws.

MEMBERSHIP & PROGRAMS

Current members lapsed and prospective member meetings: See the supplemental materials that show prior and future meetings. If you would like to attend a meeting with me, let me know.

Overall, members appreciate the variety of programming we are offering, especially the role or organizational networking sessions. Those who are lapsed question the value we offer them, and ask us how we plan to meet their specific educational needs (united ways, corporate, family, etc.). To address that we are working hard at offering specific training for the variety of funders we serve, and at the end of the year we will survey our members to gauge how we did, and where we can continue to improve. Members have also expressed the desire to see us offer more foundational management (governance, managing a budget, working with a team, etc.) courses throughout the year. Finally, members have expressed their pride in providing matching support for a national funding opportunity and hope that more opportunities will be available in the future.

PUBLIC POLICY

First Meeting: Monday, March 25 at 1 pm

Our work in the committee is building off our organizational strategy to advance our values and commit to cultivate a mindset of abundance. As you read in the policy report

provided by David Moran, we are evaluating our agenda and updating our priorities in the first committee meeting.

One opportunity to note: Neighborhood Investment Program * is up for renewal in 2025, and should be a priority for the organization. Tress Ross has suggested that PWV work with a consultant, as they did last time, to help with its passage. However, this cost the organization \$30,000 which the Ross Foundation covered. It is uncertain if that is something that the Foundation would do again.

* The Neighborhood Investment Program (NIP) was established in West Virginia in 1996 to encourage charitable giving to local nonprofits. The program allows 501(c)3 organizations to apply for tax credit vouchers which they then distribute to businesses and individuals who contribute to their organization. By donating to approved NIP organizations, contributors can support their communities while earning credits to reduce certain West Virginia taxes. Since this program's creation, there has been a marked increase in itemized charitable giving in the state.

Further discussion of priorities at a federal and state level will be discussed at the first committee meeting along with building statewide coalitions, specifically with the WV Non-Profit Association. (See Policy Board Report for more details on what has been accomplished and discussed to date.)

CONFERENCE + SPONSORSHIPS

See supplemental material that walks through this year's budget, and confirmed and pending sponsorships.

We are currently looking for members to join our conference committee and are open to suggestions.

Registration for the conference will go live on Monday, April 1.

NEWSLETTER and SOCIAL MEDIA OUTREACH

In keeping with our strategic priority to strengthen our value and reposition us the philanthropic leader within the state, we send out bi-monthly e-news to our members, quarterly letters to our all contacts, and newly implemented, bi-monthly e-news to our corporate members that focus on industry news, and upcoming programming. To help us increase member engagement, we are creating a blog that will go live on our site in May 2024. This blog will staff, members, and sponsors to share knowledge, generate more traffic to our website, contribute to our social media efforts, and help us continue to reinforce our brand.

Newsletters

- Members Mailing List (234 contacts)
 - 2023 - 39% open rate, 6% click-thru (2568 sent, 1021 opens, 173 clicks)
 - 2022 - 36% open rate 7% click-thru (1561 sent, 575 opens, 111 clicks)
- All Contacts List (890 contacts)
 - 2023 - 29% open rate, 3% click-thru (7083 sent, 2099 opens, 217 clicks)
 - 2022 - 22% open rate, 2% click-thru (4500 sent, 1034 opens, 59 clicks)
- Corporate Newsletter (25 contacts)
 - 58% Open Rate, 25% Click-thru in first edition.

Social Media

- Facebook - 1K followers
- LinkedIn - 478 followers
- Instagram - 71 followers (not active)

Foundation & Corporate Support

Last Updated: 2.26.204

	Amount of Grant Request in FY Budget	Date Submitted / Requested	Amount Possible	Possible Date of Award	Amount Awarded	Date Grant Awarded	Notes / Status of Grant (more information can be found in Zoho)	Purpose of Grant
2024 Fiscal Year								
Foundations								
Claude Worthington Benedum Foundation	\$25,000	11/15/2024	\$25,000	12/5/2024	\$25,000		will be awarded at end of fiscal year	Match for Philanthropic Partners Program and Membership Dues.
Claude Worthington Benedum Foundation	\$30,000	later in FY24	\$25,000				Need to discuss with Fdn; will be meeting with Bill on January ?? in Charleston to discuss opportunities	Support for the creation of member database and leadership capacity programming
Highmark Fd	\$5,000		\$2,500				called / emailed throughout 2023 waiting to hear back on a potential meeting (1/2/24)	programming support; join PWV - dues
USDA	\$10,000		\$0	8/1/2024			discussion was had with USDA and their funding is geared towards non-profits that provide training to build the capacity for local businesses; they don't think our application (training capacity for philanthropic leaders) is a fit but it is worth continuing to talk to them about other ideas	
Dominion Gas	\$0	4/2/2024	\$0	6/1/2024			going to virtual office hours on 3/15; https://www.dominionenergy.com/our-company/customers-and-community/charitable-foundation/applying-for-a-grant	support member database
Maier Foundation	\$0	3/15/2024	\$5,000				Will approach them in March about supporting arts and/or health funders gathering or in-person training around those topics (those are areas they fund)	look at prior years
WV Bar Foundation	\$10,000	3/15/2024	\$10,000				Will approach them about supporting arts and incarceration exhibit in Morgantown and Charleston; also, potential support around democracy/voters right or racial equity	fellowship; support art exhibit and days on court/law and philanthropy
Bernard McDonough Foundation	\$25,000	11/1/2023	\$25,000	12/1/2023	\$25,000	45263	End of FY23; additional \$25K at end of FY24	for GOS
Roy & Gwen Steeley Foundation	\$75,000	10/1/2024	\$75,000	12/1/2024			will need to demonstrate to them we are still focused on education throughout the state and that others are investing in us; jennie has more details about next steps in March Board meeting CEO notes	for GOS
Tucker Foundation	\$25,000	In Discussion	\$15,000	See notes			working with David Moran on this opportunity; will be GOS if granted (last updated 2/21)	
Beckley Area Foundation	\$500	2/21/2024	\$500		\$1,323		support for spirit of philanthropy award	
Hess Family Foundation	\$0	7/1/2024	\$2,000					GOS
United Philanthropy	\$8,500	12/1/2023	\$3,000	2/22/2024	\$4,500		GOS / to support conversations around racial equity	
Total Fdn Support	\$214,000		\$188,000		\$55,823			
Corporations								
EQT	\$10,000	8/1/2024	\$20,000	12/1/2024			met with Ellen on 1/3 to discuss opportunities	GOS
Truist	\$5,000		\$25,000	See notes			Community Development Grant Opportunity; have call set up with Marlo for start of Feb. to discuss	Support for the creation of member database
Total Corporate Fdn Support	\$15,000		\$45,000		\$0			
Sponsorships								
Community Education Group	\$0	2/21/2024	\$ -	2/21/2024	\$1,400		extra support was given above and beyond membership dues; it will be applied towards the conference	Conference Sponsorship -- Coffee Breaks
United Bank	\$2,500	4/1/2024	\$ 2,500.00	2/22/2024			request for support has been submitted	Conference Sponsorship
EQT	\$5,000	1/31/2024	\$ 5,000.00	3/1/2024	\$5,000		to support Ripple Mapping Training; invoice for payment has been submitted	
Truist	\$2,500	3/1/2024	\$ 2,500.00	2/22/2024	\$2,500		request for support has been submitted and confirmed	conference sponsorship
FEG (investments)	\$1,000		\$ -	See notes			introduction from board to advisors is being made (2/26)	
Bernard McDonough Foundation	\$1,000	3/1/2024	\$ 1,000.00	1/19/2024	\$1,000		support has been confirmed for conference	conference Sponsorship
Hope Gas	\$2,500	4/1/2024	\$ 2,500.00	2/22/2024			request to submit proposal has been submitted	Conference Sponsorship
Highmark Fdn	\$2,500		\$ 2,500.00					Conference Sponsorship
Foundant Technologies	\$1,000	4/1/2024	\$ 1,000.00	2/12/2024	0		Declined advertising or coming to conference	
WizeHive	\$2,000	1/17/2024	\$ 2,500.00	3/1/2024			reached out on 12/8 with sponsorship package	
AkoyaGo	\$5,000	1/19/2024	\$ 3,500.00	3/1/2024			reached out on 12/8 with sponsorship package; 1/4 follow up (they were really lovely to speak with)	

First Energy	\$2,500	3/1/2024	\$ 2,500.00	2/22/2024		request for support has been submitted	
SWN	\$0	4/1/2024	\$ 5,000.00			possible lead sponsor for conference or other events (2/26); Jennie and Stephanie are discussing ideas	
Pallottine Foundation	\$2,500	4/1/2024	\$ 2,500.00	2/22/2024		request for support has been submitted	conference sponsorship
McKinley Carter Wealth Services	\$4,000	2/1/2024	\$ 4,000.00	2/21/2023	\$2,500	will present at conference	conference sponsorship/corporate partner
Wesbanco	\$0	3/8/2024	\$ 2,500.00			Have meeting set up with staff in Bridgeport to discuss next steps	conference sponsorship
Graystone Consulting (investment portfolios)	\$ -		\$ -		\$ -	Not interested right now; but, will stay in touch to see if there are future possibilities	
Sister's Health	\$3,000		\$ 5,000.00		\$5,000	will happen if a match is made (12/15)	sponsorship/training support for ripple mapping
Beth Collins Fdn - Wheeling	\$1,500.00		\$ 1,500.00		\$1,500		sponsorship/training support - Ripple Effect
Encova Insurance			\$ -	See notes		working on finding a contact (1/3)	membership/sponsorship
Friends Of Coal			\$ -	See notes		working on finding a contact (1/3)	
Toyota			\$ -	See notes		have call set up with George for 3/6; not interested in joining but appreciates staying in touch	
TOTAL SPONSORSHIPS	\$38,500		\$ 46,000.00		\$17,500		
2024 Total of All Three	\$267,500		\$279,000		\$73,323		

Monthly Visitation Report

January

Ellen Rossi from EQT, Virtual, January 4
Brad Rowe and Chelsea Kinzinger from Maier Foundation, Charleston, January 25
Bill Woodrum from Benedum, Charleston, January 26
Renee Margocee from Tamarack, Charleston, January 26
Stephen Kawash from McGee Foundation, Virtual, January 31
YCF, Mylan, WVU Foundation, Truist, Morgantown, January 31

February

Stephanie Vealey and Team, Community Foundation of Jackson County, Ripley, February 6
Michael Whalton and Affiliates, Eastern West Virginia Community Foundation, Martinsburg, February 8
Adam Sanders and Mary Ann Raun, Steeley Foundation, Martinsburg, February 8
Tessa White from West Virginia Bar Foundation, February 15, virtual
Jen Giovennti, Benedum, virtual, February 23
Stephanie Paluda from SWN Morgantown, February 26
Various Funders, Parkersburg, in-person at PACF, February 29

March

Tammy Lynn, First Energy, Fairmont, Mar 4, 2024
Staci Matheney, People's Bank, Virtual, March 5
Robin Schooley and Hiley Hilan, Wesbanco, Morgantown, March 18
Nicolas County Roundtable, In-Person at Nicolas Community Fdn, March 19
Various Funders, Lunch in Huntington, March 28

April

Tucker County Foundation, in-person tour with David Moran, April 1
(Meeting with: Angie Shockley – Q & A, Saddles & Smiles & the New SPA going in at Timberline)
Ellen Rossi from EQT, Morgantown, April 2
Snowshoe Foundation, in-person, April 8 or 11
Various Funders, Wheeling, Lunch, April 15
Tom Heyward, Charleston or Morgantown, working on a date

2024 Annual Conference Budget			
Line Item	FY24 Proposed	FY24 Actual	FY23 Actual
Revenues			
Registrations	\$23,250.00		\$23,250.00
Sponsorships	\$20,000.00		\$15,000.00
Total Revenues	\$43,250.00		\$38,250.00
Expenses			
Stonewall Expenses per 85 People			
Venue Space	\$2,000.00		\$4,000.00
Venue Service Fees	\$420.00		\$1,000.00
Audio Visual	\$2,500.00		\$3,285.00
Audio Visual Service Fees	\$525.00		\$854.00
Spirit of Philanthropy Venue Costs - Lig	\$1,210.00		\$2,131.00
Venue Food Costs	\$10,805.00		\$9,941.00
Venue Food Service Fees	\$2,269.05		\$2,585.00
Total Venue Expenses	\$19,729.05		\$23,796.00
Zoho Registration / Mobile App	\$500.00		\$0.00
Spirit Philanthropy Awards Trophies	\$300.00		\$237.00
Staff travel remibursement	\$500.00		\$560.00
Speaker Travel/Honoraria/	\$3,800.00		\$6,311.47
Gifts	\$0.00		\$100.00
Hospitality Boxes/ Swag	\$0.00		\$1,500.00
Supplies	\$500.00		\$500.00
Marketing/Printing/Graphic Design	\$1,800.00		\$4,788.00
Rooms for Staff	\$1,316.52		\$1,544.49
Rooms for Speakers/Guests	\$2,500.00		\$1,888.00
Event Insurance	\$900.00		\$810.26
Total Expenses	\$31,845.57		\$42,035.22
Total Conference Revenue	\$11,404.43		-\$3,785.22

Notes: For requests that are pending, please send FY24 Support Spreadsheet			
Current Sponsorships Confirmed (as of 2/24)			
	Amount		Status
Bernard McDonough	\$1,000.00		Confirmed
Susan Stevenson Landis (spirit of philanthropy awards)	\$300.00		Confirmed
McKinley Carter Wealth	\$2,500.00		Confirmed
Truist	\$2,500.00		Confirmed
FirstEnergy	\$2,500.00		Proposal Submitted
United Bank	\$2,500.00		Proposal Submitted
Pallotine Foundation	\$2,500.00		Proposal Submitted
Hope Gas	\$2,500.00		Request Submitted
AkoyaGo	\$2,800.00		Proposal Submitted
CEG	\$1,400.00		Confirmed
WizeHive	\$1,000.00		Proposal Submitted
	TOTAL \$21,500.00		