APPROVED

rootedschool

Rooted School - Washington

Minutes

Finance / Fund Development Committee

Date and Time
Tuesday February 18, 2025 at 4:30 PM

Location
Rooted School Vancouver

10401 NE Fourth Plain Blvd
Suite 201

Committee Members Present
A. Mason (remote), M. Paolini (remote), S. Carney

Committee Members Absent
T. Foster

Guests Present
E. ALLEN (remote), K. Silberstein (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 Tuesday Feb 18, 2025 at 4:30 PM.

C. Approve Minutes from 12/16/2024 Finance/Fund Development Committee Meeting

A. Mason made a motion to approve the minutes from Finance / Fund Development Committee on 12-16-24.
S. Carney seconded the motion.
The committee **VOTED** to approve the motion.

II. Finance / Fund Development

A. RSV Finance Update

Katie Silberstein presented the financial update, reviewing key performance metrics and fiscal sustainability indicators.
Key Highlights:
Revenue Performance:

- Public revenue received at 36% of budgeted (target 40%)
- Private revenue at 61% of budgeted (target 42%)
- State revenue shortfall of $81K due to lower enrollment

Expenditures:

- Total expenses at 34% of budgeted (target 42%)
- Staffing adjustments contributing to cost savings

Cash Position:

- 114 Days Cash on Hand, exceeding the 60-day target

Enrollment & Budget Challenges:

- Enrollment: 51 students vs. 70 budgeted
- Combined revenue shortfall of $68K (State and SPED)

Payroll and Accounts Payable:

- January payroll: $57,408.22
- AP Register: $76,184.28, with notable expenses in consulting, retirement, and utilities

Strategic Recommendations:

- Recruitment efforts to increase enrollment
- Further analysis of cost reduction opportunities
- Focus on aligning staffing and operational costs with revenue projections

Board Discussion:

Board members provided input on cost reduction strategies and emphasized the need for enhanced enrollment outreach. There was agreement on reviewing long-term sustainability planning and development goals.

B. PNW Fundraising - Status Check In

Fundraising & Development Updates:
Grant Updates:

- Active work underway for Advent grant due in March
- Spreadsheet calendar created to organize grant pipeline
- Review of current grant contract status (ends May)

Recurring Giving Campaign:

- Slide deck and voiceover in development
- Board feedback anticipated upon completion

Donor Engagement:

- Social media campaign launched; $200 budget approved for Facebook ads
- LinkedIn used for broader messaging and professional outreach
- Discussion of campaign naming strategy ("Rooted Schools") and donor incentives (lapel pin)

Fundraising Campaigns:

- Peer-to-peer strategy highlighted for Give More 24
- Goal to raise $50K with matching gifts and outreach lists

Database & Infrastructure Development:

- Zeffy donor management tool implementation in progress
- Proposed integration of grant tracking tools via API
- Discussion on staff training and development infrastructure

Board Discussion:
The committee supported the integrated development approach and emphasized the importance of board involvement in outreach ("Who Do You Know?" activity to be scheduled separately). Eddie’s fundraising efforts were praised, and a quarterly update was requested for the full board.

III. Closing Items

A. Action Items

Action Items Recap – Led by Adrienne Mason

- Eddie to finalize recurring giving campaign slide deck and send to Steven.
- Facebook ad campaign launch with Kirsten, $200 budget.
- Steven to add Eddie to February 25 board meeting invite.
- Adrienne to raise "Who Do You Know?" activity with the board.
- Eddie to prepare quarterly fundraising update for Feb 25 meeting.
- Steven to review status of current grant writing contract.
- Grant pipeline spreadsheet calendar to be completed by Eddie.
- Advent grant writing in progress by Eddie.
- Steven to assist with grant tool API integration if needed.
- Adrienne to present Eddie’s fundraising update to the board.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 5:29 PM.

Respectfully Submitted,
A. Mason