

APPROVED



WESLEY
INTERNATIONAL ACADEMY

Wesley International Academy

Minutes

Development Committee Meeting

Date and Time

Thursday January 19, 2023 at 8:30 AM

Location

Zoom

Zoom Meeting ID: 858 5752 1218

Passcode: develop

Committee Members Present

A. Chung (remote), D. Johnson (remote), E. Cater (remote), G. Walker (remote), J. Marshall (remote), M. Schweitzer (remote), O. Okwara (remote)

Committee Members Absent

None

Guests Present

cegan@purposepossible.com (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

O. Okwara called a meeting of the Development Committee of Wesley International Academy to order on Thursday Jan 19, 2023 at 8:30 AM.

C. Agenda Adoption

O. Okwara made a motion to Adopt the agenda.

J. Marshall seconded the motion.

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

D. Approve Minutes: November Meeting

O. Okwara made a motion to approve the minutes from November Development Meeting on 11-17-22.

D. Johnson seconded the motion.

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

E. Approve Minutes: May Meeting

O. Okwara made a motion to approve the minutes from Development Committee on 05-19-22.

D. Johnson seconded the motion.

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

II. Development Committee Items

A. Discuss updates to annual plan and status of board pledges

Mindy Schweitzer-Rawls provided an update on fundraising for Wesley International Academy. The target for 2022-23 school year is \$104,000. As of January 19, 2023, Wesley International Academy has raised \$43,029.

As of January 19, 2023, seven of twelve board members have submitted pledges. The pledge commitments total \$7,700. At the next board meeting in February 2023, board members will be reminded to submit their pledges. The fundraising goal for the board is \$12,000 for 2022-23 school year. It is critical for each board member to contribute to Wesley International Academy.

During the 2021-22 school year, Wesley International Academy received an anonymous gift of \$20,000. Wesley International Academy will not be receiving that same gift in the 2022-23 school year.

There is a goal to obtain \$22,000 in grants for Wesley International Academy in the 2022-23 school year. As of January 19, 2023, Wesley International Academy has received \$6,000 via grant. The \$6,000 came from the GA Council of Arts.

The committee discussed the benefits of training for the board on development. Development is an area where the board could benefit from increased capacity. There is a need to define the board's responsibilities in fundraising.

As a part of fundraising efforts, it is also important for the board to define why funds are needed and specify where the money will go. There was discussion about the creation of an "opportunity fund" for Wesley International Academy.

There is a need to create a schoolwide fundraising strategy that starts with the board. There is also a need to create a calendar of fundraising events. There likely needs to be greater fundraising from corporate sponsors.

B. Discuss Plan for China Night

Anthony Chung provided an update on China Night. There are 200 tickets for sale for China Night. As of January 19, 2023, 85 tickets have been sold. Tickets will not be sold at the door, so Wesley International Academy will remind families to buy tickets in advance. Anthony is leading sponsorship efforts for China Night.

C. Discuss plan for Individual Giving Campaign for February 2023

There will be a giving campaign launched during the week of Valentine's Day. The board will be asked to contact lapsed donors to support Wesley International Academy. In addition, students will fill out prompts to express why they love Wesley International Academy.

Mindy Schweitzer-Rawls will look up how much money was raised from the campaign in past years. There is a need to decide on whether the upside from this campaign is worth the effort. If there is not a belief that this campaign will raise meaningful funds, then attention will be directed to other fundraising efforts.

Black History Week is the same week as the proposed Valentine's fundraising campaign. There is a need to ensure that there is no conflict between the two events.

III. 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 9:50 AM.

Respectfully Submitted,
O. Okwara