



Environmental Charter Schools

Minutes

Special Development Committee Meeting

Date and Time

Thursday April 25, 2019 at 8:30 AM

Location

ECHS Auxiliary 2625 Manhattan Beach Blvd. Suite 100, Redondo Beach, CA 90278

Development Committee Members

Julie Vo, Co-Chair

Denise Berger, Co-Chair

Alison Diaz

Cathy Creasia

Lucy Tseng

Guests

Ken Deemer

Farnaz Golshani Flechner

Development Committee Charter

- Partners with staff to develop sustainable, long-term financial resources to support the organization's mission and strategic plan
 - Reviews and proposes plans for fundraising, including capital campaigns, grant proposals, individual giving, program giving, special events, and campaigns,
 - Sets and reviews Board 'give / get' expectation
 - Participates in planning, organizing, hosting and/or sponsoring fundraising activities
-

- Note: Committee is NOT responsible for raising money, but helps to ensure that funds are raised. Encourages all board members to participate in the process

Committee Goals 2018-2019

- Monitor and report progress on board of directors' individual commitment forms.
- Monitor the success and support the execution of the fundraising plan
- Review upcoming events, foundation proposals (for reference) and prospective funders/donors and make introductions as appropriate.
- Ensures the board is equipped with the necessary tools and knowledge to support a culture of fundraising
- Prospect individuals, strategies and resources to support fundraising and development goals

THE ORDER OF BUSINESS MAY BE CHANGED WITHOUT NOTICE

Notice is hereby given that the order of consideration of matters on this agenda may be changed without prior notice.

REASONABLE LIMITATIONS MAY BE PLACED ON PUBLIC TESTIMONY

The Governing Board's presiding officer reserves the right to impose reasonable time limits on public testimony to ensure that the agenda is completed.

SPECIAL PRESENTATIONS MAY BE MADE

Notice is hereby given that consistent with the requirements of the Bagley-Keene Open Meeting Act, special presentations not mentioned in the agenda may be made at this meeting. However, any such presentation will be for information only.

REASONABLE ACCOMMODATION WILL BE PROVIDED FOR ANY INDIVIDUAL WITH A DISABILITY

Pursuant to the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, any individual with a disability who requires reasonable accommodation to attend or participate in this meeting of the Governing Board may request assistance by contacting ECS at 812 West 165th Place, Gardena, CA 90247; telephone (310) 214-3400; fax (310) 214-3410.

FOR MORE INFORMATION

For more information concerning this agenda or for materials relating to this meeting, please contact ECS at 812 West 165th Place, Gardena, CA 90247; telephone (310) 214-3400; fax (310) 214-3410.

Committee Members Present

Alison Diaz, Dr. Denise Berger, Julie Vo

Committee Members Absent

None

Guests Present

Farnaz Golshani-Flechner, Ken Deemer

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Julie Vo called a meeting of the Development Committee of Environmental Charter Schools to order on Thursday Apr 25, 2019 at 8:39 AM.

II. Review and Approval of Agenda

A. Motion to Approve the Agenda

Dr. Denise Berger made a motion to Approve the Agenda.

Alison Diaz seconded the motion.

The committee **VOTED** unanimously to approve the motion.

III. Discussion Items / Updates

A. Fundraising Progress & Fund Development Strategy (2019-2020)

- \$347K shy of our fundraising goal
- \$700K in pending grants; Ahmanson grant proposal for \$250K for bathrooms and other renovations at ECMS-I
- \$41K shy of general funding for this year
- Discussion of strategy with shift to grants
- Discussed possibility of others with influence joining the Development committee or Board
- **Recommendation: A board development committee that meets 1-2 a year that could be a pipeline for board membership later;**
 - Hosting an intimate dinner
 - Host a Rotary Meeting
 - Tap into qiana's community
- Kinecta-
 - Alison to follow up with KA
 - Why shift focus if grants is working?
 - Diversification - having more sources of funding, positive source of income for creative programing; restrictive sources of funding for grant funding

B. ECS Websites

- Love the website; for information for a parent or student
- As a potential donor didn't see anything on the sit about we need your help; \$1K would send a student to this....levels of giving

- We need your support on a banner at the top
- Clicking on help us grow and soar takes you nowhere
- Banner across the top of every page; plays on plants growing; kids growing; click here; we need your support

C. ECS 20th Anniversary (2020-2021)

- School on Wheels (EP) - possibly collaborate with ECS
- Event at Shade Hotel?
- 20th Anniversary in 2020/2021
- KD's example
 - In the past, smaller events at \$20K, 20th anniversary netted \$150K+
 - Recognized a prominent commercial photographer
 - Recipient brought in venue, high profile attendees, sponsors
 - Large organizing committee
 - Who might we honor
 - Eli Broad
 - Mark Gold
 - Andy Lipkis at Blackwater
 - Board prospects?
 - KA or RL?
 - KD's commitment
 - **Text to Give App - Pledge Link (event)**

D. Development Committee Membership

- What should our board and committee make-up and strategy be?
 - Re-think our board and dev committee recruitment process
 - Majority of our funding for the past 20 years has come from foundation donors
 - Have not seen a shift in individual giving
 - Have had some success in getting more corporate donations;

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:35 AM.

Respectfully Submitted,
Julie Vo