

# Yuba River Charter School Educational Foundation

13026 Bitney Springs Rd., Building 3, Nevada City, CA 95959

## MINUTES

Monday, March 14, 2011 Meeting @ Yuba River Charter School – LIBRARY

In attendance: James Robinson, Melissa Seibold, Denise Reynolds, Adriana Kelly, Doris Rainville, Cristine Kelly, Tim Smith, Susan Egan, Joe Glorfield, Heather Peery, Gary Gardner

- **Call to Order 3:44 p.m.**
- Recite School Verse
- Public Comment: Adriana mentioned that it would be worthwhile to have the newsletter linked electronically, as a way to draw people to it. Paper versions of the newsletter are once again being produced, because readership of the electronic version had dropped significantly.
- The idea of starting meetings at 3:45 was floated, because most people aren't present until then. The decision was taken to keep the 3:30 starting time, but to start promptly, even if all are not present.
- **NEXT BOARD MEETING:** 3:30 – 5:30 pm Monday, April 11, 2011  
\*\*Please calendar all 2<sup>nd</sup> MONDAYS for our 3:30 PM to 5:30 PM meeting\*\*
- Approve Minutes:  
Feb meeting minutes approved.
- VOTE: Center for Nonprofit Leadership

As school funding situations become more critical, there will be a growing need for Ed Fdn kinds of initiatives. CNL can help us become more effective as a team, and get to know others in the community, where we have often said we need to build bridges to other groups. CNL offers workshops that can help us to build skills. The cost for us to join is in the neighborhood of \$100. The motion to join CNL, provided that the cost is no more than \$200 annually, passed unanimously.

- Grandparents Outreach Update

Melissa has finished the Grandparent Connection Project memo. It asks teachers to have kids do projects—writing, art—twice a year that will be used to build connections with extended family and friends. Rose Kindergarten has done an art piece already. Faculty is not entirely comfortable using a classroom project as a fundraising tool. Discussion centered on the proper role of faculty, and all of the community, in asking for money. Cristine offered to give faculty training in effective fundraising. Others noted that it could be awkward to have teachers involved in "an ask," and that direct participation in fundraising may not make sense.

All seemed to agree on the need for nonprofits today to be innovative and entrepreneurial, and to build stronger connections with the larger community.

- Annual Fund Drive A discussion of problems surrounding the AFD, and potential solutions, was wide-ranging. The interventions included these:

#### *General thoughts*

--this is a changing world in terms of school funding. All of us need to face things, like asking for money, that are seemingly uncomfortable.

--the Ed Fdn is responsible for educating parents about the changing nature of school funding, and about parents' need to step up.

--NCSA had a really strong fundraising year this year, and they are the same demographic.

#### *Problems with current approach*

-- the timing, the change in calling process, the economy, or any of a number of other factors could account for the decline in giving.

--Lots of asks of money for class trips at this time.

--Some parents complain about problems with direct withdrawal, or with credit charges that continue beyond the agreed term.

#### *Possible Solutions*

--we may need to go back to the phone-a-thon model. There was more energy, and we raised more money.

--the Phone-a-thon model may make sense. There used to be a specific ask around it, too: state the cost of education and the gap in funding from the state.

--Having people sign pledges at the beginning of the year (in August) is a good idea. We need to form a subcommittee to figure out best timing. Denise, Cristine, Susan, and Mel volunteered to be on the subcommittee.

--Having one-on-one communications with others is effective. Class reps for each class works.

--We might try working with individual classes to set goals for the class.

--Caleb may ask individual teachers to call their own classes. At the last faculty meeting he asked them to talk about pledge drive.

--Need to focus, too, on asking outside the school community.

- Grantwriting Update

Gary reported on a grant opportunity for a rain garden at the new school site. This would help to defray some of the landscaping costs. The grant is being spearheaded by American Rivers as part

of a larger set of activities they are pursuing. American Rivers will meet with CABY, a local water management coalition, on March 16 to determine whether a rain garden at the new school site can be included in AR's grant application. Grant proposal is due April 15.

- Violet Sprout Opportunity

Waldorf materials supply store in downtown GV is for sale. It's a well-managed, turnkey operation that grossed \$39,000 last year. Would it make sense for the school to buy it as a revenue center? The school would get 50 percent of sales. Purchase price could be in the 50K-75K range. But we would also have to have a committed volunteer present 3 days per week. Needed: a proposal that identifies the opportunities, risks, etc., and that identifies where funds would come from for the purchase.

This opportunity spun into a discussion of other fundraising opportunities, including having a class store stocked with projects made by the classes, and the possibility of drives selling a variety of goods. Adriana has a catalogue with options.

- Social Networking & YRCS Alumni, in general

It's difficult to have a school Facebook site because all social networking is blocked at the school by the county. It needs regular input if we are to have one. Need to have Caleb and Susan at a future meeting to discuss this.

- Enrollment Event in August

Melissa reported on efforts to create an Enrollment Day in August, before the start of school. Golden Valley Charter School in Orangevale does this, with a celebration and lots of tables. We could do something similar, with registration taking place that day, and offering everyone a pledge card so that we get their pledge before school begins. We could also promote Moondance. Provision will have to be made for those who can't make it that day.

#### REPORTS:

- a. Faculty

Teacher appreciation is Mar 31

Open house assembly, 5-5:45 April 14

- b. Parent Council

Many outlays for parent ed events this year; PC wants to know how to do more fundraising

- c. Charter Council

Looking at line of credit for backup in case money is needed this summer

Put in proposal for NCE at a relatively low rate. NCSA also put in a bid.

Revised calendar to eliminate the two snow days.

Re-evaluating the home study program. Just five students

- Adjournment 5:38 pm

*Submitted by Gary Gardner on March 16, 2011*