



# Environmental Charter Schools

## Minutes

### Special Development Committee Meeting

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#### **Date and Time**

Thursday April 25, 2019 at 8:30 AM

#### **Location**

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

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#### **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
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- 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.

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### **Committee Members Present**

Alison Diaz, Dr. Denise Berger, Julie Vo

### **Committee Members Absent**

*None*

### **Guests Present**

Farnaz Golshani-Flechner, Ken Deemer

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## 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