

**Early Learning Coalition of Broward County, Inc.**  
**Ad Hoc Fundraising Meeting Agenda**  
**August 30, 2023, at 12:00 PM**  
**Hybrid Meeting**

**Meeting ID: 834 7859 3197**

**Passcode: 654715**

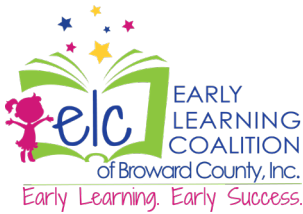
<https://us06web.zoom.us/j/83478593197?pwd=dzQxMm0zVS82YS9HdDBuVTNTZ3hwdz09>

*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.	<b>Call to Order</b>		Kristina West, Ad Hoc Fundraising Committee
2.	<b>Roll Call</b>		Melody Martinez, Board Liaison
3.	<b>Consent Agenda</b> 1. Approve April 10, 2023, meeting minutes	2	Kristina West, Ad Hoc Fundraising Committee Chair
4.	<b>Regular Business</b> FUND241RB1- Fundraising Strategies	4	Kristina West, Ad Hoc Fundraising Committee Chair Michael Asseff Co Chair Fundraising Committee Renee Jaffe, CEO
5.	<b>Unfinished Business</b> <b>New Business</b> <b>Matters from the Chair</b> <b>Matters from the Committee</b> <b>Public Comment</b>		
6.	<b>Next ELC Ad Hoc Fundraising Meeting: <u>September 11, 2023</u></b>		
7.	<b>Adjourn</b>		

**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.”*



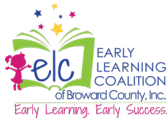
**Early Learning Coalition of Broward County, Inc.**  
**Ad Hoc Fundraising Committee Meeting Minutes**  
**April 10, 2023, at 12:00 PM**  
Hybrid Meeting

Members in Attendance	Chair, Kristina West; Michael Asseff; Amoy Reid (logged off at 1:03 pm); Kirk Englehardt
Members Absent	Zachary Talbot
Staff in Attendance	Renee Jaffe, CEO; Christine Klima, CAO; Judith Merritt, COO; Howard Bakalar, CPO; Hubert Cesar, CIO; Melody Martinez, Board Liaison; Lizbeth Juan, Ancel Prat III, Sr Director Communications
Others in Attendance	

Item	Action/Discussion
Welcome & Call to Order	Chair Kristina West called the meeting to order at 12:09 PM. The roll was called, and a quorum was established.
<b>Consent Agenda</b>  a. Approve January 30, 2023, meeting minutes	There was a <b>Motion</b> to approve the Consent Agenda by Michael Asseff and <b>Seconded</b> by Kirk Englehardt. <b>Unanimously approved.</b> Motion Passes.
<b>Regular Committee</b>  a. FUND233RB1- Fundraising Strategies  1. Obtain a volunteer to be the Co. Chair of the Committee  2. Discuss results & Next Steps from Board Survey for Friendraising/ Honorary Board Members  3. Review/Discuss Event Ideas	<p>Chair Kristina West asked for a volunteer to have a Co-Chair on the committee. Michael Asseff volunteered.</p> <p>A survey was sent out to the Board to see if they had any ideas for fundraising, contacts that they know, or companies. Resulting in 7 board members responded to the survey, 5 responded that they have no contacts, Twan Russel responded he had Dolphin contacts.</p> <p>Chair Kristina West said she could reach out to the Marlins.</p> <p>Howard Bakalar, CPO, suggested starting off with a small event to start making friends. We can go to chamber events and start making connections.</p> <p>There was a discussion regarding how to tell our story. We need to see what we can do to help them. If a donor doesn't see the need, then they won't donate. If no one has ever heard of us, it is meaningless to them.</p> <p>Dr. Amoy Reid suggested that starting small is better. Find people in the community that resonate with ELC's vision and mission and invite them to a small event like a meet and greet. In the future, we could have people sponsor a table. But we should start small, and then share a video, and then we ask.</p>

<p>4. Review Marketing materials for Tool Kit/Sponsorship Levels</p> <p>5. Next Steps</p>	<p>Renee Jaffe, CEO, we can make some calls internally. We are part of the Chamber we can call the Chambers and ask them what we can do and how we can connect to some event or partner in some way.</p> <p>Chair Kristina West suggested starting with the Greater Fort Lauderdale, and then she will reach out to Gail at Alliance and see what we can do for the employees.</p> <p>The Committee agreed that there should be a lower tier on the Sponsorship levels and adding “that any donation would be greatly appreciated.” Having a QR code would be helpful and more accessible, also to tie in the Match.</p> <p>Michael Asseff volunteered for his team to start calling people. We need a script to help the process.</p> <p>Next Steps are the following:</p> <ul style="list-style-type: none"> <li>• Work on a script that we can share and have some people call.</li> <li>• Start a list of who to call.</li> <li>• Building relationships with the Chamber.</li> <li>• Chair Kristina West will reach out to Gail at the Alliance and get her thoughts.</li> <li>• Create a video.</li> <li>• Add different options/donation levels to the handout.</li> <li>• Decide on who will do what, and what’s the best way to do it?</li> <li>• Have everyone try and find people.</li> </ul>
<b>Unfinished Business</b>	None
<b>New Business</b>	None
<b>Matters from the Chair</b>	None
<b>Public Comments</b>	There was no discussion.
<b>Next Meeting</b>	<b>TBD</b>
<b>Adjourn</b>	Meeting adjourned at 1:15 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.*



<b>ITEM #/MEETING:</b>	FUND241RB1 / AD HOC FUNDRAISING COMMITTEE
<b>MEETING DATE:</b>	August 30, 2023
<b>SUBJECT:</b>	Fundraising Strategies
<b>FOR ACTION:</b>	YES
<b>RECOMMENDED ACTION:</b>	1.
<b>FINANCIAL IMPACT:</b>	None
<b>AS RECOMMENDED BY:</b>	Board
<b>ELC STAFF LEAD</b>	R. Jaffe

**Background**

In November 2022, the ELC Broward held the first Ad Hoc Fundraising Committee meeting and met two additional times during FY 22/23 to establish the role of the committee, create bylaw language related to the committee and devise fundraising goals, strategies, action plans, and timeline. The initial plan included obtaining seed money for fundraising efforts, creating a fundraising toolkit and Sponsorship packet for potential funders/sponsors, hosting a small event for potential new donors, sponsors, and “friends” of the ELC (and leveraging Board member contacts), with the hope of planning a larger fundraising event down the road.

Additionally, the committee worked collaboratively with the Nominating and Governance Committees to create a new Honorary Board membership option, approved by the Board at the April 20<sup>th</sup> meeting with finalized (Honorary Board membership) bylaw language and an application (and nomination process) approved at the June Board meeting.

Thanks to the generosity of PNC Bank and Kristina West’s assistance, the ELC secured \$5,000 in seed money for fundraising efforts.

**Current Status**

Utilizing the ELC’s fundraising seed money, staff were able to begin planning for the organization’s first “Meet and Greet” fundraising event, scheduled to take place on Thursday, October 5<sup>th</sup> at 6:00 PM. The goal is to attract new community partners and new potential “friends” of the ELC. The fundraiser will be at a local wine shop in downtown Fort Lauderdale, where attendees can sample wine and cheese and learn more about the ELC and how to get involved through serving on the Board, Honorary Board, donating, or sponsoring an ELC event.

During the August 30<sup>th</sup> Ad Hoc Fundraising committee meeting, the following items will be discussed:

1. Additional details about the Wine Tasting Fundraising Events including:
  - Review Invitation
  - Board member's role in inviting guests
  - Update on Sponsorships secured (for the event)
  - Soliciting Match Donors
2. ELC Donation Landing Page
3. Board member Contributions Form
  - Created for Board members who wish to contribute/fund specific things the ELC is restricted from funding (Board gatherings - lunch and learn food, meet and great food, coffee/snacks for Board meetings, a seat/table for an award ceremony, staff fund, or general unrestricted funding) at the beginning of each fiscal year



# WINE & CHEESE SOCIAL

Join us for an engaging event to sip, socialize, and learn about ELC Broward's impactful services and ways to support the great work of the ELC.

**THE SMALL WINE SHOP  
410 N. ANDREWS AVENUE  
FORT LAUDERDALE, FL. 33301**

**Thursday, October 5th, 2023  
6:00 PM - 8:30 PM**

**RSVP at: [ldelvecchio@elcbroward.org](mailto:ldelvecchio@elcbroward.org)**

*By invite only (no plus one)/Deadline September 29, 2023*

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