

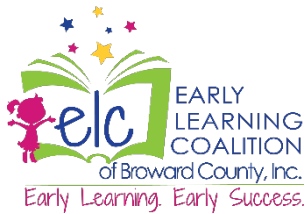
Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Meeting Agenda
October 26, 2026, at 11:00 AM
Zoom Meeting

Meeting ID: 841 1593 6684

Passcode: 324328

<https://us06web.zoom.us/j/84115936684?pwd=tMTirOb6KOWoOx6tNqasaQkguAnRB8.1>

Members are reminded of conflict-of-interest provisions. In declaring a conflict, please refrain from voting or discussing and declare the following information: 1) Your name and position on the Board, 2) The nature of the conflict, and 3) Who will gain or lose as a result of the conflict. Please also fill out Form 8B <u>prior to the meeting</u> .		
		PAGE
1.	Call to Order	Michael Asseff, Co-Chair Ad Hoc Fundraising Traci Schweitzer, Co-Chair Ad Hoc Fundraising
2.	Roll Call	Melody Martinez, Board Liaison
3.	Consent Agenda 1. Approve January 12, 2026 meeting minutes.	2 Michael Asseff, Co-Chair Ad Hoc Fundraising Traci Schweitzer, Co-Chair Ad Hoc Fundraising
4.	Regular Business 1. FUND271RB1 FY 25/26 Grant/Fundraising Overview, FY 26/27 Proposed Fundraising Plan, Establish FY 26/27 Funding Goals and Assignments	5 Michael Asseff, Co-Chair Ad Hoc Fundraising Traci Schweitzer, Co-Chair Ad Hoc Fundraising Renee Jaffe, CEO
5.	Unfinished Business New Business Matters from our Partners Public Comment	
6.	Next ELC Ad Hoc Fundraising Meeting: <u>TBD</u>	
7.	Adjourn	
Please Note: Agenda is subject to revisions and additions at the discretion of the Chair of the Coalition. Notification will be sent of any such revisions or additions. Members of the Public: Please sign up at the entry desk for public comments to be made on any particular agenda items no later than five minutes after the Coalition meeting has been called to order. <i>"As per any person who decides to appeal any decision of the Board with respect to any matter considered at this meeting will need a record of the proceedings and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes testimony and evidence upon which the appeal is to be based."</i>		



Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Committee Minutes
January 12, 2026, at 2:00 PM
Zoom Meeting

Members in Attendance	Co-Chair, Michael Asseff; Co-Chair Traci Schweitzer; Krystie Castillo; Kirk Englehardt; Dawn Liberta; Amoy Reid; Traci Schweitzer; Megan Turetsky
Members Absent (Excused)	Beverly Batson; Jessica Rodriguez; Zachary Talbot
Members Absent (Unexcused)	
Staff in Attendance	Renee Jaffe, CEO; Christine Klima, CAO; Howard Bakalar, CPO; Hubert Cesar, CIO; Ancel Pratt, Sr. Dir. of Communications; Melody Martinez, Board Liaison
Others in Attendance	

Item	Action/Discussion
Welcome & Call to Order	Co-Chair Traci Schweitzer called the meeting to order at 2:08 PM. The roll was called, and a quorum was established.
Consent Agenda 1. Approve September 22, 2024, meeting minutes Notes from below subcommittees provided as FYI only (approval not needed): 2. October 29, 2025, Subcommittee Give Back Notes 3. November 10, 2025, Subcommittee Corporate Support Notes 4. December 10, 2025, Subcommittee Give Back Notes	A Motion was made by Dawn Liberta and Seconded by Michael Asseff to approve the Consent Agenda. The Motion was unanimously approved. Motion Passed

Regular Committee

1. FUND262RB1- Give Back Night subcommittee Report out
 - a. Goal
 - b. Status update
 - c. Next Steps
2. Sponsorship subcommittee Report out
 - a. Goal
 - b. Status update
 - c. Next Steps

Give Back Nights Subcommittee Report

Give Back Nights Subcommittee Update

CEO Renee Jaffe reported that the subcommittee aims to hold one Give Back event per quarter with an annual fundraising goal of \$500. Events will remain modest in scope.

The recent Chipotle fundraiser raised \$118. A request for an additional Chipotle event was submitted but later disqualified, as Chipotle only approves events every six months. The committee is now exploring a Chick-fil-A Give Back Night as its next event.

Amoy proposed participating in a Double Good Popcorn fundraiser, which runs for four days and returns 50% of proceeds. Board members would be asked to share the link within their networks and aim for \$50–\$100 in sales each.

Link: <https://www.doublegood.com/>

The committee plans to hold the Board Retreat first, then schedule the Chick-fil-A event for February 10–12, followed by the popcorn fundraiser in early March. Team name ideas discussed included *Spring for the ELC*, *Kernels for Kids*, *Little Learners Big Hearts*, *Learning Leaders*, and *Popcorn Pals*.

In April, the organization plans to host Cocktails and Crayons and will need Board support for attendance and donated raffle items. Staff will work on submitting forms to organizations that provide raffle donations.

Renee also shared that the team is developing a partnership with Highlights Magazine to produce ELC-branded editions for the waiting room and outreach. They will explore whether adult versions can also be provided.

Co-Chair Traci Schweitzer expressed support for this idea. Renee will revisit the item during the Board Retreat.

Sponsorship Subcommittee Report

The subcommittee reported that its main objective is to increase community visibility and strengthen engagement with families, partners, and supporters. Efforts focus on branding and building partnerships with local businesses that may grow into annual or multi-event relationships, offering mutual value through community goodwill, local marketing exposure, and alignment with early learning and education initiatives.

The committee clarified that marketing/communications efforts should remain distinct from the work of securing corporate sponsorships and donations.

Sponsorship materials are currently being updated. Renee is working to schedule a meeting with Jessica Rodriguez during the week of January 20th.

The subcommittee is also preparing two shared documents:

- a list of businesses and corporations with which Board members have existing or potential connections, and
- a list of businesses aligned with the ELC mission.

Increasing Board engagement in fundraising will be a key topic at the upcoming retreat. The intention is not to require personal financial contributions, but to ensure each Board member contributes through connections, sponsorships, or other forms of support. Jessica will provide PowerPoint materials for the retreat addressing this topic, and she and Renee are collaborating on the updated sponsorship flyer.

Board members will also be encouraged to share ELC social media posts to support outreach.

2. Sponsorship subcommittee
Report out
 - a. Goal
 - b. Status update
 - c. Next Steps

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3. Board Retreat a. Update b. Preparations	Board Retreat The Board Retreat is scheduled for February 9 and will include a brief Board meeting. The agenda will feature breakfast, a mix and mingle session, a very brief Board meeting, and a presentation by Christine on fundraising within the ELC. Following this, the subcommittees will present their plans and goals. Each subcommittee is encouraged to have one representative deliver its report. • Co-Chair Traci Schweitzer volunteered to present for the Give Back Nights Subcommittee. • CoChair Michael Asseff volunteered to present for the Corporate Sponsorship Subcommittee and with help from Jessica Rodriguez. Jessica Rodriguez will then give a presentation on fundraising and Board engagement. Committee members will be encouraged to connect with other Board members during the retreat to discuss additional ways they can support these efforts.
Unfinished Business	None
New Business	None
Matters from the Chair	None
Public Comments	There was no discussion.
Next Meeting	TBD
Adjourn	The meeting adjourned at 2:45 PM by Traci Schweitzer

These minutes contain the action items of the Board meeting of the Early Learning Coalition of Broward. They do not include all of the Committee's discussions or comments on each matter or issue raised during the meeting. A tape recording of the meeting is held in the Coalition office. Corrections from the Committee will be taken before approval at the next meeting.

ITEM #/MEETING:	FUND271RB1 / Ad Hoc Fundraising Committee
MEETING DATE:	October 26, 2026
SUBJECT:	1. FY 25/26 Grant and Fundraising Overview 2. FY 26/27 Proposed Fundraising Plan 3. Establish FY 26/27 Funding Goals and Assignments
FOR ACTION:	No
RECOMMENDED ACTION:	Review/Discussion Only
AS RECOMMENDED BY:	N/A
FINANCIAL IMPACT:	None
ELC STAFF LEAD	R. Jaffe

Background

In FY22/23, ELC Broward launched the Ad Hoc Fundraising committee and developed the role of the committee/committee members, fundraising parameters and goals. Responsibilities of the committee at the time included:

- Establish an initial fundraising strategy, refine an initial fundraising target and develop an action plan.
 - The Committee would serve as the core planning committee for any initial major event hosted by the ELC
- The Committee will serve in this capacity for at least 12 months and then a decision can be made about disbanding the Committee or establishing a Standing Committee.
- The committee will help develop a plan for fundraising and set fundraising goals
- Help bring other board members to the table that could be beneficial
- Help develop plans to build a marketing donor kit that includes methods to recognize our donors

Since then, the Ad Hoc Fundraising committee has met 2-4 times per fiscal year to review and provide feedback on the Coalition's annual fundraising plan and assist with the planning of fundraising activities.

In FY 25/26 the annual fundraising plan resulted in 2 Give Back Nights (Chipotle and Double Good) that raised \$1,195, a board retreat focused on the Board's role in fundraising, and the creation of ELC Broward Sponsorship and Individual Giving marketing materials.

Current Status:

At the October 26 Ad Hoc Fundraising meeting, committee members will discuss the following:

1. FY 25/26 Grant and Fundraising Overview
2. FY 26/27 Proposed Fundraising Plan
3. Establish FY 26/27 Funding Goals and Assignments

1. FY 25/26 Grants and Other Funds Secured Through Fundraising Overview

Community partnerships, grants, fundraising efforts, and program income continued to provide valuable supplemental support for professional development, family engagement, and workforce initiatives.

During FY 25/26, the Coalition secured funding from organizations including the Henderson Foundation, PNC Bank, Children's Services Council, Florida Blue, and other community partners. These funds supported educator training, stipends, provider recognition activities, literacy initiatives, family engagement events, peer support services, and workforce development programs. Grant Funding, Program income, and miscellaneous revenues, **including \$1,195 raised through fundraising activities and \$3,158 from board member contributions**, totaled more than \$457,000 during the fiscal year. The chart below provides more details about which donors provided funds and the purpose.

Grant Income for Programs FY 2026

Funder	Professional Development for Educators	Support to Families with Special Needs	Total
Children's Forum - Help Me Grow		\$ 181,000	\$ 181,000
AD Henderson Foundation - Peer Supports		130,133	130,133
University of Florida Lastinger Center FOTA	27,180		27,180
Total Grant Income for Programs	\$ 27,180	\$ 311,133	\$ 338,313

Program Income FY 2026

Funder	Professional Development for Educators (Stipends, Food, Etc)	Provider Appreciation & CDA Graduation Events	Early Learning Landscape Study	Family Events Day in K & Outreach	Total
AD Henderson Foundation	\$ 13,665			\$ 328	\$ 13,993
Broward Workshop (Community Fdn)			46,777		46,777
PNC (with AELC)	22,750	-		1,000	23,750
Kiwanis Baby Bookworms (Community Fdn)		-		5,000	5,000
Children's Services Council		-		15,000	15,000
CPR Participant Fees	4,810	-		-	4,810
Florida Blue		3,200		-	3,200
Total Program Income **	\$ 41,225	\$ 3,200	\$ 46,777	\$ 21,328	\$ 112,530

**All program income 100% expended as of June 30, 2026

Other Income FY 2026

Funder	211 & Top Workplace Award Events	Staff Appreciation Events	General Income	Total
Brown and Brown	\$ -	\$ 1,382		\$ 1,382
211 Broward	1,000	-	-	1,000
Board Members	2,081	500	576	3,158
Fund Raisers	-		1,195	1,195
Total Other Income	\$ 3,081	\$ 1,882	\$ 1,771	\$ 6,735

* \$1,199 Remaining as of June 30, 2026

2. ELC Broward's FY 26/27 Fundraising Plan:

The following plan was created to bring in additional non-DEL, non- local match funding to enhance or fund ELC programs, initiatives, special events, professional development, and purchase unrestricted or unallowable items, to strengthen the organization.

FY 26/27 Fundraising Plan:

- **Grant Opportunities:** The Education Department, headed by Allison Metsch, Vice President of Education, is responsible for securing at least 4 new program-related grant opportunities this fiscal year. Since the start of FY 26/27, she has submitted 4 proposals, including:
 - PNC Bank – Pending* (last year's PNC grant came through the AELC, not PNC directly)
 - Jim Moran Foundation - Pending
 - Chick-fil-A – Not Awarded
 - Leadership Broward – Not Awarded

The committee will be updated on additional grant opportunities.

- **Corporate Giving Opportunities:** ELC staff will apply to the following corporate giving opportunities:
 - **Walmart Spark Good Round Up Micro Donations:** Allows eligible organizations to participate and receive donations from customers who round up their purchases when shopping.
 - **Raise Right Gift Card Fundraising** - Allows a company's supporters to purchase gift cards for purchases they would already be making. Participating nonprofits receive a percentage of each card sales. Quarterly checks for earnings are disbursed throughout the calendar year.
Gift cards include:
 - Starbucks – 4.5%
 - Target- 2.5%
 - Walmart- 2.5%
 - Publix- 2.5%
 - Amazon- 1.25%
- **Give Back Nights:** Give back nights provide an opportunity for nonprofits to raise awareness about ELC's mission and services while also generating additional funds.
 - ELC will host three – four giveback nights between November 2026 and August 2027, with priority consideration given to the organizations below. Additional partnering options are included in the supporting documentation (see 3a. Give Back Night Listing FY 26/27). These events were strategically selected to maximize participation, community engagement, and fundraising potential. **(See Highlighted Options in Supporting Documentation)**

Organization Name	% Giveback	Status
Panda Express	28%	Proposed Q2 Fundraiser (Mid November)
Java Joe's	40%	Proposed Q2 (December Holiday Fundraiser)
Krispy Kreme	30-50%	Proposed Q3 (Valentine's Fundraiser)
Double Good Popcorn Fundraiser	50%	Proposed Q4 (April Fundraiser)

- **ELC Fundraising Event:** ELC staff are evaluating the feasibility of turning our State of Child event into a fundraising opportunity. This would require all event costs to be paid for through sponsorships, donations, and in kind giving. More details will be shared at the October 26th meeting.
 - **ELC Broward Vendor Relationships:** ELC staff will solicit at least 5 ELC existing vendors to fund events and programming throughout the year.
3. **Establish FY 26/27 Funding Goals and Assignments (as needed):** The Fundraising Committee will establish the following fundraising goals and assignments:
- Develop 2-3 Fundraising/Friend raising Goals for FY 26/27
 - Establish Committee members' assignments (and suggested assignments for the full board)
 - Agree on required number of meetings for FY 26/27

Recommendations

Review/Discussion Only

Giveback Nights Percentages By Organization November 2026 to August 2027

(The first quarter of the fiscal year was spent on research and planning our fundraising activities for FY 26-27)

Organization Name	% Giveback	Noteable Information	Status
Panera Bread	20-25%	The fundraiser must generate between \$100 and \$150 in net sales (depending on the specific Broward location) to qualify for the donation payout	
California Pizza Kitchen	20%	CPK managers have historically been authorized to host nonprofit fundraising events returning 20%. Because the program is manager/location driven, confirm frequency and minimum with the specific restaurant before planning recurring events.	
Panda Express	28%	Online/Virtual (Virtual Community Fundraiser): Panda Express donates 28% of event sales for online orders or app orders using the unique fundraiser code	✓ Proposed Q2 Fundraiser (Mid November)
Anthony's Coal Fired Pizza	20%	Events can include dine-in and certain takeout/pickup orders. Third-party delivery generally does not count	
PDQ	20%	Requires 501(c) documentation and updated W-9. PDQ encourages organizations to participate in the restaurant during the event, including helping with activities such as serving tables/drive-thru.	
Menchie's	20% - (May Vary Location Dependent)	Because Menchie's is heavily franchise/location based, get the percentage and frequency directly from the store.	
Java Joe's	40%	Shipping & Order Minimum: Small Order Fees: If you fall short of the item minimum, a flat shipping fee will be deducted from your total profit pool. Direct-to-Home Costs: For the mobile app option, supporters paying for direct-to-home shipping must cover their own standard carrier shipping fees at checkout. Financials & Turnaround Fast Delivery: Once your final group order is compiled and submitted, products are typically roasted, packaged, and delivered to your group within 7 to 14 business days. Custom Labeling No Extra Fee: Private custom labeling (putting your school logo or team photo on the coffee bags) is included at no additional cost.	✓ Proposed Q2 (December Holiday Fundraiser)
Yogurtland	20%	Request at least 2 weeks in advance. W-9 required. In-store only—online orders do not count. Gift cards, coupons, rewards and discounts are excluded. Coordinator should arrive 15–20 minutes early.	
Cold Stone Creamery	20%	Because stores are individually operated, percentage, minimum and frequency should be confirmed with the specific store.	
Blaze Pizza	20%	Supports in-store and online fundraisers at participating locations. Online orders must be pickup/carryout; delivery orders don't count. Blaze provides promotional flyers.	
Krispy Kreme	30-50%	Not a restaurant giveback night. Three options: sell fresh doughnuts, collect orders first, or run an online fundraiser. Current fall 2026 promotion: buy 50 fundraising products and receive 10 additional products free, Sept. 23–Oct. 30, 2026	✓ Proposed Q3 (Valentine's Fundraiser)
Chipotle	25%	Can only host one every six months	
Shake Shack (select locations)	25%	Apply at least 2 weeks ahead; applications can take up to 10 business days. Dine-in, to-go and Shack App/Web pickup can count; third-party delivery does not. Returning organizations must resubmit tax information annually.	
Double Good Popcorn Fundraiser	50%	Can only have 1 campaign open at a time, but can host as often as we'd like.	✓ Proposed Q4 (April Fundraiser)
City Pop (Popcorn Fundraiser)	50%	Very similar to Double Good, Popcorn is slightly cheaper, but we can only sell individual bags.	