

Allentown School District Foundation Board Meeting

August 3, 2023

In-person at First United Land Transfer and Via Zoom @ 8:00 a.m.

Present: Dr. Julie Ambrose (Executive Director), Vicki Newhard (Administrator), Tonya Harris (President) Robert Schmidt (Vice President), Ibolya Balog (Treasurer), Maria Tjeltveit (Secretary), Dan Bosket (Immediate Past President), Kay Kurtz, Hon. Rashid Santiago, Dr. Erika M. Sutherland, Peter Kareha, Dr. Mark Emerick, Don Wieand, Ralph Todd, Elizabeth Sowards, Dr. Humberto Ortiz, Laudy Allan, Don Hinkle, Joe Petro, and Dr. D'nese Sokolowski.
Board Member Emeriti: Dr. John Stevens

Call to Order

T. Harris

Tonya called the meeting to order at 8:03 a.m.

Approval of June 1, 2023 Minutes (A)

M. Tjeltveit

1st Joe 2nd Don H. **Conclusion: Approved unanimously**

Julie introduced our host, George Lehr of First United Land Transfer who welcomed us. He is an alum of WAHS. He is excited about what we are doing for the ASD children. He and Rob Schmidt have been friends and Rob helped to make a connection. George is the host of a podcast and has invited us to be a guest on their podcast and possibly host our own. Galina Riley, George's colleague introduced herself. They work with homebuyers in the ASD.

Treasurer's Report (B)

I. Balog

Income exceeded budget by 3.3%. Our expenses were higher primarily due to scholarships scholarships. Program expenses were 17% below budget and fundraising expenses were 9% below budget.

Motion to Approve Treasurer's Report 1st Laudy 2nd Mark **Conclusion: Approved unanimously**

ASD Update

An ASD update was not available.

Governance Committee (C)

R. Santiago

A Board Composition Profile survey was presented. The aggregate information will be used for some grant applications. Individual information will be confidential. A last question is included about member's willingness to be a part of a Speakers Bureau and what topic you would like to speak on. He asked that the forms be returned before the end of August.

Shangri-La Soiree TIG Fundraiser (D)

D. Sokolowski

In D'nese's absence, Julie presented. In July there is a solicitation for TIG. Anyone who gives at least \$1,200 has the grant named after them, and gifts of any size are welcomed. D'nese has offered her home for a fundraiser. A Grammy-award winning drummer, WAHS alum, Richie Pena, will be performing. Attendance will be limited to 40. There was a discussion on how to distribute invitations to get the right number of attendees.

Strategic Plan (E)

T. Harris

We have completed a Strategic Plan. We are working on printing it and getting it translated into Spanish and formatted to match the English version. Erika is doing the Spanish translation.

We are looking for co-chairs for the four strategic areas:

Fundraising Optimization

Programmatic Quality & Innovation

Operational Excellence

Collaborative Support

Tonya asked people to be in touch with her or Rob if they are interested in volunteering. Tonya will meet regularly with people to keep everything on track.

Executive Director's Report

J. Ambrose

Mission Moment

Julie presented a power point showing how TIG grants have affected students positively beyond the scope of the original intent.

ExLENT Explorations Grant

A DeSales University professor, Dr. Brennan Pursell is seeking a National Science Foundation grant to have 3-year program for ASD students for Data Analytics. We have been invited to be a partner to pay the students (distributed from the grant money). We created a budget to cover our expenses. We won't know for a few months if he is awarded the grant. There was discussion about the program with some suggestions to strengthen it.

Student Representatives 2023-2024

We have reached out to ASD to make sure that we are in the loop to get student representatives. We want to ensure that the experience is worthwhile for the students so Board members are encouraged to think about ways to involve the student representatives.

Board Education – Intro to ASDF Finances (F)

J. Ambrose

Restricted vs. Unrestricted Gifts:

Restricted: Donor designated purpose. *Unrestricted:* ASDF decides how to use it.

- Examples of Restricted Gifts: Scholarships, I am on a Bookshelf , Conduit.
- Examples of Unrestricted Gifts: Annual Appeal and Gala
- Gift Categories that Impact Programming: High Notes, Grants, EITC, Annual Appeal.
- Gift Categories that are Separate from Programming budget: Scholarships and Conduits.

Grants: We have to apply, and may or may not receive the grant. Apply—Implement—Report. May or may not apply administrative services fee, depending on criteria.

Relationships matter. Board members may hear of grant opportunities. Companies who give grants always ask: Are any of our employees associated with your organization?

Julie writes most of the grant applications. Julie is building relationships with grantors. Some conduit grants are written by others with Julie's help.

2023-24 Budget Goal for Grants: \$116,750. Some grant monies come in during a different FY than the program itself.

Some grantors happily give every year. Some rarely give to the same program for more than one year.

EITC (Educational Improvement Tax Credit): Comes through the Pennsylvania Department of Community & Economic Development. Businesses need to be approved to give money.

Nonprofits need to be approved to receive money.

EITC Budget Goal: \$76,750 (higher than last year). Restricted to varying degrees based on the donor.

Annual Appeal: unrestricted gifts. Goes out in November. Budget Goal: \$80,000

High Notes Gala Goal: \$125,000. Sponsors & Advertiser support is key to fundraising. Student showcase is important, and has costs associated with it. Silent Auction. Some companies require grant applications and reporting for Gala sponsorship.

Scholarships:

Expendable, used until it is gone. *Endowed*, only use part of interest income.

Investment Committee determines amount.

- Expendable: Minimum gift \$1500 usually
- Endowed: Minimum gift \$10,000

Donor guides criteria. The designated high school selects recipient. Single or multi-year. Funds sent to college. No ASDF fees.

2023: \$65,789 Awarded to 2023 Seniors. About \$30,000 to students who had graduated earlier (from multi-year scholarships).

Conduits: *Formal*: We create an agreement that is signed by ASD, ASDF, and 3rd party

Informal: (RBI Baseball) history of support, assist with grant applications, grant reporting, pay invoices for programming and equipment.

Conduit Fee: between 0-4% depending on the work effort.

Administrator's Report

V. Newhard

ASD Back-to-School Bash – 8/15

School starts August 28th. ASD Back-to-School Bash is schedule for August 15, 1:00-7:00 p.m., at Cedar Beach. We have been invited to have a table there. We hope to recruit some literacy volunteers at the event. We are ordering some pencils with our logo to distribute. Vicki was asked if businesses could drop off school supplies to distribute. She said it depends on how much, as we do not have much storage or transportation capacity.

Iron Pigs Philling the Need – 8/19

Two volunteers are needed at each entrance spot. We could use some more volunteers. Volunteers arrive at 4:30 and stay at your spot until the 2nd inning. Only one person signed up so far so we need more.

We also need volunteers for Art in the Park on September 16.

Fall Programs (G)

Visual and performing arts programs are being proposed, but they need to have ASD approval. So far, we have Latin Dance and Middle School Strings program approved. Generally, we start the programs at the end of September/beginning of October.

Meeting Adjournment

T. Harris

Meeting Adjourned at 9:36 a.m.

A to G are attachments.

First Day of School for ASD Students: 8/28

Upcoming Committee Meetings:

Public Relations – 8/11 @ 9 a.m. (Teams)

Executive – 9/7 @ 8 a.m. (Zoom)

Next Board Meeting:

10/5 @ 8 a.m. (Zoom)