

APPROVED



## 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 Finance Committee 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 its 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