APPROVED

rootedschool

Rooted School - Washington

Minutes

Rooted School Finance / Fund Development Committee Meeting

Date and Time
Monday March 18, 2024 at 4:30 PM

Location
10401 NE Fourth Plain Blvd
Vancouver, WA 98662

Committee Members Present
A. Mason (remote), S. Carney, T. Foster (remote), T. Knox (remote)

Committee Members Absent
B. Kiolbasa

Guests Present
J. Johnson (remote), S. Yokley (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

A. Mason called a meeting of the 25-26 Fund/Growth/Partnerships Committee (bi-monthly) Committee of Rooted School - Washington to order on Monday Mar 18, 2024 at 4:30 PM.

C. Approve Minutes

A. Mason made a motion to approve the minutes from Rooted School Finance / Fund Development Committee Meeting on 02-26-24.
T. Knox seconded the motion.
The committee **VOTED** to approve the motion.

II. Finance / Fund Development

A. RSV Finance Update

An overview of the budget was provided. The school dashboard shows that the school is meeting all of it's financial targets.

B. RSV Fundraising Update

None

C. RSV Fund Development Plan

Discussion Topic: RSV Fundraising Strategy – Engagement with Individual Donors, Local Businesses, and Corporate Partners
1. Positioning and Targeting Statement:

- **Overview**: Rooted School Vancouver (RSV) is committed to fostering a flexible learning environment that respects and supports student identities through self-directed, project-based learning opportunities. This includes offering industry-based credentials and internships aimed at closing racial wealth gaps and enhancing the absolute wealth of graduates.
- **Strategic Approaches**: RSV leverages a variety of strategic elements to achieve its goals, including:
  - Employing a diverse staff knowledgeable in Social and Emotional Learning (SEL).
  - Applying a successful educational model previously implemented in New Orleans and Indianapolis.
  - Adhering to the rigorous and flexible standards set by the Washington State Charter Commission.
  - Intentionally designing educational programs in collaboration with the community in Southwest Washington.

2. Engagement Strategy:

- **To Business Owners and Individual Donors in the Greater Portland Area**:
  - RSV offers an opportunity to generate goodwill within the community by supporting a transformative educational initiative.
  - Businesses can engage with high-potential students who could become future employees or customers.
  - There is an alignment opportunity with individuals and organizations that prioritize equity and innovation.

- Potential partners will work with a diverse, trusted, and skilled staff and board. RSV is known for its effective stewardship of resources and brand management.
- Investors and donors can expect a high-value return on the investment of time and resources, as RSV, while small, is on a clear growth trajectory.

III. Closing Items

A. Action Items

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 6:00 PM.

Respectfully Submitted,
A. Mason