

APPROVED



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Tuesday January 12, 2021 at 7:30 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/5572643765?pwd=ak1NMWtaeCszcnE0SXBGbGcxdkhlQT09>

Meeting ID: 557 264 3765

Passcode: 9i9bph

One tap mobile

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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.
 - 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), F. Courtney (remote), K. Mines (remote), L. Hancock (remote), M. Adams (remote)

Committee Members Absent

None

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 Jan 12, 2021 at 7:31 PM.

C. Approve Minutes from 11/10/2020

F. Courtney made a motion to approve the minutes from Development Committee Meeting on 11-10-20.

D. Robb seconded the motion.

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

D. Fundraising Update

M. Adams shared the most recent fundraising results through 10/31/2020, which had also been shared at the last Board of Directors meeting. She provided some preliminary numbers for GLOBE Trot, but explained she was still trying to seek final payments on pledges. A very small amount of the Square 1 Art fundraiser has come in to date. The committee agreed to work around the Auction's efforts to seek donors and sponsorships

and will make a large push for community sponsors in mid-late April. M. Adams will send out a few more reminders to support Annual Fund before the end of the school year.

II. Development Projects

A. Community Sponsorship Outreach

The committee discussed next steps for the fundraising packet. F. Courtney agreed to look over the rough draft and provide feedback. D. Robb and L. Hancock have already reviewed. M. Adams will review again and provide a final version to K. Hines to complete. The committee hopes to finalize by the next meeting. Everyone on the committee will come to the next meeting with a list of at least 10 sponsor prospects so the group can begin compiling a prospect list.

B. General Operating Support Grants

D. Robb sent the group a draft of the Regions Bank proposal and the committee will review and provide feedback. She will provide M. Adams with a list of information she needs to complete. K. Mines said the Georgia Power and Teaching Tolerance proposals are ready to go. M. Adams will review Georgia Power and the Teaching Tolerance proposal will have to wait until they open up the application again in the spring. F. Courtney will complete the Publix application to submit by the end of February at the latest. M. Adams checking with finance regarding a recent Publix donation to ensure there no duplicate requests.

C. Bloomerang Donor Database

M. Adams provided the committee with an update on GLOBE's transfer to the new donor database with Bloomerang. The new service was purchased in November and M. Adams is working with Bloomerang and the admin staff to ensure a smooth conversion of the data. M. Adams and M. Brown worked closely together over the last several months to clean up the Annual Fund donor data available, and we should be in good shape to launch the new system at the end of March. M. Adams discussed some concerns with transferring over the school's current recurring donors to the new system. Bloomerang will improve GLOBE's donor relations and tracking and will make the process more efficient and simple for all who will be involved in the process. M. Adams reiterated how important this was since the school does not have any staff members who focus on development.

III. Closing Items

A. Committee Next Steps

The committee discussed setting a date for the 2021 GLOBE Trot early to start pursuing sponsorships this summer and so the PTCC can plan around that date, especially the Maker's Market.

F. Courtney mentioned that the Museum School recently did an online fundraiser similar to the virtual GLOBE Trot that integrated well with Bloomerang, so she is finding out more to share with the committee.

The committee discussed that it's easier to spread the word to parents through the internal and outward facing GLOBE Facebook pages. Information will also still be available on the website and weekly newsletters.

Committee Next Steps:

1. Sponsorship packet - Finalize by next committee meeting on February 9; each committee to submit at least 10 sponsorship prospects to begin a prospect list.
2. General Operating Support Grants - Finalize and submit by the end of February
3. Walmart grants - M. Adams to sign school up for new fundraising platform and apply for the school once applications open on February 1
4. Lowe's grants - L. Hancock to reach out to local store manager; M. Adams to work with C. Elliott-Earby and D. Clayton Purvis to see if we can apply for a Toolbox grant to support the security gate at upper campus.

The next Development Committee meeting will be February 9 at 6 pm via Zoom. The next GLOBE Board of Directors Meeting will focus on the school's reopening once again and will be held on January 25, 2021 at 7 pm via Zoom.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:31 PM.

Respectfully Submitted,
M. Adams