

G.A.P.S. BOARD WORK SESSION

- SUMMARY -

Thursday, July 18, 2013, 1:00 to 3:00 p.m.
Beaverton School District Admin Office
16550 SW Merlo Rd., Beaverton, OR 97006

Present: Yuen Chin, Jeff Condit, Karen Foley, Steve Petruzelli, Andi Miller, and Megan Stenberg

Absent: Patrick Braatz and Vaughn Tidwell

1. **NEW NAME:** Northwest Regional ESD Foundation

“Supporting Special Education in Clatsop, Columbia, Tillamook, and Washington Counties”

- ESD Board approved use of agency name on Tuesday, July 16. Next steps: Megan will facilitate the following to make name change legal:
 - 1.) Board approval in August. 2.) File articles of amendment with Secretary of State. 3.) Send copy of filed articles to OR Dept. Justice, and 4.) Contact IRS to change name on determination letter.

2. **AUCTION**

Purpose: Awareness and fund raising

Goals: Fully fund a special appeal, and raise \$30,000 for the foundation’s grant program.

- **Date** - Thursday, May 8, 2014
- **Attendance** - Up to 20 tables of 8. Foundation Board will work to solicit corporate sponsors and also sell individual tickets @ \$125 with special discounted rate for educators TBD.
- **Sponsorship levels** - Status quo? (\$1,250, \$2,500, \$5,000, & \$10,000. “Friend Level” = \$750)
- **Special Appeal** - An RFP will go out to NWRESA staff and component districts in January for a special appeal project. RFPs will provide other needs the foundation can use as subjects for large grant seeking.
- **Auction items** - Fewer selective items. Live: 10, Silent: 30
- **Format** - Shortened timeline; heavy appetizers replace served dinner; focus is on the special appeal

3. **REBRANDING ACTIVITIES**

Purpose and goals: Assist supporters in understanding why the name changed, who we are, and what we do.

Why Rebrand - Using the same name of the agency it supports eliminates a layer of explanation; making it simpler to describe why the foundation exists and what it does. In addition, the ESD has gained standing moving into the next biennium and will most likely have growing name recognition through its leadership role in the Governor’s Early Learning Councils (ELC), resulting in increased credibility for the foundation and increased ability to perform outreach and garner support in the four counties.

a. **Launch Reception: Wednesday, October 16, 2013** (Not a fundraiser)

- **Purpose(s)** - Gather supporters to introduce new name and generate enthusiasm; honor volunteers; make a request for board membership; and share 2014 auction sponsorship information packets.
- Location - Miller Nash office. Jeff will check with the firm’s event coordinator re: date/time and request that Miller Nash funds provide food and drinks.

- **Time:** 5:00-7:00 p.m.
- **Format** - Cocktail Reception with targeted keynote speaker (Rob Saxton, Deputy Supt. at Oregon Dept. Ed.?)
- **Guests** - ESD Board, school district superintendents, key legislators, past sponsors, foundation grantors, staff volunteers

b. 'Make Change' campaign

- **Purposes** – Primary: 'Awareness raiser'; Secondary: Small fundraiser to engage individual donors.
- **What** - Small, clear piggy banks with foundation name printed on outside.
- **Why** - Supporters can transform their small change into positive change for the foundation. Returning full piggy banks makes it possible for the foundation fund more teacher grants for children receiving special education services. The Make Change campaign goes on every time a full piggy bank is returned: The change inside the pig goes directly to the foundation's grant pool. All contributions count, no matter how small. Make Change promotes the idea that we're all in this together and everyone holds a share in the foundation.
- **How** - Introduce at ESD inservice Monday, Aug. 26, and at the Wednesday, Oct. 16, launch reception at Miller Nash Donors take a pig, fill it with change, and send it or drop it off at foundation office. The foundation will see that the pig is returned to donor to fill again.

c. Direct email appeal

- **Purposes** - Primary: fundraiser to engage individual and corporate donors; Secondary: Raise awareness.
- **Details** - Facilitate in mid-September (previously December). Opportunity to announce/explain new name, and ask for targeted amount for either a specific appeal or to grow the grant "pool".

4. GRANT PROGRAM: TRANSITION TO NEW ROLLING RFP GRANTS

- **2013 Mini-Grant program** - Will follow same mini-grant format as past years (Sept. through Nov.).
 - Total amount of grants to be awarded will not be announced, however, the award committee can plan on using approx. \$21,000 in proceeds from the 2013 auction.
 - The Fall 2013 application will include notice of new name change, and information regarding the transition to 'rolling RFP'
- **New RFP Process** - January 2014: Foundation will begin accepting RFPs for grants that will be awarded via process/application/timeline developed by the Grant Committee (Karen Foley, Patrick Braatz, Joe Christy, Nancy Ford, Kerri Smith, and Joan Steiner).
 - Megan will set up a September committee meeting.
- **Purpose behind the change in grant program** - The Board decided to rework the grant program to reinforce its commitment to students with special needs and those who are at risk by providing targeted, mission-focused support for identified needs. The change in the grant process also ensures that the grants are awarded in the same fiscal year as the funds are raised, which allows clearer, cleaner bookkeeping and accountably.

5. BOARD DEVELOPMENT BRAINSTORMING

Key Attributes to Consider: Diversity, expertise, influence, and geographic representation

Process for working with prospective members:

- Contact Megan to have a Board Duties and Responsibilities document sent
- Contact Jeff to set up one-on-one meeting: (503) 205-2305, jeff.condit@millernash.com

Prospects and/or people to ask about prospects:

1. Cathy Swift, Capitol Pacific Bank. Will ask to consider membership on Grant Committee----- Andi
2. The Standard: They have an application process which is in the works----- Andi
3. Mark Hudspeth, Wells Fargo:----- Andi
4. Perkins-----Yuen
(Note: determined that pro bono financial audit precludes board membership at this time.)
5. Umpqua -----Yuen
(Note: Justin Philpott, vp-commercial relationship manager, readily agreed to consider Yuen’s request. He’s received the Board Duties document.)
6. Thede Cullpepper, LLP (Jeff These formerly at Miller Nash) -----Jeff
7. George Passadore (Retried Chairmen at Wells Fargo)----- Steve
8. Retired special ed teacher (Beaverton) ----- Joe
9. Neonatal ICU doctor ----- Karen

6. OUTREACH TO CLATSOP, COLUMBIA, AND TILLAMOOK COUNTIES

- Combined Reception for Clatsop/Columbia at Clatsop Community College w/Sen. Betsy Johnson. Andi and Megan will coordinate details with James Sager and report to Board.
- Tillamook: TBD

7. OTHER FUNDRAISING

- **Online Holiday Auction** - Cyber Monday launch - Dec. 2-4, 2013
- **Large grant seeking** - Based on needs assessments and new rolling RFP process

8. BOARD MEETINGS: THIRD WEDNESDAYS AT 4:00 P.M. (No meeting in Sept., Nov., Feb., April, & May)

1.	DATE	LOCATION	FOCUS
	August	Phone	Amendments to articles and by laws; approve budget
	Wed., October 16, 2013	Miller Nash	Prior to Launch Reception
	Wed., December 4, 2013	Woodside Early Childhood Center Beaverton	Auction sponsorships and ticket sales
	Wed., January 5, 2014	ESD in Hillsboro	RFP for Special Appeal
	Wed., March 19, 2014	Woodside Early Childhood Center Beaverton	Auction
	Wed., June 18, 2014	tbd	Annual meeting; budget approval