

**Brownsburg Education Foundation
Board of Directors Meeting
January 17, 2023**

**Present: Tara Casey, Lindsey Catellier, Tiffany Dearman, Katie Dixon, Tarah Fettig, Beth Grant, Kris Grant, Kevin Hall, Jamie Hall, Melanie Harris, Melissa Middleton, Ryan Morrison, Brian Petraits, Paul Shaffer, Alicia Smith, Jim Snapp, Amanda Wright, Rene Behrend
Alyssa DePriest, Heather Jones, Emma Leary, Meggen Lepper, Joy Rose
Absent: Frank Knez
Judi Adams, Abby Hall, Angela Keitzer, Haley Sharar**

Meeting called to order at 6:02 PM by Brian Petraits.

- Welcome to Katie Dixon, new BCSC representative from the School Board.
- Mission Moments
 - Review Ready at BHS – the AP World History teacher was able to get some new review cards and games for the AP World History exam review.
 - “I Survived” novel sets were provided to all the elementary school fourth grades. They do a good job of tying together language arts & history.
 - Rene presented at Career Day at Lincoln Elementary – so we will have lots of philanthropists in a decade!
- Motion to approve minutes from last meeting by Dr. Snapp, seconded by Lindsey Catellier. Minutes were approved unanimously.
- Treasurer’s Update – Kevin Hall
 - The accounting firm is doing a great job of making the reports easy for Kevin to read.
 - Presentation of next year’s budget: just a note that the salary for the Development Director will be bumped up in 23-24. This year’s allocation is only for 6 months of the position since the targeted start date is July 1.
 - We are growing the endowment so that we can use that money going forward for administrative expenses and all funding raised can go to grants, programs and scholarships.
 - Dr. Snapp moves to approve the budget; Tiffany Dearman seconded. The 2023 BEF budget passed unanimously.
- Snapp Chat:
 - 10,003 students
 - Crossroads Elementary and West Middle are on track and redistricting is done.
 - Now we start expansion of the Senior Academy, fieldhouse and the parking lots by the high school.
- Committee Reports:
 - Gala: need participation with selling raffle tickets and tickets to the actual Gala.
 - Top Eliminator Club installed carpet – will be better for acoustics.
 - ½ of the raffle tickets sold so far.
 - So far, 30 tables of tickets sold, we will sell out at 44.
 - DJ Request-a-thon and the Silent Auction items will be the big moneymakers.

- Board Development Exercise: based on the podcast everyone listened to, answer the following questions:
 1. Why is it important to fundraise and donate?
 2. What are other ways to get involved that don't involve fundraising (for those who don't feel comfortable)?
 3. How can we be more intentional about the board members we recruit in 2023?
 4. How can we continue to engage you, as a board member? What is needed to begin doing? Is there anything we should stop doing?
 - 1. Sharing out to the group: your heart follows your dollars, shows you are invested. Diversity – even \$10 gift is giving.
 - 2. Your time, volunteering on a committee, phone calls, thank you notes, talking to ppl in the community.
 - 3. Look at gaps in diversity, for example ENL parents, more people in commercial business. How do we recruit? Don't chase shiny objects, people who seem great but never show for meetings or events. We need people who are engaged.
 - 4. Being very specific about the help needed. Maybe a big board that presents all of the committees and what they do. Better onboarding. Make sure board members know that donation of time at Lucas Raceway Park is a requirement.
- Stay in groups to talk about the Strategic Plan – come up with 1-2 measurable goals to pair with each pillar.
 - 4. Maximizing Resources (cabin, other) 2023-2024, 2024-2025
 - Increase involvement in Cabin Camp/Summer from 1 week to 2 weeks then evaluate numbers and resources and increase.
 - Ensure 100% board participation and 100% board involvement
 - Use resources we have previously purchased for schools
 - Other group feedback will be discussed at the May board meeting
- Marketing Money
 - Teachers Treasures is having a Doughnut Dash on March 18th. We are paying for 50 teachers to be involved and they get a free shopping spree at Teachers Treasures.
- Incredible Award applications are going out and will be due 2/28/23.
- Scholarship applications are due for seniors, Feb. 7th.
- New Business:
 - New Board Members – think about who we can invite.
 - Leadership Opportunities available (President Elect, Secretary, Treasurer)
 - Moving dates of orientation and some dates for next year. Going down to 5 meetings.
 - Paul moves to approve calendar with changes and Ryan seconds. The 2023-2024 calendar was accepted unanimously.
- Don't forget the Alumni Hall of Fame Breakfast on March 10th at 9am. Let Rene know if you can attend.
- We had 100% giving by the Board in 2022.
- We ended the meeting was adjourned at 7:15 p.m. and some board members stayed later to call donors.

Respectfully submitted,

Melanie Harris
Secretary
2/7/2023

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.