

APPROVED



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Tuesday March 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 Dudkiewicz (remote), L. Long (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 Mar 9, 2021 at 6:04 PM.

C. Approve Minutes from 2/9/2021

D. Robb made a motion to approve the minutes from Development Committee Meeting on 02-09-21.

K. Mines seconded the motion.

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

D. Fundraising Update

M. Adams shared the most recent fundraising results through 12/31/2020, which had also been shared at the last Board of Directors meeting.

II. Development Projects

A. Sponsorships

L. Long joined the committee to discuss ways the Communications Committee can work together with the Development Committee. The Committee reviewed the current draft of the Partnership Packet and discussed different options for the layout. K. Mines mentioned that her contact said to try hotjar.com to create a heatmap for the packet for free. L. Long agreed to help with the layout using the Committee's content and will have a first draft by the next Committee meeting. The Committee brainstormed some sponsor prospects for Annual Fund and GLOBE Trot and added them to the prospect list.

B.

General Operating Support Grants

M. Adams reviewed the status of the general operating support grants. K. Mines agreed to take over the Publix grant application, since it has still not been submitted. The Georgia Power Foundation and Regions Bank applications have been submitted. K. Mines has been checking the Teaching Tolerance website to see when GLOBE and apply and she said they have changed their name to Learning for Justice and have noted on their website that they are not awarding grants indefinitely while they figure out their priorities. M. Adams submitted 14 grant applications to local Walmart and Sam's Club stores and the Sam's Club near GLOBE on Clairmont Rd. awarded the school with a \$500 grant to support the DEI initiative.

C. Bloomerang Donor Database

M. Adams shared that she and D. Clayton-Purvis meet weekly with GLOBE's Bloomerang rep and are currently in Phase 3 of the donor database project, which is the review and revise stage. Bloomerang had some delays on their end that has pushed back the launch date to April 20. Phase 4 will begin on April 13, which is when all the data will be uploaded into the new database and it will go live. M. Adams asked for help from the committee to capture contact information for some of the companies and foundations who give so their data record will be more complete prior to the upload. D. Robb and E. Duakiewicz agreed to help with that task.

D. Annual Fund Spring Push

M. Adams mentioned that the Auction has been moved back to May and that GLOBE Rocks that was supposed to happen in April was cancelled this school year. Square 1 Art and GLOBE Trot also did not do as well and fell short of the goal. Annual Fund is lagging, so the Committee brainstormed ideas for a spring Annual Fund push before the Auction marketing kicked in. The Committee discussed a "back to school" or "we're all in this together" theme or possibly tie in the appeal to student's artwork to create "GLOBE grams" or have an art contest. M. Adams discussed the best timing around Spring Break and the group agreed the appeal will go out on Tuesday, March 30. Given the short turnaround time, the appeal will likely need to be more simple, but M. Adams said these great ideas can be flushed out more for future appeals.

III. Closing Items

A. Committee Next Steps

M. Adams discussed with the Committee about possibly creating Co-Chairs for the Development Committee because the workload is too much for one person and E. Duakiewicz expressed interest. M. Adams reminded the Committee that to be considered for the Board, individuals need to be active participants on a committee for at least six months. The Committee also talked about possibly merging the Development

and Communications Committees, as they both can help support one another to further the Board's fundraising and communications efforts.

The committee's next steps are as follows:

- 1) Sponsorships - M. Adams to send L. Long the sponsorship packet content and she will create a draft by the next Development Committee Meeting. The Committee will continue to add names to the prospect list.
- 2) Grants - K. Mines to draft and submit the Publix grant proposal focusing on the school's DEI efforts. The Committee will continue to research other grant opportunities.
- 3) Bloomerang - M. Adams to continue working with Bloomerang on the data conversion project and will meet weekly with the Bloomerang rep to keep the process moving forward. D. Robb and E. Duakiewicz will help to capture contact information for organization donors with no individual contact.
- 4) Spring Annual Fund Appeal - M. Adams to draft and send out another appeal on 3/30 to help boost Annual Fund prior to the Auction marketing efforts.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:03 PM.

Respectfully Submitted,

M. Adams