

APPROVED



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Tuesday February 9, 2021 at 6:00 PM

Location

Join Zoom Meeting

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

Meeting ID: 557 264 3765

Passcode: 9i9bph

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.
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- 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), M. Adams (remote)

Committee Members Absent

F. Courtney, L. Hancock

Guests Present

Emily Duakiewicz (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 Feb 9, 2021 at 6:08 PM.

C. Approve Minutes from 1/12/2021

D. Robb made a motion to approve the minutes from Development Committee Meeting on 01-12-21.

M. Adams seconded the motion.

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

D. Fundraising Update

M. Adams shared the most recent fundraising results through 11/30/2020, which had also been shared at the last Board of Directors meeting.

II. Development Projects

A. Sponsorships

The Committee reviewed the draft text for the Partnership Packet and made some revisions. E. Duakiewicz suggested Tableau for the heat map and K. Mines said she will check with a friend who is a designer to see if we can create a better heat map for free. K. Mines will share a folder with M. Adams with pictures that can be used for the packet and will also compile student and teacher quotes that we can include in the document. The committee discussed what we can do for Benefactor level donors in place of providing free tickets to Auction, since the auction will likely be free again since it's virtual. The committee came up with possibly including the sponsor in a program or mentioning

them during the program at some point. M. Adams will check with the PTCC to see what is possible. M. Adams reviewed the sponsorship prospect list and asked that the committee add 10 prospects to the list in the next few weeks. The committee will create assignments once the partnership document is complete.

B. General Operating Support Grants

The committee discussed the status of the general operating support grants that committee has been working on. M. Adams will check in with F. Courtney on the status of the Publix proposal, since she was not on the call. K. Mines submitted the Georgia Power Foundation proposal requesting \$5,000 for Annual Fund. The committee was unable to find a parent with a tie to Georgia Power. D. Robb completed the draft of the Regions Bank proposal and M. Adams and K. Mines will review prior to submission this week. D. Robb did locate a new parent who works at Regions and agreed to put his name on the application. K. Mines stated that the Teaching Tolerance grant cycle will open on April 1, and the proposal that she worked on in the fall of the DEI initiative will be updated and submitted then. M. Adams worked with D. Clayton-Purvis to create a FrontDoor profile for GLOBE and applied for community grants from 14 Walmart and Sam's Club stores across DeKalb County. The proposals focused on GLOBE's DEI initiative, which is one of their priorities.

C. Bloomerang Donor Database

M. Adams gave the committee an update on the Bloomerang conversion. The school is in Phase 2 of the conversion timeline and M. Adams scheduled a call on March 1 to do data validation with Bloomerang and kick off Phase 3, which involves reviewing and revising conversion mapping, cleaning up the data prior to the large import and dealing with possible duplicates. The last phase, which involves activating the database is still on track to go live on March 30. M. Adams reviewed the backend of the database with the committee.

D. Donor Relations

M. Adams discussed the donor relations efforts that she and other committee and staff members have been doing over the past month. They include major donor check-ins by R. Hudak for donors who gave \$1,000 or more from 7/1/2020 - 2/1/2021, creating and sending 2020 donation tax receipt summaries for donors who gave more than once in the 2020 calendar year, and reaching out to recurring donors who have donation processing errors in Aplos. The committee also discussed the different donation recognition strategies for Annual Fund donors, including the banners at both campuses, donor recognition monitors, yearbook page (deadline is March 1) and free fundraising event tickets for certain donor levels.

III. Closing Items

A. Committee Next Steps

The committee's next steps are as follows:

1) Sponsorships - Review text by 2/13 and add in sponsorship prospects into the grid by March 9 (links to both documents to be sent out). M. Adams to work on the design layout for the committee to review.

2) Grants - Follow-up and submit Public grant and be on the lookout for other grant prospects

3) Bloomerang - M. Adams to continue working with Bloomerang on the data conversion project.

4) 2020 Donor Tax Receipts - M. Adams to send out the letters that R. Brandman helped compile.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:00 PM.

Respectfully Submitted,
M. Adams