



**Annual Organization Meeting
AGENDA**

Wednesday, October 2, 2019 – 7:30 a.m.
Spellman Education Center #126

A. Call to Order

B. Approval of September 11, 2019 Meeting Minutes

C. Treasurer's Report and Approval of Disbursements (if applicable)

D. Approval of 2019-20 Budget

E. Announcement of director vacancies:

- Sean Rinda is no longer with Fulton Bank
- Jack Ellis has a conflict of interest with new role as WCCoC Treasurer
- Deb Fell resigned
- Rob Partridge resigned

F. Annual Reorganization Meeting

- **Approval of Deb Maccariella to serve a 2nd term ending 10/31/22**
- **Approval of the following vacancy appointments:**
 - Paul Dougherty**, Fulton Bank to complete Sean Rinda/Steve Brightbill's unexpired term ending 10/31/2020.
 - Lauren Ranalli**, First Resource Bank to complete Jack Ellis' unexpired term ending 10/31/2020.
 - Karl Sivek**, retired educator, to fill the vacancy created by Deb Fell's resignation.
 - (**TBD at time of printing**) to fill the vacancy created by Rob Partridge's resignation.
- **Approval of the following new board members to serve a 1st term ending 10/31/22:**
 - Toni Keg**, Senator Dinniman's Office
 - Matt Franks**, TEK Systems
- **Approval of the following Slate of Officers for 2019-20:**
 - President: *Mark Purcell*
 - Vice President: *Deb Maccariella*
 - Secretary: _____
 - Treasurer: *John Scully*

G. Approval of the following 2019-20 Strategic Plan Goals:

- Goal A - Increase Community Visibility and Support
- Goal B - Increase Financial and Program Partnerships
- Goal C - Provide Financial Support for On-Campus Programs
- Goal D – Maintain Effective and Efficient Foundation Board

H. Harlem Wizards Fundraiser

- Update
- Timeline
- volunteers

I. Annual Holiday Auction

J. Other

- Annual Conflict of Interest Form

*Next Board Meeting: **Wednesday, December 11 @ 11:00 am**
followed by Annual Luncheon & Auction*

Other important dates

Harlem Wizards Fundraiser
Friday, November 8 @ 6 pm- East HS gym

Mini Grant Committee Meeting
Wednesday November 20 @ 7:30 am, Spellman

Wednesday, September 11, 2019 Meeting Minutes
West Chester Area Education Foundation

In attendance: Rose Cappelli, Linda Cherashore, Lori Cushman, Donna Foley, Kayla Fusaro, Beth Hayes, Debra Maccariella, Doug Pacitti, Mark Purcell, Vicki Reilly, Jim Scanlon, John Scully, Drew Stanley, Josh Winter, Ken Witmer

Not present: Paul Dougherty, Jack Ellis, Deb Fell, Stacey Fuller, Robin Harkins, Dianne Herrin, Laura Melfi, Jennifer Neill, Rob Partridge, Sean Rinda, Seema Thomas

- A. Call to Order: Mark Purcell called the meeting to order at 7:36 a.m.
- B. Board members introduced themselves. EHS student representative, Kayla Fusaro, discussed her role as student representative and reported on recent events with seniors at EHS. Kayla also serves as senior class president.
- C. Approval of Minutes: Mark Purcell and Lori Cushman moved to approve the minutes of the June 19, 2019 Board Meeting. The motion carried.
- D. Treasurer's Report: John Scully reviewed the Treasurer's report. The fund balance for this period is \$53, 092.17. There were four disbursements made during the period. Mark Purcell and Vicki Reilly moved to approve the disbursements. The motion carried. The treasurer's report will be filed for audit. We should know more about EITC funding in the coming weeks.
- E. Strategic Plan Reports
 - Goal A – Increase Community Visability and Support
Jack Ellis is stepping down from his position as co-chair due to other obligations. The Foundation is continuing to work with the WC Chamber of Commerce to identify business owners who went through the WCASD. Lori C. will do a search on LinkedIn to help with this. WCASD club advisors were made aware of the opportunity to fund programs with donations through the Foundation.
 - Goal B – Increase Financial and Program Partnerships
Committee will compile a list of area businesses that could be targeted for EITC participation. This list will be available for the December Board meeting. The committee is also investigating funding from at least one new grant. The Holiday Auction will be continued. The EITC breakfast in February will showcase programs from EITC funds and be a thank you to area participants. Annual Breakfast will be held in May. This breakfast

will target new donors and showcase student accomplishments. Harlem Wizards Fundraiser will be held in November.

Goal C – Provide Financial Support for On-Campus Programs

The committee met in July. Linda worked with technology on updates to the application process; proposal examples were updated; timeline established. Flyers have been sent to schools.

Goal D – Maintain Effective and Efficient Foundation Board

Three new board members will be added in October. Jim Scanlon is currently working on a slate of officers. Deb Macciarella expressed interest in serving as VP.

F. Annual Reorganization Meeting – October 2, 2019

Board members with terms expiring October 31, 2019

- Rose Cappelli and Robin Harkins have completed two terms
- Deb Macciarella has agreed to serve a second term]
- Lori Cushman is completing Liz Golding's unexpired term and will be starting her first full term

Seeking appointments to replace Deb Fell (first term expires 10/2020) and Rob Partridge (second term expires 10/2020); Jim Scanlon is reviewing lists of recent retirees

Slate of Officers will be presented at October meeting

G. Harlem Wizards Fundraiser –

Plans are moving along well. Sponsorships are still needed. Tickets will go on sale Oct. 6. Students will run concessions as they did last year. Next Committee meeting: September 25 at 8:00 a.m.

H. Donorschoose.org

Steve Krug had brought this idea to the attention of Jim and Mark. It appears to be a resource for teachers to get funding for classroom projects. This funding source could be suggested to those teachers whose mini grants are not accepted or are only partially funded by the Foundation.

I. The meeting adjourned at 8:37 a.m.

Next meeting: Wednesday, October 2, 7:30 a.m.

West Chester Area Education Foundation Annual Budget Year Ended Decemer 31, 2020	
Estimated Revenue	Amount
EITC	\$60,000.00
Holiday Fundraiser	\$4,000.00
Annual Breakfast	\$5,000.00
Annual Fundraiser	\$22,000.00
Donations	\$20,000.00
Total Budgeted Revenues	\$111,000.00
Estimated Expenses	Amount
Mini-Grants	\$35,000.00
Community Grants	\$6,000.00
2018 PFEW	\$33,750.00
Annual Breakfast	\$1,500.00
Annual Audit	\$2,200.00
Annual Fundraiser	\$5,000.00
CC Youth Leadership (37 students x \$80)	\$2,960.00
Total Budgeted Expenses	\$86,410.00

Goal A: Increase Community Visibility and Support**2019-20 Committee Members: Jack Ellis(co-chair), Jen Neill, (co-chair), Donna Foley, Dianne Herrin, Vicki Reilly**

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
A1. Expand visibility and engagement of Foundation with mission appropriate partners					
	Speak with West Chester Area Chamber to locate business owners who are graduates of WCASD				
	Schedule breakfast meeting to present opportunities for job shadowing, shark tank, 21st century learning initiative, etc.	Jim Scanlon			
	Topics for the meeting: Connection with Foundation, feedback for strategic plan, need for volunteers to help with shadowing, career day speakers, show data on how well kids do after graduation				
A2. Increase visibility of Foundation	Educate potential donors that the Foundation is related specifically to the school district - Recognize donors at the breakfast				
	Contact vendors such as Krapf, Berkheimer, On the Go Kids, etc.	John Scully			
	Include monthly section in district News and Notes highlighting Foundation mini-grant projects	Jen Neill			
	Possible creation of WCAEF Facebook and Instagram account	Jen Neill			

Goal A: Increase Community Visibility and Support**2019-20 Committee Members: Jack Ellis(co-chair), Jen Neill, (co-chair), Donna Foley, Dianne Herrin, Vicki Reilly**

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
	Create social media strategy that prioritizes storytelling and opportunities for students	Jen Neill			
	Update informative video about WCAEF that highlights the foundation's mission and how people can help.	Jen Neill			
	Continue to have foundation representatives present at popular West Chester community events to talk about the mission of the				
A3. Increase administrative, faculty and student program availability, opportunity and resources	<ul style="list-style-type: none">-Mention to WCAEA in July (Jim)-M C-C to let teachers know about mini grant opportunities, donating to the classroom via payroll deduction, and job shadowing opportunities.-let club advisors know they can fund programs with donations through the foundation (like RHS Sci. Oly. and EHS DECA)	Jim Scanlon John Scully			Club advisors were made aware of opportunities. DECA, Science Olympiad and FBLA are the only ones showing interest so far.

GOAL B: Increase Financial Program Partnerships**2019-20 Committee Members: Laura Melfi, John Scully (co-chairs), Jim Scanlon, Drew Stanley, Ken Witmer, Josh Winter**

Objectives	Strategy	Assigned	Resources	Target Date
B1. maintain financial resources to a minimum of \$100,000	EITC Funds to \$60,000. Create list of previous EITC donors Ask Board members to sign up to contact companies on the list to solicit EITC funds.	Board		Nov 2019 - List to Board members to select companies to contact Dec 2019 - Assign remaining companies on list to Board members for calls
* Estimated FB of \$45,000 by December 31, 2019				
B2. Seek additional funding	Seek Additional Grant Sources: Goal \$25,000	Jim Scanlon, Paul Joyce, Beth Hayes, Jen Neill		
	~ Verizon ~ Vanguard ~ Citizen's Bank ~ Microsoft ~ Chester Co Community Fdn ~ Other?	Obtain at least one new grant this year	Need to conduct search of grants	
	Continue with Science Olympiad matching gifts			

GOAL B: Increase Financial Program Partnerships**2019-20 Committee Members: Laura Melfi, John Scully (co-chairs), Jim Scanlon, Drew Stanley, Ken Witmer, Josh Winter**

	Continue focus on establishing partnership expansion with DECA at all 3 schools and with FBLA at HHS?	John Scully	Scully to provide sample letter of solicitation. Beth Hayes to assist with "pushing the concept"	
B3. Annual Breakfast	May 3 - Annual Breakfast	Jim Scanlon / Jen Neill to complete flyer for the breakfast		November 2019
	Food - donated by Aramark	John Scully - Planning Committee		January 2020
	Goal to raise \$5000			
	Solicit sponsors			December 2019- January 2020
	Sponsorship forms/Information distributed at Harlem Wizards fundraiser in November of 2019			
	~ Continue sponsorship levels: Table=\$1000, (10 tickets), \$500 (4 tickets), \$250 (2 tickets) - ads for all levels			January 2020 committee to meet
	Recruit a "wow" presentation	Bring back success stories for speakers		February 2020 - begin marketing plan to parents
	~ Change format to be more student centered with 45 minutes breakfast and 45 minute formal presentation. Include formal recognition of EITC and Fundraiser sponsors.	Breakfast Planning Committee		May, 2020 Breakfast date

GOAL B: Increase Financial Program Partnerships				
2019-20 Committee Members: Laura Melfi, John Scully (co-chairs), Jim Scanlon, Drew Stanley, Ken Witmer, Josh Winter				
	Recognize the EITC and Wizard event sponsors			
B4. Spellman Holiday Auction	December 2019 Spellman Holiday Fundraiser - Goal is to raise \$4,000 We need:	Jim Scanlon Linda Cherashore		December 11, 2019 at Spellman Education Center
	~ A student and/or teacher speaker			
	~ Need for board members to support event			
B5. Maintain 100% Board Commitment				
	Define as 100% board commitment - could be business contribution, individual or sponsorship of an activity or event, EITC from company			
B6. Fundraiser - Fall, 2020	Review fundraiser from Fall of 2019 to determine profitability of the event and to determine if a different venue is needed.			January - February 2020
B.8 - Hold EITC breakfast in February - Annual event to showcase programs from students - No charge but solicit a breakfast sponsor	Bring students in from past grants. Videotape students at Holiday break who may not be able to make breakfast in February	Jim Scanlon to talk with Maddie Filetti to see if she would be interested in speaking at the event		February 2020
B8. Other funding sources	Send reminder to staff about the availability of the payroll deduction to support the mission of the Foundation	John Scully		

Goal C: Provide Financial Support for On-Campus Programs

2019-20 Committee Members: _____, L Cushman, J Ellis, D Fell, S Fuller, D Maccariella, D Pacitti, M Purcell, V Reilly, J Scanlon, J Scully

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
C1. Improve Application and process	Set dates for submission, review and decision	Committee		summer 2019	
	Revisions to application and flyers updated	Patrick L./Cherashore		end of July/Aug	updated to include name of grant
	Committee meets to review revised application, timeline and rubric.	Committee		end of July/Aug	committee met 7/17 and approved timeline
	Send mini grant announcement in the summer	Jim Scanlon - August 15		mid August	Sent announcement in early September
	Remind @ Sept/Oct Faculty meetings	Jim Scanlon - email reminders to staff			
	Review submissions /request revisions	Committee Chair reviews	need chair	til 10/31/2019	
	Grant applications due			October 31, 2019	
	Review and score applications	Committee		Nov. 4-Nov. 15, 2019	
	Committee mini-grant selection meeting	Committee - mark your calendars	Committee	November 20, 2019	
	Grant Announcement			December 2, 2019	
	Final Assessment	Linda Cherashore		Due end of May 2020 - to include example of good final report with email	
C2. Promote Projects	Promote within home schools and across district	Jim Scanlon, principals and awardees	Letter from Jim		
	~ Awardees speak to their home school about projects				
	~ Flyers: via email, hard copy to schools, hand out at induction	Jim Scanlon/Linda Cherashore/Beth Hayes		mid August	
	~ Schools post pictures/videos at the beginning on the year to affirm and market				

Goal C: Provide Financial Support for On-Campus Programs

2019-20 Committee Members: _____, L Cushman, J Ellis, D Fell, S Fuller, D Maccariella, D Pacitti, M Purcell, V Reilly, J Scanlon, J Scully

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
	Continue to fund mini-grants at \$2,500 and community projects at \$2,000	Committee			
C2. (promote projects) continued	Develop document showing who, what, when and how much (since inception) and distribute to schools as a marketing tool	Cherashore	spreadsheet developed with history of mini grants to staff		
	Direct applicants to samples found on the web again emphasizing the need for outcome measures				
	Reviewers provide feedback with quick initial screening and invite resubmission	Committee			
	Insure spending EITC monies	Jim/Committee			
	Develop policies regarding:	Committee	Continue		
	a) Repeat applicants		review on case by case basis		
	b) Multi-year projects				
	Use available funding for mini-grants and community grants	Committee	Jim Scanlon/Finance Committee		
	Ask teachers to contact communications for sharing mini grant projects with staff/parents/community	Beth/Linda	send info. mini grant award email		

Goal D: Maintain Effective and Efficient Foundation Board

2019-20 Committee Members: Jim Scanlon (chair), Stacey Fuller, Seema Thomas, Ken Witmer

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
D1. Provide support to the two main fundraising committees	1. Breakfast committee needs to review protocol for the event as outlined in Goal B	Committee chair		Date for annual breakfast - May 3 - RHS	Annual breakfast held, recognition completed new date set for May 1, 2020
	2. Wizards committee sets parameters for ticket sales	Committee chair		Date for Harlem Wizards FR Nov. 16 - 7 pm at EHS	Nov 8 @ 7 pm at EHS
D2. Define role for alumni as part of the Foundation	1. Review work already done in this area. Form a small committee to write clear definition of role of alumni	Committee	Rather than form an alumni committee, the Foundation to send information to known alumni for promotion of events		-not met -need to add seats on board for alumni -need to promote in chamber newsletter identifying local alumni and businesses take ad out in DLN
D3. Replace outgoing board members	1. Continue to identify a student representative from a district school on an annual basis so each school has the opportunity to be represented.	Jim Scanlon		RHS student rep in 2018- Gracie Cleveland	Kayla Fusaro 2019 class president from East HS rep
	2. All board members to submit potential names for board candidates	All board members		Confirm interest in serving 2nd term for the following board members: Dianne Herrin, Doug Pacitti, Mark Purcell, Vicki Reilly, Ken Witmer - Need to establish a nominatiing committee	Confirm Deb M. interest in serving 2nd term Need to fill these seats: Rose Cappelli Liz Golding Robin Harkins

Goal D: Maintain Effective and Efficient Foundation Board

2019-20 Committee Members: Jim Scanlon (chair), Stacey Fuller, Seema Thomas, Ken Witmer

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
D4. Expand Personnel Resources of the Foundation	1. Look for ways to use WCASD staff as points of contact (eg. DECA/Sci. Oly. club donations can be championed by Business Ed. Supervisor	Jim Scanlon John Scully	How do we push this out to the right groups? Create club sponsor email list?		