



Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Meeting Agenda
February 12, 2024, at 12:00 PM
Hybrid Meeting

Meeting ID: 829 5661 1470

Passcode: 828036

<https://us06web.zoom.us/j/85110383313?pwd=h7u7IJ40UD5qOwv3WvJULZHanGJOVd.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 prior to the meeting.

		PAGE
1.	Call to Order	Michael Asseff, Co-Chair Ad Hoc Fundraising
2.	Roll Call	Melody Martinez, Board Liaison
3.	Consent Agenda 1. Approve November 29, 2023, meeting minutes.	2 Michael Asseff, Co-Chair Ad Hoc Fundraising
4.	Regular Business 1. FUND243RB1- Fundraising Strategies	5 Michael Asseff, Co-Chair Ad Hoc Fundraising Renee Jaffe, CEO
5.	Unfinished Business New Business Matters from the Chair Matters from the Committee 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.

“As per [§286.0105, Fla. Stat.](#) 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.”



Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Committee Meeting Minutes
November 29, 2023, at 2:30 PM
[Zoom Meeting](#)

Members in Attendance	Co-Chair, Michael Asseff; Dr. Amoy Reid; Kirk Englehardt; Zachary Talbot
Members Absent	
Staff in Attendance	Renee Jaffe, CEO; Christine Klima, CAO; Judith Merritt, COO; Howard Bakalar, CPO; Hubert Cesar, CIO; Melody Martinez, Board Liaison; Lizbeth DelVecchio, Executive Assistant & Special Projects Coordinator, Ancel Prat III, Sr. Director Communications
Others in Attendance	Julie Winburn

Item	Action/Discussion
Welcome & Call to Order	Co-Chair Michael Asseff called the meeting to order at 2:33 PM. The roll was called, and a quorum was established.
Consent Agenda 1. Approve August 30, 2023, meeting minutes	There was a Motion to approve the Consent Agenda by Dr. Amoy Reid and Seconded by Kirk Englehardt. Unanimously approved. Motion Passes.

DRAFT

Regular Committee

1. FUND242RB1- Fundraising Strategies

The Ad Hoc Fundraising Committee got together to discuss updates and fundraising strategies since the last meeting in August.

Small Wine Shop Event Recap

CEO Renee Jaffe recapped the outcome of the Small Wine Shop Fundraiser we held in October. We had two main sponsors for this event. They were Sara Stevenson from State Farm and our legal counsel Goren Cherrof. While we netted about \$1,700 and a small portion of those funds went towards executing the event, we generated new relationships with individuals who attended. About half of the participants were new individuals, some of whom we have been able to capitalize on in establishing new connections. Those relationships are the big takeaway from the event.

Fundraising Co-Chair, Michael Asseff, posed the question if these small-scale events are the direction, we want to head in from a monetary standpoint. He also asked if there were other avenues, we could explore in connecting with people regarding fundraising.

Community Partnership & Relationship Building Update

CEO, Renee Jaffe shared that from a fundraising/friend-raising perspective, at the small wine shop event, Kirk was able to connect her with Michael Kelley of the Community Foundation, who, prior to leaving his role with the organization, shared a couple of opportunities for establishing connections with a couple of their donors and for getting added to their donor list with the hopes of funding programmatic initiatives ex: bookworms, and parent boot camp. Renee also has a meeting lined up with Melida Akiti, the Chief Community Officer from Memorial, to continue discussing programming opportunities. Renee met with a couple of individuals from PNC over lunch and they shared their interest in the honorary board position and in helping us further good fundraising practices.

Annual Staff Appreciation Event Update

CEO, Renee Jaffe shared that we will be having our next staff appreciation event in a couple of weeks and State Farm will also be partially funding that event. They will have a table at the event. We are combining our Winter Palooza and Staff Appreciation to be more efficient. We are also working with one of our education vendors to see if they will be interested in buying food for the event.

Donation Page Update

CEO, Renee Jaffe shared that we have updated our donation page, and it will be going live any day or so.

Future Event Planning Discussion

Dr. Amoy Reid asked if the wine and cheese event was meant to be a start-up event along with how much of the \$1,700 was left over. She also asked the group if now was the right time to start planning another event?

CEO, Renee Jaffe, shared that the fundraiser at the small wine shop was designated to be a startup friend-raiser and the amount left over was \$1,400. She shared that we could potentially look at a March date for the next fundraiser. Renee shared that it is important to keep in mind that while we have the \$5,000 of PNC seed money, it's important to be cognizant of the fact that part of those funds go towards paying staff for planning these kinds of events. Renee shared that we are open to hearing the board members suggestions but feels it would be helpful to have a discussion around the role board and committee members will be playing so expectations are clear.

<p>Fundraising Suggestions</p> <p>Honorary Board Member Discussion</p> <p>Next Steps</p>	<p>Board Member Event Suggestions</p> <ul style="list-style-type: none"> • Amoy suggested a Meatballs and Margaritas Event consisting of a cover charge to include the price of 1 drink and 1 meatball. • Fundraising Chair, Michael suggested utilizing one of the restaurants that allow you to donate to a cause. <p>After sharing the caliber and qualifications of some of the current honorary board applicants, a discussion was had as to the expectations the board should have of incoming honorary board members. Amoy shared that the purpose of the honorary board was to fundraise and friend-raise, and that they have to add value by bringing in connections or expertise.</p> <p>CEO, Renee Jaffe posed the question “What recommendations do we want to make to the nominating committee about the honorary board?”</p> <p>Fundraising Co-Chair, Michael Asseff shared that this question needs to be discussed at the next nominating meeting. He suggested adding term limits of 12-24 months to honorary board members so that performance can be evaluated, and expectations are clear. Zachary Talbot suggested that we target individuals/organizations that support common interests/missions to ours. The discussion resulted in an agreement among committee members that we want to set expectations of the honorary board member position and those expectations revolve around what candidates can bring to the table with regards to money, influence, and connections within the community.</p> <p>The committee agreed to the following next steps:</p> <ul style="list-style-type: none"> • Committee Members agreed to begin following up with those who had previously shown interest in being an honorary Board Member. • Fundraising Co-Chair, Michael Asseff, suggested reaching out to connections to get someone to apply for Q1 of next year. • Amoy will reach out to Chrissy Parente, Director of Corporate Communications of the Florida Panthers. • Fundraising Co-Chair, Michael Asseff, will reach out to his McDonalds contact, to Kristina West, and a connection he has at Wells Fargo and Bank United. • CEO, Renee Jaffe, will send the short promotional video used at the Small Wine Shop Event to Michael Asseff. • Kirk will connect Renee to 93.1 radio host Ellen Jaffe, to potentially do a segment on early learning. • Howard will reach out to Bob Swindel at the Greater Alliance.
Unfinished Business	None
New Business	None
Matters from the Chair	None
Public Comments	There was no discussion.
Next Meeting	<u>February 12, 2024, 12:00 PM</u>
Adjourn	The meeting adjourned at 3:36 PM

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:	FUND243RB1 / AD HOC FUNDRAISING COMMITTEE
MEETING DATE:	February 12, 2024
SUBJECT:	Fundraising Strategies
FOR ACTION:	YES
RECOMMENDED ACTION:	Review items with the Board
FINANCIAL IMPACT:	None
ELC STAFF LEAD	R. Jaffe

Background

In FY22/23, the ELC Broward launched the ad hoc fundraising committee and met several times to develop the role of the committee/committee members, develop fundraising parameters and goals, and provide feedback related to plans for the ELC’s first-ever fundraising event. The committee and ELC staff developed a development plan for fundraising efforts and provided input throughout the planning process for ELC’s fundraising efforts.

At the November 29, 2023 meeting, the committee agreed to the following next steps:

- Follow up with those who had previously shown interest in being an Honorary Board Member.
- Reach out to connections to get additional interest in being an Honorary Board member or “friend” of the ELC.

Current Status

At the February 12, 2024, Ad Hoc (AH) Fundraising committee meeting, ELC staff will share the following:

- Donation/Funding Updates

Additional topics to be discussed with the committee include:

- Follow up from committee members regarding new potential connections for Honorary Board members or new “friends” of the ELC (per discussion at the 11/29/23 meeting)

Recommendations

Review and discuss the items included in the Ad Hoc Fundraising Committee agenda.