

**Northwestern Lehigh Educational Foundation  
Meeting of the Board of Directors  
Minutes for April 5, 2021**

Members Present: DJ Wolbert, Erin Vermeulen, Judy Henry, Valerie Creitz, Amy Kinnon, LeAnn Stitzel, Dan Metzger, Jeffrey Zellner, Jill Krahwinkel, Michael Perinotti, Kristen Grim, Jayson Boushell, Steve Prange, Dan Macaulay,

DJ called the meeting to order 7:01 pm and requested any changes to the meeting agenda.

Approval of Agenda: Val motioned to approve; Erin seconded – the motion carried.

Approval of the Minutes: Judy motioned to approve; Dan seconded – the motion carried.

### **COMMUNICATIONS**

DJ reported that the officers and Amy met with school administration last month. Discussion included the instructional models, opportunities for funding, the sports broadcasting and access to the buildings etc.

Amy shared we received a donation from of \$1,000 – PA Assoc for school retirees

### **COMMITTEE REPORTS**

#### **Treasurer:**

Michael shared the Feb-Mar report with the board reporting sponsorship funds received for the golf tournament and sporting clays. Additional income of \$1275 from the senior sign sales.

General donations of \$2,526.21, sponsorships of \$12,866.20, and a restricted donation for EITC from Neffs Bank.

Expenses of \$7,411 included credit card fees, marketing related expenses for the share the love campaign and FB advertising, as well as payroll.

Net fundraising income of \$3,483.73 included the 12 Days of Gifts and Senior Signs. Total donations of \$3,744.12 included employee giving and Giving Tuesday as well as EITC from Weis. Total income was \$7,296.32.

Allocations of \$92,850 were made to the district for EITC funds.

Cash balance of \$92,388.72.

Amy requested reimbursement of \$9.53. Val motioned to approve; Judy seconded – the motion carried.

Val reminded Steve to pay the invoices received by 3Seed Marketing for previously approved marketing budget items.

DJ requested the financial committee consider a general and administrative expenses budget. Potentially, a threshold for approval.

#### **Governance:**

Still one open board position that we are looking for a suitable candidate for.

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**Allocations/EITC:**

The allocations committee has been relatively quiet, the team has been reviewing grants and opportunities but has no recommendations at this time.

Regarding EITC, Dan shared that Governor Wolf is currently proposing a budget which would change EITC funding. Currently this is 80% must spent on EITC approved programs and 20% unrestricted.

**Alumni:** Charlene and DJ are touching base soon.

**Fund Development:**

- Erin has stepped up to take over the Fund Development committee, so DJ has taken a step back.
- Senior Signs – We have sold 97 signs to date. The deadline for purchase is April 11. Mertz signs will need approximately two weeks for printing then as able the board and administration will help with delivering.
- 5K/10K – At this point we have about 50 participants and we are handling registration with GiveButter for the first year. Comfortek is unable to cover all costs, so the foundation will need to purchase the shirts while Comfortek will cover the screen-printing. Wegmans will be donating fruit again. Additional donations are being made with the registrations.
- Summer Raffle – 10 Days of summer countdown June 1-10. All online with raffles in similar format to the 12 days of Christmas. The plan is to promote it at the 5K. We have received several local business donations and the committee will propose some purchases. The committee is requesting \$1200 for purchases and marketing expenses. Michael motioned to approve; Steve seconded – the motion carried.

**PR:**

- Press Senior – The Press is offering a sale for the full-page ad on Nov 25. The board agreed running the ad on that date was acceptable for the savings. Additionally, we will agree to up to 90 students for the graduation edition of the press. All expenses were previously approved in the marketing budget.
- Penn Sports Radio – Erin is still working to coordinate a future agreement.

**Development Director Update:**

- Share the love – This campaign ran in early February. The primary element was the letter and magnets that were distributed to the Elementary and Middle School students. Additionally, there were digital copies shared with school families. There was a family date night giveaway, nearly 90 people participated, and we acquired additional social engagements, and a general donation.
- Annual Sponsor Campaign – Sponsorships have been coming in well. As of right now we have 4 Silver sponsorships, 11 Bronze, and several additional event partner sponsors. \$23,300 in total committed sponsorships. Amy is still working on sponsorships from about 25 additional businesses. The sponsorship goal for the year is \$25,000.
- Quotes for Good – We are currently promoting this fundraiser for the month of April. Please share with your circles and promote this opportunity.
- Grant Submissions – The Lions-Follweiler grant was submitted before April 1 for a mini-grant we previously were unable to fund for the HS library for \$4200. We should hear from them in the next month. Amy is also creating a

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grant list to pursue. The next deadline is August which Amy will be working on. The grant goal is \$10,000 for the year.

**OLD BUSINESS:**

- Annual Strategy Session – DJ reviewed the actionable items from the mtg:
  - Finances – In June we hope to review a proposed budget for the new fiscal year to include expenses and income. The goal will be to approve the budget in August.
  - Reporting – Including finances in terms of the statements, event budgets/successes, reporting against goals and annual growth/change rates, sponsorships/donors and more.
  - Financial Software – Amy, Mike and Steve are reviewing options for proposal at the June meeting along with the budget. Preliminarily they would recommend QuickBooks online as the solution solicited through TechSoup. The formal recommendation with budget will be handled at the next board meeting.
  - Goal Setting – In the last quarter of the year we will review and set goals, in participation with the committee heads.
  - District Partnership – Officers will continue to meet with administration twice annually.
  - Alumni Association – DJ will be reaching out to Charlene to understand challenges and their path forward.
  - Donors Choose – Amy will be researching Donors Choose and reviewing this with Dan Macaulay and Erin

**NEW BUSINESS:**

- NWLEF Charity Status – The NWLEF is registered as a charity, but there is an exception for educational foundations as defined by the state which we thought we qualified for. The foundation is really set-up independently from the district which means we don't really fit the exemption. The officers did discuss this, and the recommendation is to pay the fee and register as a charity/non-profit. This will be an annual need. Val motioned to approve; Erin seconded – the motion carried.
- Leann and DJ shared a page from the Points of Pride document. In addition a 1/4pg ad was in the education guide published recently in The Press.
- Staff Appreciation – Some other foundations have shared what they are doing to express teacher appreciation. Amy investigated and found that PIE and the PTO are very much in flux due to redistricting and COVID precautions. Amy will research breakfast and lunch options.
- Public School Proud –
- Eight Oaks will host a fundraiser evening in the future, post Summer for the foundation.

Judy motioned to adjourn at 8:23; Val seconded – the motion carried.