



Fowler Public Schools Education Foundation
Our Community. Our Schools. Our Legacy.

Foundation Board Meeting Notes Monday, February 5, 2018

In Attendance:

Board members: Amy Epkey, Lori Hyland, John Morse, Dan Schmitt, Kristin Phillips, Scott Thelen, Brett Schafer

Community members: Neil Hufnagel, Patty Schmitt, Dane Nickols

Absent Board Members:

1. Meeting Overview

Chairperson Amy Epkey called the meeting to order at 6:00. Introductions of board.

2. Laingsburg Educational Advancement Foundation – Dane Nickols

Dane provided his background with LEAF. Founding member of LEAF 25 years ago. Key for them has been focus. Decide what the goal is. Modeled after Williamston Schools. Hired a consultant (from Williamston schools).

The following are notes from Dane’s recommendations and experience:

More people will give for “broad, across the board” benefit than for something for an individual (like a scholarship).

Raise money from the inside out, top down. This board has to be giving. Then go to the people outside—the people who have the money, and down. They haven’t done the public phase yet. 6 people on a committee to go out and personally ask. Have been doing that since November. Have raised \$52,000 from 4 people since then.

Retirement age, IRA forced distributions, are willing to donate to charities rather than pay taxes. Direct distribution to foundation.

Used to coordinate Burg Run, sponsors would give to an endowment, but funds were restricted. CRCF—not good anymore because state took that write off away. They did a golf outing, Burg Run, merchandise sales, (don’t do merchandise, have to spend out of pocket, there are other options where we don’t have to spend money). Community golf outings, auctions, Reverse raffle \$14,000 in one night, had a sponsor provide a 50/50 match.

Best money maker out there is charitable gaming—established poker, gaming rooms.

When they started doing grants, they would do 10 mini grants per year of \$400. Then would switch to a \$10,000-\$12,000 per year. Laingsburg philosophy—they donate the majority of

their money back into grants = visibility. If parents can see the money being used, they will be more likely to donate. Recommend pushed back grant deadline to Thanksgiving.

United Way can be sent directly to our foundation.

Payroll deduct from teachers—allow teachers to contribute directly from their paychecks. Key to selling it is to show them what we're doing with it.

Important to work with teachers—they come up with ideas on how to spend the money. Donate lunch for teachers during parent teacher conferences. Join the first teacher meeting of the school year. Ask teachers to promote where the money came from, esp during grandparents day.

The foundation makes sure to let people know the money is not part of the school budget. Not a dime has gone to teacher salary or “regular budget” items. For example, not books, unless they are extra books.

Would not recommend funding a brand new program that we cannot continue to fund. Do not want the program to fold if we do not continue to fund.

Hired a consultant, \$5000, to provide a plan, and training for groups of people. Give personal stories, let them know what it means to our family, it impacts people.

Their board is a cross section, quarterly meetings, 2 teachers, principal, variety of age groups, one senior citizen, mix of male and female, look at Fowler demographics—seek out people who represent our community demographics. Sports foundation.

Website—we (Fowler) don't talk about the projects we've funded.

The more people we get involved in what we are doing the more successful we'll be.

- 3. Approval of December Meeting Minutes** (Kristin Phillips)
Scott moved to approve, Dan seconded, all approved. Kristin will send to put up on website.
- 4. Treasurer's Report** (John Morse)
John provided a 2017 year in review. Fund balance has grown almost 30% this year. End balance is \$21,592. Will be reaching out for some help with tax paperwork.
- 5. Letter Campaign Recap**
Reviewed total funds raised from letter campaign and effectiveness of Facebook/GoFundme.
- 6. 2018 Casino Trip Recap** (Lori Hyland)
Made a profit, filled all but 6 or 7 seats. It was too close to Christmas, Patty texts and calls and recruits. Patty spoke at the start of the ride. Need to make sure we have talking points or gift bags with promo items. Include an update on grant winners. (Here's what the foundation did this year. Thanks for your support...)
- 7. Appointment of Board Members**
John, Lori, Amy are up for reappointment. Kristin motioned to reappoint all three, Scott seconded. All approved.

8. Election of Officers

John moves the below slate of officers, Dan seconds, All approved.

- Chairperson--Amy Epkey
- Vice Chairperson--Scott Thelen
- Treasurer--John Morse
- Secretary--Kristin Phillips

9. Other Items

Neil will donate \$300 for promo items. Check with Jeff Seguin. We could look at a variety of options, pens, pencils, mugs, calendars, post it notes,

Survey--would like to learn more about our potential donors and recipients.

What do we want to know?

Is our financial strategy on track?

Are you aware of the foundation?

Do you know what we've done?

How have you heard about us?

Have you donated, why or why not?

What would it take to inspire you to donate?

What kind of fundraisers would you enjoy?

Discussion about poster boards

Foundation sponsor something for teachers at the end of school year

United Way —Not an efficient option for us

10. 2018 Meetings

February 5

March 5

June 4

August 6

October 1

November 5

December 3