



**Prosperity Connection  
External Committee Notes**

*March 20, 2025*

*11:00 a.m. – noon (CST)*

*Zoom*

*Agenda*

- I. Call to Order – Attendance: Carly Carmosino, Nikki Whetsell, Kathy Siddens, Vanessa Randazzo, Felicia Pulliam, and Carol Harris

**See External Committee portal for detailed presentation**

- II. Marketing and Communications
  - a. Outreach stats – increase in Facebook of 11.4%, decrease in content interactions, up over 50% for newsletters. Hoot Suite is sharing the best times for sending out communications.
  - b. A quarterly volunteer newsletter is starting up.
  - c. Outcomes – Goals set to be on par or better than last year. The pull-through rate on classes is awesome. 50.6% overall
- III. Recent Gifts/Contracts – See slide deck –
  - a. Please see the slide deck for the entire list.
  - b. Highlights –
    - i. NISA \$50K – helps to fund alliance work, CCRI, etc.
    - ii. Moneta donated \$25K (they approached us)
    - iii. Dearis Montgomery, a superstar client, gave \$50 to pay it forward to another client to pay off a debt.
    - iv. Question about client sponsorships- these donations are to sponsor a client who is being honored at the upcoming client celebration.
    - v. Lots of new funders being added this year
    - vi. THISTL – earned income
    - vii. Royal Banks of Missouri – earned income

- c. Research/Applications
  - i. Q1 – Midland States Bank, Marillac Mission Fund grant (multi-year grant)
  
- d. UPDATES
  - i. Digital Media Intern has been hired! BFA Student at Washington University, Romina (Rome) Diaz-Rivero
  - ii. CCRI Partnership – entering a SOW to continue analyzing out impact data
  - iii. Client Celebration prep is coming along and awaiting two pending sponsorships. Invitations are out!
  - iv. Guild Mortgage wants to sponsor a financial coach or do general sponsorship. We are awaiting a decision from them.
  - v. Work Plan and Risk Items – updated and on the Board and Committee portal
  - vi. If we do not secure the last sponsorship, we may consider asking the PC board/committee members to sponsor or last client.
  - vii. St. Louis Builds Credit evolution to move the Alliance to the Advancement area and Ben Feimer is the steward of the Alliance.
    - 1. The Life Cycle of a Client needed to be expanded as well as areas to be combined. (shared the updated life cycle)
    - 2. Target Organizations are nonprofit organizations and who makes sense to partner with.
  - viii. The investment project is still on the backburner. We did not get selected by James S. McDonnell for our project, however, we are still refining that proposal to find the right funder because we believe in it.
  - ix. Create a train the trainer program for youth.
  
- e. What We Need Your Help With
  - i. Sign up for a class, participate in a credit report review, and take the workshop on how to read a credit report. Sign up online for a class, email Carol Harris to sign up for the credit report review and the workshop.
  - ii. Attend the client celebration. A custom blown glass piece will be given via a drawing. It is going to be great!
  
- f. Adjourn 12:02

