

Home of Hockey



THE HORNER FOUNDATION
Funding creative solutions in health and education

Report to USA Field Hockey Board of Directors



The initial Alliance developed three committees to start the work of designing a facility, finding a site, and beginning the Fundraising process.

- Facility Committee
- Site Committee
- Fundraising Committee



Facility Committee



- Carla Tagliente (Chair)
- Terry Horner
- Steve Jennings
- Laura Darling



Facility Update



Discovering meetings

Irv Shapiro – Philadelphia Architect

Outcome: Provided us with a list of local architect firms who have designed sport complexes

Jeff Graydon > Experienced Grounds keeper at Princeton. He has put in 7 artificial fields since 1997

Outcome: Willing shared detailed information regarding all aspects of field installation

Site Committee



Larry Needle – CEO of Phil sports Congress

- Philadelphia Parks
- Philadelphia Union

Economic Development Official in Chester

Site Committee



- **Princeton Public Affairs Group**
 - Brad Brewster, Kevin Hagan

Sample services include:

- Lead the effort to plan, site & solicit support
- Develop a strategic governmental relations plan
- Assist in identifying several potential locations
- Assistance with the approval process
- Identifying opportunities for public infrastructure assistance
- Identifying possible local, county or state funding
- Assistance in identifying the Key decision makers at all levels of government

Fundraising Committee



Members include

- Laura Darling
- Ann Marie Horner
- Megan Connolly
- Simone Attles
- Ann LeDuc



Fundraising Committee



Phase One

Developed a 4 tiered Phase One Plan

This is the 'silent period' when we are getting our plan in order, getting the message out but not ready for the ask.

1. Get our material together
2. Spread the word at our upcoming Events
3. Meeting with special interest groups
4. Cultivation Events



Phase Two

Phase two begins when a site and a facility is designed and we know the project is a 'go'

Getting the **WORD** out ~ building the **BUZZ**



- Upcoming USA Field Hockey Events
 - National Coaching Forum
 - Level III Coach Accreditation
 - Olympic Celebration
 - National Futures Championship
 - Future Elite Championship
 - Eve of the Olympics
 - Club Championships

Getting the WORD out ~ building the BUZZ



Individual and Group Meeting

- Local College Coaches (June)
- Charter Schools in Camden (May / June)
- Public Schools in Camden (May / June)
- Local nonprofit group which support Camden revitalization (May)
- Local Mayors, city and town officials (May / June)
- Local High School Coaches (Early August)
- Corporations ~ Campbell Soup, Holman, Cooper Hospital, etc. (June / July / August)

Outcomes

Inform

Cultivate Friendship

Network a broader base of support for the project

Keep building a donor base

Create a library of fundraising ideas

Cultivation & Fundraising Events



Cultivating Events

- Breakfast with Influencers – September 15th
- Breakout meetings with HS, College, Club, an interesting groups

Fundraising Events

January 2013

Celebrating Our Coaches, Teachers and Friends campaign

5 K Race (Camden) > Spring 2013

Golf

Wine tasting

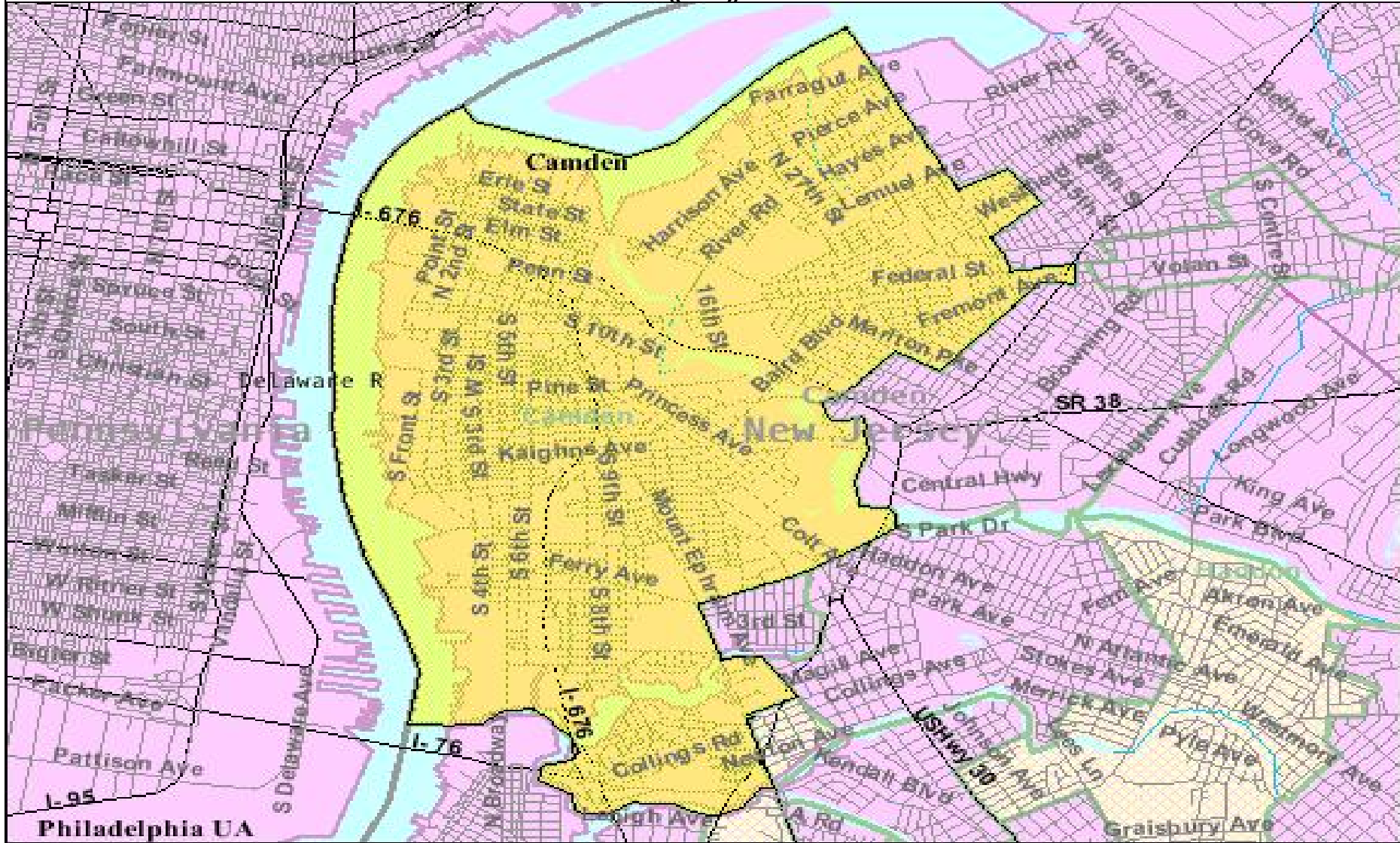
Building an Individual Donor Pool



Ongoing

- USA Field Hockey membership
- Tri-State - will implement a full scale acquisition of anyone with any past or present connect with field hockey. The main target are names and contacts outside our current database.
- Donor Feasibility Study
- Project completion date November 2012

Camden, New Jersey



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HIGH VISIBILITY - TRANSPORTATION