

Schutz American Schools of Alexandria Foundation (SASAF)

Minutes of the Meeting of the Board of Directors

Conference Call

November 18, 2018

Present: Caroline Kurtz, Bill Pollock, Steve Jamison, Susan Knight, Marilyn Watkins and Deb Martin. President Paul Clark unable to call in from Uganda.

Quorum was not met yet there are no major voting items.

Agenda was approved.

Minutes from the September 8th meeting were approved. Moved by Susan and seconded by Steve.

Opening Remarks

Vice President Caroline Kurtz said the issue of fundraising to assure we are solvent and that our stated goals are met have been on Paul's mind and that is the primary issue for this meeting. We will do a Holiday end of year mail chimp once we know what we want to share.

The fundraising needs identified in Paul's email to the Schutz Board are:

- 1) General unrestricted
- (2) Meloy Scholarship
- (3) WikiSchutz
- (4) SASAF website costs
- (5) Reunion attendance scholarship or general reunion costs, including the proposed Alexandria grand reunion in 2024.

Communication Update

Susan reports that costs for Karen Ezell have been much lower this year. That is because Jean has not sent us news items for about 6 months due to family issues. Jean is attempting to get people to send news to us directly. People are so used to sending information to Jean as the link with her is so personal. People send news to a person, not to an organization.

We will *again* put this request into the next mail chimp.

Have tried hard to be as personal as we can within our community.

People are not getting the message that it is difficult for Jean to communicate now. Susan will call her and discuss this with her. Waited to be respectful of time for family mourning.

The Board thanked Susan for her work on the web site. It is a good web site. It is matter of getting people engaged.

Update on WikiSchutz

Treasurer Steve Jamison did not have time to update on the wiki pages so there is no significant information.

Update on Finance and Budget

Current bank balance after 2018 expenses is \$3829 with pending obligation of \$1545 for Meloy Scholarship funding, resulting in a year-end funds balance of \$2294.

2018 financial results:

	Category	Item	Amount	
	<u>Expenditures</u>			
1	Communications	SASAF Website - K. Ezell	\$1,638.78	
		SASAF Website - GoDaddy	\$234.00	
		WikiSchutz - J. Keen	\$290.00	
		WikiSchutz - Hosting	\$145.33	
		Printing and Mailing	\$446.00	
		Total		\$2,754.11
2	Corporate Expense	Corporate Filing	\$477.00	
		Tax Filing and Recording	\$511.00	
		Total		\$988.00
3	Grants & Scholarships	Meloy Scholarship	\$1,545.00	
		Total		\$1,545.00
4	Miscellaneous	Reunion Costs (net)	\$830.00	
		Mugs	\$280.00	
		PayPal Fees	\$114.00	
		Total		\$1,224.00
		Total Expenditures		\$6,511.11
	<u>Receipts</u>			
1		Dues	\$1,260.00	
2		Donations	\$180.00	
		Total Receipts		\$1,440.00
		Net Annual Revenue		-\$5,071.11

Steve's comments on the financial status:

1. It may be anticipated that, going forward, there will be a significant reduction in Karen Ezell's website development and maintenance expenses.
2. This reduction will more than offset the expenses of getting the Wiki Schutz site developed.
3. We remain heavily dependent on contributions to maintain the activities of SASAF.

Fundraising Goals for 2018

Paul's fundraising proposal for 2018 – Caroline said that he will give \$1,000 to the Meloy Scholarship and offer a matching \$2,000 donation to activate all of us as a board to 'match this match'. She said that he suggests that we try this and if we have good success we might do something like it in the future.

Caroline noted that it is good to focus on end of year fundraising as it is the season for giving. She likes to think that people give because they believe in things, not just for tax purposes. Given the new tax laws, this is a trial year.

There was a question about where the \$2,000 will go. There is room for people to designate towards the Meloy Scholarship along with the other options such as unrestricted, wiki, and reunions.

Caroline asked Steve to comment on Paul's idea to propose so many options. Steve said that it is possible to identify them separately. When given as a matching, it is not necessary to designate where it goes unless donors want to specify. If we are going to ask people to designate, pare it down to three options, and let the unrestricted cover the Schutzwiki. The reunion goal is to build a fund for the 2024 trip to Alexandria. Susan noted that our organization won't survive that long unless we cover operating expenses.

It was suggested that we go focus on the Meloy Scholarship with the other option being general or unrestricted or where most needed. We can select the terms that works best. The feeling was that two categories are best. It was agreed that we not include the 2024 reunion option at this time, and if we begin to get \$5,000 per year, we can begin setting income aside for reunions.

The key is not to just send out a blanket invitation but for the Schutz Board to become part of fundraising. Caroline shared that a board member with whom she works had shared the 'Give it or bring it' approach to fund raising for board members. If each of us takes responsibility for \$200 that would bring us to the \$2,000 challenge.

Every board member on the call was fine with \$200 each whether through contribution or raising the funds. Let's be enthusiastic with our friends. We can note that one generous donor on the board will match us.

We will send these minutes to Paul and get his creative brain working on the mail chimp where we will unveil our fundraising goals with lots of enthusiastic.

Susan noted that we are late this year with getting out a holiday message. Since we don't need to send out information on the reunion, maybe we can make it very easy for people to send back a donation. It needs to go out in the next week. Timing is everything. Mailings take a lot more time than a mail chimp. It was suggested that we do everything electronically this year.

Action Items - Marilyn is to get minutes to Paul and Susan will contact him about a holiday mailing for this year.

Other Business

There was no other business.

Next Meeting of the Board

The next meeting will be set up by email.

Adjournment

Meeting adjourned at 4:06

Minutes prepared by Marilyn Watkins.