

Minutes of 03/23/2022 MWV Kiwanis Board of Directors Meeting

Board Members Present: Mike Albarelli, Allen Gould, Jack Lee, Barbara Plonski, Maura Ammendolia, Dan Andrews, Kerry MacDougall, Deb Eskedahl, Charlie Mallar, John Gallo, Pete Levesque,

Non-Board Members Present: Malcolm Badger, Christine Gillette

Call to Order: The meeting was called to order at 6:05PM by President Michael Albarelli via the Zoom online meeting application. Participants could view and speak with each other. Dan Andrews opened the meeting with a prayer.

Secretary's February 23, 2022 Minutes Motion to approve the February minutes was made by Allen Gould and seconded by Deb Eskedahl. All in favor. Dan Andrews asked that the minutes reflect that Dan Weir led the prayer during the February meeting.

Treasurer's Report: presented by Treasurer Allen Gould and accepted by President Michael Albarelli. Allen also presented the February Profit and Loss statement. While the report shows the Club behind in projected revenue Allen explained that it is because the two largest fundraisers, the Passport Book and Children Are Priority One Golf Tournament have yet to occur.

Online Fundraising Platform Presentation: Malcolm Badger presented information about Every Action/Salsa Labs, an on-line platform for non-profits. Tools contained in the platform include donor management, email, online forms, advocacy and volunteer management. The cost of Every Action is \$4,188 per year with an option of adding volunteer management for \$828 per year. A three year commitment is required.

Malcolm believes that the Club should pursue the platform as it would allow the Club to:

- conduct an annual appeal
- perform online marketing of items such as the Passport Book
- accept online payments via credit cards
- create a donor base
- create a repository of information regarding fund raising events and other activities, thus avoiding

John Gallo asked about the security of stored credit card information. Malcolm stated that limited information is stored on the website and it is protected.

Kerry MacDougal, who is familiar with the platform as it the one used by the Mt Washington Weather Observatory, said it is extremely robust and perhaps more than what the Club requires at this time. She also pointed out that the Club doesn't have the data for the various fundraisers stored in one format that would allow the optimal use of the platform

Charlie Mallar stated that he believes there would be greater sales of the Passport Book if there was an online purchasing option. He also said that the "Ski for Sunshine" fundraiser for Camp Sunshine was able to raise over \$12,000 in large part because of the Camp Sunshine online fundraising platform.

Mike questioned if the Club was ready to do annual appeals.

Barbara stated that Angels and Elves does not need a targeted online appeal to raise funds and has a detailed donor data base. She said that A & E was able to continue after Dick Ficke's passing due to records maintained on the online repository Drop Box. She added that there would be great value to merging donor data bases from the various fundraisers and asked if Malcolm would be willing to work with her on collecting the data and storing them on an online site such as Drop Box.

President Mike thanked Malcolm for helping the Club move forward in adopting better practices around fundraising. Malcolm will reach out to Salsa Labs to see if the Club can purchase an online payment platform.

A motion was made by Barbara and seconded by Kerry that a Data Management Committee be formed. The purpose of the Committee will be to establish and implement best practices to collect donor data as well as identify and bring to the Board, for approval, other online platforms to support online purchasing and auctions. All in favor. Mike asked Malcolm to serve as Chair of the Committee. Committee members, to start will include Malcolm, Barbara and Mike. Malcolm accepted the position.

Charitable Fund Report: Dan Andrews, reporting for Committee Chair Barbara Reilly, reported that the Charitable Fund Committee met on March 23, 2022 to review the five submitted grant applications. Once the Committee has finished collecting some details from the applicants, decisions regarding amounts of awards will be announced.

Support for Ukraine: Dan Andrews and Deb Eskedahl spearheaded an effort to donate Club funds to support those impacted by the war in Ukraine. Several Board members submitted suggestions of charities to which the Club could donate. Using Charity Navigator.org Dan and Deb vetted the suggested charities and ranked them according to scores given by Charity Navigator.

A motion was made by Pete Levesque and seconded by Dan Andrews that the Club donate \$10,000 to the highly rated charity Direct Aid. During the discussion John Gallo asked if it was in opposition to the Club's stated mission to support children outside of the Mount Washington Valley. Dan Andrews pointed out that Kiwanis International has reached out to each Club and suggested charities to which Clubs could donate to support the Ukrainians. It was decided that rather than support a single charity that the Club make \$5000 donations to two charities, one being Direct Aid. Maura Ammendolia suggested World Central Kitchen and Direct Relief. Dan and Deb agreed to research the organization.

An amendment was made to the motion, by Pete to make two \$5,000 donations to two charities, one being Direct Aid and the other to be determined by Dan and Deb. All in favor.

Donation Requests:

- Sunflowers for Ukraine from the Conway Elementary School K-Kids. Mike met with Conway Elementary K-Kid advisor Kristen Burke and made a donation of \$250 to purchase sunflower seeds. The K-Kids are selling the sunflower seeds (the sunflower is the national flower of Ukraine) in hopes of raising \$1000 to donate to the World Central Kitchen.
- Mt Washington Valley Soccer Club requested the participate as a sponsor. A motion was made by Charlie Mallar and seconded Allen that the Club participate as a \$800 World Cup Gold Sponsor. All in Favor.
- Habitat for Humanity. Chris Gillette asked the Club to consider becoming a Platinum Sponsor for the upcoming "Whiskey Wishes" fundraiser. Due to inflation and supply chain issues Habitat

experienced a \$30,000 overage in their most recent build. The Platinum Sponsorship, at a cost of \$2,500, will help to underwrite the cost of the event which has also been impacted by higher food costs. The sponsorship includes VIP seating for 10 as well as the MWV Kiwanis logo on all printed materials, a link to the Club on the Habitat website, a mention in all event advertising, a banner in the event tent at the Wentworth and special recognition at the event. A motion to donate \$2,500 was made by Pete, seconded by Jack Lee and passed with two abstentions.

Proposed Bylaw Amendments and Resolutions: Mike discussed some of the proposed changes to the Kiwanis International By Laws.

Next Board Meeting: April 27, 2022 at 6:00 PM via Zoom

Motion to Adjourn: 7:52 PM by Barbara. Seconded by Deb. All in favor.

Summary of Expenditures:

Conway Elementary K-Kids Sunflowers for Ukraine: \$250 (President Discretionary Fund)

Ukraine Relief: Direct Aid \$5000 (unallocated)

Mt Washington Valley Soccer Club: \$850 (unallocated)

MWV Habitat for Humanity: \$1000 (allocated), \$1500 (unallocated)