



**BROWNSBURG EDUCATION FOUNDATION
Board Meeting**

F.L. O'Neal Administration Building
Main Board Room
310 South Stadium Drive
Brownsburg, IN 46112

AGENDA

**Tuesday, January 17, 2023
6:00 p.m.**

To encourage and support creativity, innovation and excellence that will enhance the educational community of the Brownsburg Community School Corporation.

- I. WELCOME** – Brian Petraits
Introduction of newly appointed BCSC School Board Representative – Katie Dixon
- II. MISSION MOMENTS** – Brian Petraits
 - 1) “Review Ready!” at Brownsburg High School
 - 2) 4th grade DEA - novels
 - 3) BEF Success Stories
- III. APPROVAL OF MINUTES** – Melanie Harris
Board Meeting Minutes – November 21, 2022
- IV. FINANCE COMMITTEE REPORT** – Kevin Hall
 - 1) Finance Report
 - 2) 2023 Budget recommendation (VOTE)
- V. SNAPP CHAT** – Dr. Jim Snapp
- VI. COMMITTEE REPORTS** (attached for review prior to meeting)
 - 1) Alumni Hall of Fame
 - 2) Gala
- VII. DIRECTOR’S REPORT** – Rene Behrend
- VIII. BOARD DEVELOPMENT** – Alicia Smith
- IX. OLD BUSINESS**
 - 1) 2023-2026 Strategic Plan – divide into groups
 - 2) Big Raffle ticket sales
 - 3) Part-time Development Director position

X. NEW BUSINESS

- 1) Potential Board member discussion
- 2) Officers for 2023-2024
- 3) Review of 2023-2024 calendar draft (VOTE)
- 4) No board meeting as scheduled on 2/21/2023

XI. CURRENT SIGN-UPS

- 1) Folder stuffing and delivery (2/15 and 2/22)
- 2) Gala (3/9 and 3/10)
- 3) Alumni Hall of Fame Breakfast, 3/10 at 9am at BHS
(Please text or email Rene if you can attend.)



XII. FUTURE MEETING DATES

- 1) ~~February 21, 2023 (3rd Tuesday), 6 pm~~
- 2) May 15, 2023, 6 pm

XIII. CALL YEAR-END DONORS

XIV. ADJOURNMENT

Key Dates:

Gala – March 10, 2023
Golf Outing – June 9, 2023

2022 – 2023 Committee Chairs

Gala – Jamie Hall and Tiffany Dearman
Golf Outing – Kris Grant and Brian Petraits
Purse Bingo – Alicia Smith and Melissa Middleton
Special Promotions – Lindsey Catellier (apples) and Tara Casey (bricks)
Surplus Sale – Rosemary Isaacs-Anderson
Alumni Hall of Fame Committee – Melanie Harris
Finance – Kevin Hall
Grants – Paul Shaffer and Ryan Morrison
Scholarships – Tarah Fettig
Marketing – Frank Knez

**BEF Committee Reports
January 17, 2023 Board Meeting**

**Alumni Hall of Fame Committee
Gala Committee**

Alumni Hall of Fame
No report submitted.

Gala Committee
Submitted by Jamie Hall

We are less than 2 months away, and we are on the final stretch to finalize details and recruit volunteers before, during and after the Gala.

Most of the major items are solidified, but still fine tuning the catering piece of it to get the best bang for our buck there.

Table sales are going well - NEED to keep promoting the event and sales of reservations and raffle tickets.

Raffle Ticket sales are underway - EACH board member is asked to sell at least 5 tickets at \$50 each = a good fundraising.

We are still debating over HOW to overcome the fundraising activities that need CASH the night of the event, considering how so many people DON'T carry much cash.

I have a letter for each of you to hand to any business YOU know of and try to get excitement for the gala and fund-raising.

FACEBOOK posts or any social media way you can promote - DO IT!

We need gift cards galore for our gift card tree (\$20 minimum)

I need 1-2 people to run with decorations for the room/tables.

We will have LIVE & SILENT auction items, but not as many as past years. IF YOU CAN think of anything good for an AUCTION item, let me know and any connection to get it would be awesome.

We will need as much manpower as possible that last week, so let me know if you can help during the day on March 9th and/or 10th!

Next committee meeting is January 19th at 11:00 if anyone wants to join us in the College Ave Conference Room at 310 Stadium Drive.

**Director's Report
January 17, 2023**

Professional Development

None

Community Outreach

DATE	EVENT
12/6/2022	Hendricks Regional Health Community Luncheon – attend
12/7/2022	Brownsburg Chamber of Commerce Luncheon – attend
12/8/2022	Hendricks County Business Leaders Luncheon - attend

2023 Community Partnerships

- \$99,500 committed for 2023 so far (\$175,568 was our sponsorship total for 2022)
Increases from:
LeBlanc Nettles Law (+\$2,500)
IU Health West (+\$2,500)
Swartout Dental (+\$2,500)
RE Dimond and Associates (+\$2,000)
Hometown Insurance (+\$1,250)
Context Design, LLC (+\$1,000)
Indiana Members Credit Union (+\$1,000)
Mowery Heating and Cooling (+\$900)
- Continuing to meet with potential business partners and follow-up with 2022 partners who have not yet responded

Year-end Campaign

- Very successful year-end campaign
- Includes online apples sales, but not in-school apple sales (\$6994.00)
- \$9,607.88 in gifts and a response rate of 8%. (this is pretty low)
- Two first-time donors who gave gifts of \$1,000

		<u>Sent</u>	<u>Returned</u>	<u>Rate</u>
2022 TOTAL	\$9,607.88	376	31	8%
2021 TOTAL	\$9,558.44	308	39	13%
2020 TOTAL	\$10,693.44	268	46	17.2%
2019 TOTAL	\$6,000.32	245	31	12.7%
2018 TOTAL	\$5,707.32	309	38	12.3%
2017 TOTAL	\$5,535.00	367	37	10.1%
2016 TOTAL	\$7,440.00	367	31	8.4%
2015 TOTAL	\$3,088.70	342	25	7.3%
2014 TOTAL	\$2,604.87	258	28	10.9%
2013 TOTAL	\$1,905.00	177	18	10.2%
2012 TOTAL	\$1,851.70	575	19	3.3%

Monthly Giving

- Total of 9 donors who are participating in the monthly giving 1987 Club; 4 annual gifts and 5 monthly gifts
- We have another donor who donates monthly through their company's charitable matching gift program
- Total giving from monthly donors is \$176.17 per month (x 12 = \$2,114.04 annually + \$953.76 annual gifts)
- Will focus on increasing number of monthly donors in 2023

2023 Scholarships/Kaleidoscope

- Timeline for scholarships has been moved up to accommodate when seniors need to tell schools where they are going (May 1st)
January 9, 2023 – Applications open
February 7, 2023 at 11:59pm – Applications close
March 10, 2023 – Organizations need to get scholarship recipient names to Joni Martin
April 25, 2023 at 7pm – Senior Awards Night at Brownsburg High School Auditorium
- Joni Martin and I spent November and December working with local organizations to update applications and prepare for this year's scholarships.
- Things went MUCH smoother this second year with Kaleidoscope than they did last year. The new timeline is really nice, too.

2022 BEF Review Summary

January 17, 2023

Dear Brownsburg Education Foundation Executive Board of Directors,

Thank you for the opportunity to continue to lead the Brownsburg Education Foundation (BEF). It is a joy to work with all of you and the many strengths and areas of expertise that you bring to the BEF Board of Directors. 2022 was a year of continued growth for BEF with many opportunities for increased impact and awareness of our mission. It is with much delight that I share with you some of the accomplishments of the BEF from the past year.

Here is a summary of highlights that have been achieved by the Brownsburg Education Foundation in 2022:

1. Corporate partnership support of \$175,568, which is an increase of almost \$30,000 from 2021 (\$145,815). The community partners we have are dedicated and help grow this number with additional support. I will continue to involve new businesses for even greater impact.
2. Endowment contribution of \$83,100. This is from two major gifts from one donor and a collection of gifts totaling \$22,000 toward the Maria West Memorial Scholarship to make is an endowed scholarship. Because of this amount donated to the endowment, no additional BEF revenue was added in 2022.

Additionally, because the endowment ended the year over \$1,000,000, the 3-year average was over \$1,000,000 and a 3% distribution could be taken

without the balance going below \$1,000,000, BEF will take its first 3% distribution from the endowment (\$31,447) for use toward the 2023 budget.

3. Receipt of 4 grants totaling \$30,818 for the 2022-2023 school year, funding STEM materials, general science supplies and needed curricular items, Real Men Read and the Log Cabin Homestead
4. Continued support of elementary running clubs, Purdue Science Express at BHS, Real Men Read, the BCSC Summer and Winter Reading Challenges, Log Cabin Homestead project, Fast Track program and senior project funding.
5. Successful summer and year-end campaigns totaling \$11,862. Individual donors to BEF continue to grow.
6. Net revenue from all fundraisers, individual and corporate gifts, and the endowment distribution totaling over \$279,000, allowing BEF to allocate the largest budget to date in 2023.
7. Efficiencies gained through the successful digitalization of the scholarship applications through Kaleidoscope, successful conversion of the donor database to Bloomerang and successful modification of the BEF director's manual and documents to an electronic format.
8. Greater utilization of the Log Cabin Homestead property by hosting Pioneer Camp for one week in June 2022. Expansion of the camp will be to two one-week sessions in June 2023.

Thank you for the increase in salary for 2023 and the approval to proceed forward with the addition of a development director staff member in July. It is such a pleasure to be a part of this organization that continues to grow and do more for the students and teachers of Brownsburg each year. I appreciate all of the support and encouragement that I get from each one of you!

Sincerely,

Rene Behrend

Executive Director