

APPROVED



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Tuesday November 10, 2020 at 6:00 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/87522789960?pwd=cldUeUgrNnNmckFyc2VmT21aUFEwdz09>

Meeting ID: 875 2278 9960

Passcode: 033425

One tap mobile

+13017158592,,87522789960#,,,,,0#,,033425# US (Germantown)

+13126266799,,87522789960#,,,,,0#,,033425# US (Chicago)

Vision, Mission and Core Values

Vision: To develop globally minded citizens who have the knowledge, skills, and attitudes to effect positive change in our world.

Mission: The GLOBE Academy fosters Global Learning Opportunities through Balanced Education for children of all backgrounds. With a focus on dual-language immersion, an experiential-learning model, and a constructivist approach, GLOBE inspires students to be high-performing lifelong learners equipped to make a positive impact in the world.

Core Values: The GLOBE Academy's core values are expressed in the acronym, CREST: Community, Respect, Empathy, Sustainability and Trust. These values are expected of the governing board, faculty, staff, parents, and students. They are woven into daily life at GLOBE and incorporated into the curriculum.

- Community: We are inclusive, and we nurture and support one another.
 - Respect: We treat ourselves and each other with kindness and dignity.
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- Empathy: We strive to understand and share the feelings of others.
 - Sustainability: We aim to conserve our resources for optimal use in the present and future.
 - Trust: We are committed to honesty, transparency, and respectfully sharing our thoughts and encouraging others to do the same.
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Committee Members Present

D. Robb (remote), K. Mines (remote), L. Hancock (remote), M. Adams (remote)

Committee Members Absent

F. Courtney, R. Hudak

Committee Members who arrived after the meeting opened

D. Robb, K. Mines

Guests Present

J. Bratton (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

M. Adams called a meeting of the Development Committee of The GLOBE Academy to order on Tuesday Nov 10, 2020 at 6:04 PM.

C. Approve Minutes from 10/13/2020

L. Hancock made a motion to approve the minutes from Development Committee Meeting on 10-13-20.

D. Robb seconded the motion.

M. Adams mentioned there was one typo under the GLOBE Trot section where "Peaching" needed to be changed to "Peach". The minutes were approved with that one change.

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

D. Fundraising Update

M. Adams provided a fundraising update through 9/30/2020 that was presented at the last Board meeting.

II. Development Projects

A. Partnership Packet

The committee discussed next steps for the partnership packet and agreed they need more time to finalize the packet. With so many businesses hurting this year due to the pandemic, the committee agreed to hold off on soliciting new sponsors until the new year. The committee is focused on the text for now and will provide updated versions for K. Mines to add to the creative layout. J. Bratton commented that a lot of the language in the current version cannot be measured, calculated or funded. M. Adams to send a link to the committee to the Google doc to focus on the text over the next two months.

D. Robb arrived.

B. General Operating Support Grants

M. Adams discussed how the two general operating support grants that were submitted by the October 31 deadline were both instantly declined due to lack of funding/budget. The committee decided to finish up the remaining grants (Publix, Georgia Power, Regions Bank, Teaching Tolerance) but not submit them until the new year once budgets reset and some of these companies have a chance to get back on their feet after shifting focus due to the pandemic. K. Mines discussed her work on the Georgia Power grant and asked some questions regarding the focus of the proposal.

K. Mines arrived.

C. Donor Database Management

M. Adams shared the F. Courtney and D. Clayton-Purvis met with two vendors (Bloomerang and Blackbaud who was representing Raiser's Edge and eTapestry) to get demos and quotes for a new donor database management system. Bloomerang is the most user friendly and intuitive option and well below the budget in pricing. eTapestry doesn't provide sufficient support and Raiser's Edge is too robust for what GLOBE needs over the next five years. M Adams will discuss with D. Clayton-Purvis later this week, but will likely move forward with C. Elliott-Earby's approval with Bloomerang. M. Brown is working on finishing up the donor database and has made great progress, which will make the transition to the new system much easier. Moving forward with GLOBE Trot next year, Bloomerang has partners that integrate well with their system, so starting next year, all the GLOBE Trot donor data will automatically go into this new system. GLOBE will have to move to a new vendor for GLOBE Trot next year since DoJiggy has changed their pricing structure after this year and will be much more expensive. DoJiggy does not easily integrate with any of the three databases GLOBE is considering.

D. GLOBE Trot Results

M. Adams shared that GLOBE Trot was a success and raised over \$100,000. There will be one final push for donations after the wrap up video is completed towards the end of the month. There will be a push for Annual Fund later in the year to help fill the gap in funding. About 85% of the \$130,000 goal was raised. The Kona Ice truck was postponed due to inclement weather this week. It will be coming on Wednesday, Nov. 18 from 11 am to 1 pm at lower campus and 3 pm to 5 pm at upper campus. The planning committee is

reaching out to the parents of the students who won prizes to come pick them up from lower campus during regular office hours.

E. Square One Art

M. Adams discussed how M. Cottrell reached out because Square One Art was not doing well this year. M. Adams asked if the deadline of 11/12 could be pushed back to give parents more time. D. Robb mentioned that most parents wait until close to the deadline to act. The committee discussed ways to promote the fundraiser over the next week. K Mines. said she will add it to the website slider and make more posts on Facebook. M. Adams asked to include pictures of sample items so parents can see what it's all about and will post about it in the weekly newsletter. L. Hancock mentioned that the Facebook posts are more impactful coming from M. Cottrell. D. Robb said that more parents see the Facebook posts than the newsletter.

F. GLOBE Rocks

M. Adams discussed how she met with the GLOBE Rocks team on 10/28 and due to COVID, the fundraiser has been postponed until April 2021. L. Hancock confirmed that the PTCC's Auction should be a month earlier in March and should not interfere. She went over the other upcoming PTCC fundraisers so the Development Committee can make sure to not overlap with their asks.

III. Closing Items

A. Committee Next Steps

The Committee's next steps are to work on the following projects:

1. Partnership packet - finish draft and begin prospect list
2. General operating support grants - finish drafts and submit in Jan/Feb 2021
3. Donor database - M. Adams to lock in a contract and work on moving data to the new system

The Committee agreed to cancel the December 8 meeting and will meet again on Tues. January 12 at 6 pm. The next Board meeting is December 7 at 7 pm.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 6:49 PM.

Respectfully Submitted,
M. Adams

Documents used during the meeting

- [2020_10_13_development_committee_meeting_minutes.pdf](#)