



Education Foundation
of Stanislaus County

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**Education Foundation of Stanislaus County Board Meeting MINUTES
May 7, 2015, 8:00 AM – 12:00 AM, SCOE Board Room**

Attendees

Christine Baily, Rick Bartkowski, Brittney Boone, William Broderick-Villa, Tom Changnon, Pam Denney, Pat Dodd, Kenni Friedman, Don Gatti, Cheryl Goulart, Jessica Hewitt, Kathy Hobby, Jessica Irish, Amy Neumann, Sue Rich, Mary Ann Sanders, Cindy Young

The meeting was called to order at 8:00am by Pam Denney. A quorum was present.

Correspondence and Celebrations

Pam Denny gave a report of Board actions taken via email:

- Kenni Friedman moved to approve the new categories of Board Members below. Stuart James seconded the motion. It was unanimously approved.
 - **Active Members:** The Directors of this corporation shall be the members of this corporation and shall each be entitled to one (1) vote. A proxy shall not be allowed.
 - **Beneficiaries & Friends of the Foundation (BFFs):** Beneficiaries & Friends of the Foundation (BFF's) have actively contributed to the success of the organization or are potential new board members who are not yet ready or able to serve as current, active Board members. New BFF Members must be nominated by the Advisory Board and voted on by the Board to be assigned the status of BFF Member.
 - **Board Member Emeritus:** Board Members Emeritus shall be those former Board Members who are no longer in active status, have served a full term as Chairperson of the Foundation, and made a significant contribution to the success of the organization. New Board Members Emeritus must be nominated by the Advisory Board and voted on by the Board to be assigned the status of Board Member Emeritus.
 - **Honorary Board Members:** Honorary Board Members are patrons or former Active Board Members of the Foundation whose contributions (either of service, support, finances or public relations) warrant special designation. New Honorary Board Members must be nominated by the Advisory Board and voted on by the Board to assign the status of Honorary Board Member. Honorary Board Members include those formally held in the category of "Members in Memoriam."
- Tom Changnon moved to approve Jessica Irish as a new Board member. Amy Neumann seconded the motion. It was unanimously approved.

Jessica Irish was introduced to the full Board as a new Board member.

Board Member Terms

Pam Denney discussed the revised Board terms (see bylaws). Board member terms will end in February, due to the annual planning meeting occurring in May each year. This will allow time for the Advisory Board to recruit new Board members, conduct an electronic vote, and have the outgoing Board member present at the same meeting the incoming Board member is introduced. Further discussion is needed at the next Advisory Board meeting regarding the voting power of outgoing and incoming Board members.

By-Law Revision (Action Item)

Sue Rich discussed the revised bylaws. Thirty days prior to the May Board meeting, the Board members were sent a revised copy.

Pat Dodd moved to approve the revised bylaws. Christine Baily seconded the motion. There was no further discussion. The Board unanimously approved.

Approval of February 12, 2015 Board Meeting Minutes (Action Item)

Kenny Friedman moved to approve the February 12, 2015 Board meeting minutes. Amy Neumann seconded the motion. The Board unanimously approved.

Board Member Business (Discussion and Action Item)

Christine Baily moved to approve Carol Benson and Dave Gianelli to Board Member Emeritus Status. Mary Ann Sanders seconded the motion. The Board unanimously approved.

Committee Reports

Honorariums and Memoriums

Christine Baily discussed honorariums and memoriums. She gave Board members an envelope and requested that they donate to the foundation in honor of a teacher or someone special to them. A suggestion for expanding this was to have a letter sent out at the end of April each year for Teacher Appreciation week. This letter would have testimonies from students or teachers.

Finance Committee

- **Allocation Process Plan:** The Finance Committee developed a budget timeline in order to align activities with current SCOE program budget development, quarterly Board meeting dates, and the newly approved fiscal year calendar. This will allow the Finance Committee and Board to keep communication open with the programs and discuss needs of the programs.
- **Base:** The Finance Committee recommended a base allocation to the three original programs to ensure stability for program planning for the next fiscal year. The Finance Committee recommended a conservative base allocation of \$30,000 rather than the previously allocated amount of \$40,000. Destination Graduation, the Endowment, and any other supplemental funding will be assessed based on outcomes of fundraising efforts and a new supplemental request process.
- **Request for additional funding:** Requests for supplemental funding will be presented to the Finance Committee in August, prior to amount available being established. In August, there will be an invitation to Board members to join the allocation review committee. The Finance Committee, along with Board members reviewing requests, will evaluate available funding in October after the outcomes from fundraising efforts have been established. There will then be a recommendation to the Board at the November meeting. These requests would be for one-time funding needs when there is excess funding.
- **Discussion:** This new budget is more conservative than prior budgets. Further discussion is needed about cash reserves and the purpose and goals of the endowment. If the fall fundraisers fail, with new fiscal year continuing through the spring, there is an opportunity for a spring fundraiser.

2015-16 Budget

Budget Timeline

- The change from a calendar year to a July 1 – June 30 fiscal year allows the Foundation to mirror the budget processes in place for SCOE programs.
- Disbursement of allocation funds will still occur annually in January despite the change in fiscal year.

- Supplemental allocation funding will be based on cash reserves remaining after fundraiser events. A supplemental allocation recommendation will come from the Finance committee at the November meeting.

Income and Expenses

- Income and expense lines have been added for the Walk for Love fundraiser. The projected income is based on goals established by the New Fundraising Efforts Committee. The goal of \$12,400 is the reachable goal, the stretch goal is \$21,400. Due to community sponsors and donations, there will be only minimal expenses for printing and materials.
- The Signature Event Dinner income is based on an increase in table sponsorship price and value of auction items.
- Currently, there is a projection of positive revenue. This would be moved into cash reserves for consideration of supplemental allocation amount.
- The 2015 operating budget approved in November reflected actuals based on a January 1-December 31 calendar year. With the implementation of a July 1-June 30 fiscal year, a revised budget will be presented to reflect actuals from July-June 2014-15 to compare with the projected 2015-16 budget.

Allocations

- There is an allocation to each program of \$30,000.
- Endowment at Stanislaus Community Foundation, Destination Graduation, and other supplemental requests will remain as \$0 in the budget until discussion of cash reserves and net profit from fundraising events has occurred.

Amy Neumann moved to approve the proposed 2015-16 Operating Budget. Don Gatti seconded the motion. There was no further discussion. The Board unanimously approved.

Activity – soliciting input about the “endowment”

Sue Rich discussed the need to establish goals, a purpose, and a possible target goal for the endowment. The work will be done by the Finance Committee, but with input for the full Board. The Board members were divided up into small groups with one finance committee member leading each of the groups. Notes will be compiled and presented at the finance committee meeting. The Finance Committee will decide if an Endowment Committee needs to be established.

Suggestions from the groups included:

- Goal of 1 million dollars, utilizing planned giving. A model for fundraising for this was “one house per year for ten years.”
- Establish a different donor base purely for the endowment.
- Add an extra box for the endowment on the donation envelopes.
- Add a page to the Ed Foundation website that gives information about the endowment and how to give.
- Invite Marian Kaanon to present at the Finance Committee prior to full board meeting.
- Results of the small group discussions will be discussed at the next Finance Committee meeting.

New Fundraising Efforts

Walk for Love

Mary Ann Sanders discussed the Walk for Love Fundraiser. Team envelopes were given to each of the Board members, which included: envelopes for each walker, sponsorship forms, and informational material. The purpose is to raise money and awareness in the community. The Board goal is 16 team captains with 4 walkers per team. Each team will be asked to collectively raise \$400. Each Board member is asked to be a captain or recruit a captain.

Suggestions included:

- Increase online marketing and fundraising efforts through social media

- Set up an incentivized system for the student programs that benefit. Each dollar raised by the programs could go to the program that raised it. This will be further discussed at the New Fundraising Efforts Committee meeting.
- Capitalize on Jane Johnston and Bette Belle Smith. The theme could be “see Jane walk” or something similar. This would be a way for people to honor loved ones or beloved community members.
- Ask churches in the community to get teams.
- Revise sponsorship form to include a memorium donation.

Signature Event

Kathy Hobby dispersed save the dates and sponsorship forms for the Signature Event Dinner. The event will be on September 10, 2015, at the Duarte Home. The theme is “Join Hands for Education.” John Surla has been selected as the caterer. Jason Gordo will be the auctioneer. There will be about 6 live auction items and 35 silent auction items.

Suggestions for the event included:

- Keep the bar near the silent auction items
- Have a photo booth area
- Implement a fund-a-need donation system
- Include stories from different students and programs at the tables

Other Fundraising Efforts

Kathy Hobby discussed other fundraising efforts.

- Employees Give Back: These are pre-tax donations that come out of employees’ checks at different local businesses. Currently, we receive funds from SCOE and Wells Fargo. Kathy is looking to expand to other businesses and organizations.
- Expanding our reach to organizations that will raise money on behalf of the Ed Foundation. Currently, Epsilon Nu and Medical Society Alliance support the Ed Foundation in this way.
- Naming Ops: Encouraging businesses to support programs and events. Currently, Mocse, Gianelli & Associates, Save Mart, and Gallo contribute through this avenue.
- Strategic Board member recruitment is crucial. Certain organizations may be more likely to donate if an employee is on the Board (i.e. Kaiser).
- The Modesto Bee Tab will be sent to all donors with information about the Walk for Love and Signature Event Dinner. The goal is to increase participation and sponsorship for these events.

Program Ambassador Updates

Student Events

Cheryl Goulart gave an update about the Student Events Programs. There was a Program Ambassador meeting in March. History Day will be a new event added and will occur in mid-March. This event will involve a diverse set of students and will increase the number of students impacted. Student Events will end with the Harold Pope Junior Relays on May 9, 2015. Science Olympiad is expected to grow quite a bit due to increasing science standards and STEM curriculum.

There is a need for American Heritage essay readers on October 27th.

Outdoor Education

Jessica Hewitt gave an update about Foothill Horizons Outdoor Education. The Program Ambassadors have met twice as a committee. There was a social media campaign for Earth Day. People were asked to take pictures with their tree cookies. There was a good response. The 2015-16 school year is currently being reserved, and Jessica is waiting for reservations from Modesto City Schools and Sylvan. The new Ivie building will be finished on Friday, May 8, 2015. There will be a ribbon cutting ceremony on May 28, 2015. Jessica will bring pictures to the August Board meeting. There have been five interns

hired for the 2015-16 year. There are permanent staff positions currently open. There is one maintenance and one naturalist which will bring staffing to pre-recession rates. Turlock USD will switch from three to four day sessions.

YES Company

Cindy Young gave an update about the YES Co. program. On June 2, 2015, rehearsals for Mary Poppins will occur at Mildred Perkins school. The annual YES Co. reception will occur on July 23, 2015. This event is sponsored by Mocse for Board members to attend. The December show "Gift of Song" will not occur again in 2015 due to lack of funding and poor attendance in prior years.

The meeting was adjourned at 11:19 by Pam Denney.

2015-16 Year Calendar

July 23, 2015 – YES Co. Reception

August 13, 2015 – Board Meeting: 8-10am, Peterson Event Center Rooms 1 & 2

September 10, 2015 – Signature Event Dinner: 6-9pm, Duarte Home

September 20, 2015 – Walk for Love: 9am-2pm, Hughson High Track

October 2015 (Day TBD) – Ceremony for new Ivie Building at Foothill Horizons

November 20, 2015 – Board Meeting: 8-10am, SCOE Boardroom

February 11, 2016 – Board Meeting: 8-10am, SCOE Patterson Room

May 6, 2016– Board Meeting: 8am-5pm, Location TBD