



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Thursday August 19, 2021 at 12:00 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.

- 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

J. Raymond (remote), L. Clark (remote), L. Hise (remote), L. Norton (remote), M. Adams (remote), M. Hayes (remote)

Committee Members Absent

D. Clayton-Purvis, D. Robb, L. Ferro Borges, L. Long, R. Hudak

Guests Present

Janie Mardis (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 Thursday Aug 19, 2021 at 12:01 PM.

C. Approve Minutes from 7/15/2021

L. Norton made a motion to approve the minutes from Development Committee Meeting on 07-15-21.

J. Raymond seconded the motion.

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

D. Fundraising Update

M. Adams shared the most recent fundraising results through 8/19/2021, which will also be shared at the next Board of Directors meeting on 8/30/21. Bloomerang allows for more in depth reporting and M. Adams also shared the following data points related to the Annual Fund results so far: 1) \$56,913.89 has been raised through 186 donations since 7/1; 2) there are 73 new donors who have given a collective \$19,926.30 this school year; 3) 17 major donors gave \$1,000 or more totaling \$24,633.12; 4) there are 30 recurring donors that have set up monthly recurring donations that average \$85.34 per month; 5) donor retention from previous years is at 32%; and there are 126 households who gave \$91,768.18 last school year who have not yet given this school year, so there is potential to meet and exceed the Annual Fund goal this school year.

II. General Development Committee Priorities

A.

Annual Fund Challenge Update

The Annual Fund Giving Challenge has been a huge success this school year. M. Adams shared the following updates about the Challenge: 1) raised \$49,536.46 through 168 donation since 8/1/21; 2) orientation was very successful and raised \$19,453.99 through 60 donations made on 8/2/21; and 3) Barreneche's kindergarten class at lower campus and Smith's 7th grade class at upper campus are currently in the lead.

The group discussed what has been done to promote the fundraising campaign, including sending out updates via the e-newsletter, Facebook posts, website landing page and flyer/link sent to the teachers and admin staff. M. Adams said the water bottles had arrived for the winning classes. The group discussed what they should do for the popsicle party. J. Mardis suggested hiring King of Pops. L. Norton suggested getting strawberry flavored popsicles. L. Hise mentioned Pinky's Shaved Ice ATL that provides a snow cone stand for around \$150. M. Adams will look into these options and will also send out a targeted appeal to past donors letting them know about the Challenge.

B. Sponsorships

M. Adams suggested the committee focus on getting GLOBE Trot sponsors once the Annual Fund Giving Challenge is over. The partnership packet still needs to be finalized with updated numbers, but L. Long is currently out on maternity leave. The GLOBE Trot sponsorship packet is finalized and M. Adams shared the prospect list with the group. L. Hise said she can start working on pursuing sponsorships and asked that everyone else come up with 2-3 prospects to reach out to before the next meeting. M. Adams will send the group the GLOBE Trot sponsorship info and the link to the list.

C. Website Updates

M. Adams thanked L. Norton for her help updating the website language. All the support pages have been updated accordingly and a landing page for the Annual Fund Giving Challenge was added.

III. Subcommittee Discussions

A. Fundraising Events Subcommittee

The group discussed GLOBE Trot and the risks associated with holding an in-person event this year during the pandemic. The main issue will be bussing the kids over to the stadium, so J. Raymond recommended finding out what DeKalb County is doing currently with school busses. She also recommended setting up a meeting with C. Elliott-Earby, D. Clayton-Purvis, J. Parker, J. Limor and C. Blunt to discuss logistics, risks, timelines and adjustments that will need to be made to GLOBE Trot this year to ensure the safety of all students, staff and volunteers. The committee discussed a few options of possibly holding the event on grounds at each campus if the busses were going to be a problem or too costly. J. Raymond mentioned the school can look it hiring police officers and getting a

permit to close part of the road for the upper campus students like a traditional run/race. M. Adams will reach out to the admin staff to schedule that meeting soon.

B. Grants Subcommittee

M. Adams announced that the grants subcommittee is currently on hold until the Annual Fund Challenge is over and GLOBE Trot is well underway.

C. Annual Fund Subcommittee

M. Adams shared that thank you letters were emailed out to all the donors from last school year summarizing their giving throughout the school year and announcing which donor level they ended up in. The recognition banners were made and hung at each campus and can be seen from the carpool lines. The list on the school's website was also updated. M. Adams asked what can be done to recognize the Advocate and Leadership Circle members. L. Hise suggested giving small gift cards, like to a coffee shop, that are hopefully sponsored to show our appreciation. Something on a smaller scale can show our appreciation and also drive business and advertising for a local business. L. Norton suggested offering them an experience that would be special for the donors' children, but not cost anything. The committee discussed that a donor recognition event has never happened, and that maybe something could be done in the fall outdoors.

IV. Closing Items

A. Committee Next Steps

The group agreed that the next steps for the Committee are as follows:

- 1) Annual Giving Challenge: Continue to manage the donations coming in through the end of August. Figure out which vendor to use for the popsicle parties.
- 2) Sponsors: M. Adams to send the GLOBE Trot sponsor information and list to the team to start sending out sponsor requests. L. Hise to take the lead and help delegate tasks.
- 3) GLOBE Trot: M. Adams to set up a meeting with school admin to discuss the event and how to move forward with logistics.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:51 PM.

Respectfully Submitted,
M. Adams