

Sound Learning Board of Directors Meeting

November 20, 2017

Agenda

1. Call to Order, Approval of Agenda, and Announcements
2. Approval of Consent Agenda, any discussion
 - Minutes of October 16, 2017
 - Executive Director Report
 - Committee Reports
3. Treasurer's Report and update
4. Discussion and planning of Holiday Bash, Dec. 6, 6pm, at Colonial House
5. Plan for Dec. 18 board meeting and need for Dec. 4 executive committee meeting
6. Update on donor development
7. Other business
8. Adjourn

Monday, 10-16-2017

Members Present: Sandra Herndon, Stacey Wickett, Cheryl Williams, Pam Farr, Bill Batstone

Staff Present: Sue Ickes, Executive Director

Call to Order: 5:05pm at the Shelton Public Library October 16, 2017 by Board Chair, Sandra Herndon.

Approval of Agenda: Meeting Agenda approved by consent.

Executive Director's Report:

Susan Ickes reported on the following:

- Receipt of funds from "Gravity" for the months of September and October (approximately \$18,000)
- Currently 19 students enrolled in the Open Doors Program

Treasurer's Report:

Susan Ickes provided an updated (as of 10/16/2017) Profit/Loss statement to the treasurer which showed the receipt of the "Gravity" Funds mentioned above.

- The board had previously reviewed the Profit/Loss, Balance Sheet and Budget. The impact of the receipt of funds from Gravity was discussed.
- Bill stated that the next in-depth review should take place in the December 2017/January 2018 timeframe.

By-Laws changes:

- As discussed at the last board meeting and reviewed during executive session it was decided that no further changes should be made. (special thanks to Sue and the staff for the extra research work done to answer questions that arose during the board discussion)
- The second reading was passed. Sandra said she would provide copies of the revised by-laws to the board and staff.

The Annual Meeting:

- Sue provided an overview of the Annual Meeting Program scheduled for Thursday October 19, 2017 at 6:00pm at the PUD3 Auditorium. (see attached)
- Sue also showed a copy of the program agenda that will be handed out at the meeting.

Donor Development:

The board held a brainstorming session on how to proceed with Donor Development including who to approach, what to ask for, when and how to make requests. Many good ideas were put forth and Sandra took notes for follow-up.

Adjourn by consent at 6:10pm

Minutes submitted by Stacey Wickett - Board of Directors

Annual Meeting Program

Show Video until call the meeting to order by Sandra

Sandra: welcomes everyone and introduces Board members
Introduces Sue

Sue: **Call attention to the rest of the story ½ sheets and ask audience to participate,** give Executive Director's Report: Transitional year, Spell-E-Bration success, new carpeting, acknowledge special donors throughout the year (Green Diamond, Skookum Rotary, Brady Trucking, Peninsula Credit Union, ifiberone, Hiawatha) too many to mention them all. New classes, tutoring lab Mon & Tues evenings, and planned events. Calls for volunteers.
Introduce Bill

Bill: gives Treasurer's report. Explains shortages last year and how we are planning to pull out of it.

Sue: Introduces Shannon.

Shannon: Gives overview of program, introduces Jenny

Jenny: Gives overview of program, introduces Consuelo

Consuelo: Gives overview of Thurston and Open Doors program,

Shannon: Shannon will introduce David Bartley **David will share his story.**

Jenny will introduce ELA Student. ELA student upper level will share story.

Consuelo will introduce: Thurston Student who will share story

Consuelo will introduce: Open Doors student and help with translation

Sue: Will lead off Awards Presentation (if before 7:00 p.m. will reverse to give Dr. Apostle time to arrive)

Sue: Lynn Busacca Literacy Advocate Award: Dr. Apostle

Shannon: Sage Award: Peninsula Credit Union

Jenny or Consuelo: Arlene McHaffie Award: David Stone and Jane Stone

Shining Stars: Sue: Betty Brinkman, Shannon: Pat Remine,
Consuelo: Doug Bell and David Olsen Jenny: Brady Trucking

Sue Read out some of the "rest of the story" submissions.

Open to Q & A: Board and individual staff members will answer as appropriate

Sandra: Thank audience for coming, invite them to mingle. Conclude meeting.

Executive Director Report

November 20, 2017

November starts the holiday season, which means a busy time for Sound Learning's Board and staff. So let's roll up our sleeves and get to work. 😊

1. We held the Annual meeting and it was a big success. Unfortunately due to a few factors such as the weather, and a community forum, attendance was not what we had hoped for, although all seats were filled. Dr. Apostle was very impressed with our programs and told me that he will do anything that he can to help the Open Doors program succeed.
2. November 14th we held CPR training for all staff, Board Members and a few volunteers. The training was great and a big thank you to Stacey Wickett for arranging this opportunity.
3. The Fall appeal has gone out and we are hoping for some good returns. We changed up our format and turned it into a newsletter. So far the responses to the new format have been positive. Added some new student stories.
4. December 6th is the Holiday Bash at the Colonial House. Invitations will be sent out by Monday, Nov. 20th. We are asking the Board members help us build four (4) door prize baskets and contribute to the appetizer/dessert bar. If you wish, you may donate cash towards these items instead of building the baskets or making appetizers. We will serve wine and need volunteers to man the cash bar. Our program will be very similar to last year's including caroling by students and some student stories. We are changing up one thing and that is the seating arrangement. Last year we had so many attendees that the large tables made it difficult for folks to mingle. We will be utilizing smaller tables (about the size of card tables) and more chairs in small groups. More of a cocktail atmosphere.
5. Now about the Community Foundation (CF) crowdfunding opportunity. We applied to Community Foundation and were given a grant of \$5,000. In addition to the grant we have been invited to participate in a new adventure with them. CF is providing a crowdfunding platform between November 21st and December 13th for all of the non-profits that have been awarded this year (40 total). They will be doing a lot of advertising and outreach. We will be given a page on the platform that we will update (Kirk is helping me with this project). We are responsible for sharing on social media, emails, and any other avenue that we use. We have an MOU that commits us to our efforts. CF will pick up the fees for all donations made by credit/debit card so that we receive 100% of the donations. ALSO they have \$40,000 that they are using as matching funds based on the percentage of the total event's donation that each non-profit receives. Example: if our total donations represent 3% of the total campaign donations then we would receive 3% of the \$40,000 as matching funds. I will send all this out in an email with tips on how to help with this crowdfunding.

Finance Committee Report

The finance committee met November 8, 2017

Members Present: Bill Batstone, Stacey Wickett and Sue Ickes

The committee reviewed the budget documents for October 2017 and projected income for November.

All agreed that the outlook is looking more positive than originally anticipated. The committee has scheduled a review of the budget in January to determine the mid-year outlook.

Committee adjourned at 12:30 p.m.

Respectfully submitted,

Sue Ickes

Finance Committee

Fund Development and Outreach Committee

November 13, 2017

Minutes

Members Present:

Sue Ickes, Pam Farr, Kirk Smith, Lynn Busacca, Jenny Blumenstein, Consuelo Guijosa, Shannon Klasell, Celeste McDonald

Sue Ickes called the meeting to order at 1:05

The members developed short term and long term goals for the committee. **Short-term** goals include:

- increase donors and donation amount per donor
- enhance the “pledge club” monthly donation program
- increase and diversify volunteer core and reach out on different platforms
- refocus on Thurston County volunteers and donor base

The long term goal of the committee is that our efforts succeed in 75% (negotiable) of the public will know who Sound Learning is and what we do!

We discussed committee activities, suggestions that were fitting to the activity and assigned responsibilities. Team members will report back to the committee in December.

Activity	Who
Begin bi-monthly newsletter. Shorter articles with link to longer articles on website. Topics include financial literacy, events, class activities, etc.	Jenny and Pam with help from Sue
Press Releases: Begin sending out more frequent press releases. To Nisqually Valley News, Olympian, Mason County Life, and Mason County Journal	Pam and Sue will work on these with help from Shannon
Branding- Getting Sound Learning’s name, mission and programs out to the communities, recruiting volunteers and building a stronger donor base through social media. i.e. Facebook, Instagram, etc.	Kirk and Celeste will work as a team
Research literacy related issues and public connection through books, authors and politicians.	Lynn with help from Shannon

Research joining Chamber of Commerce in Thurston County and becoming a part of the Leadership Thurston County Program.	Sue and Pam
Personal one on one connection with local companies. Tell them our story, and share what we can do for their company and employees to improve the workforce.	This will be tackled after the fist of the year.

The committee brainstormed many ways to connect with donors, volunteers, businesses and the public. We will be holding volunteer information nights once a month. We want to have a face-to-face conversation with students night maybe one a quarter.

Sue gave a very brief overview of the Crowdfunding campaign with Community Foundation.

Meeting adjourned at 2:10.

Respectfully submitted,

Sue Ickes,
Meeting Facilitator

Sound Learning
Balance Sheet
As of October 31, 2017

	<u>Oct 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1020 - Our Community Credit Union	33,453.30
1030 - Our Community CUSavings Account	23,195.14
Total Checking/Savings	<u>56,648.44</u>
Total Current Assets	56,648.44
Fixed Assets	
1500 - Fixed Assets	
1510 - Leasehold Improvements	24,110.70
1520 - Furniture and Fixtures	14,269.93
1530 - Computer Equipment	9,233.94
1540 - Office Equipment	34,655.76
1550 - Reference & Education Material	37,240.66
1610 - Accumulated Depreciation	<u>-113,498.66</u>
Total 1500 - Fixed Assets	6,012.33
Total Fixed Assets	6,012.33
Other Assets	
1900 - Deposit-Rent	2,549.99
Total Other Assets	<u>2,549.99</u>
TOTAL ASSETS	<u>65,210.76</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2110 - Accrued Payroll	
2120 - Accrued Sick & Vacation	7,828.00
2130 - Accrued 941 FICA & Fed WH	3,170.83
2140 - Accrued Employment Security	17.16
2150 - Accrued Labor & Industries	<u>129.60</u>
Total 2110 - Accrued Payroll	11,145.59
Total Other Current Liabilities	<u>11,145.59</u>
Total Current Liabilities	11,145.59
Total Liabilities	11,145.59
Equity	
3010 - Net Assets-Unrestricted	118,036.86
3900 - Net Assets	-33,351.90
Net Income	<u>-30,619.79</u>
Total Equity	54,065.17
TOTAL LIABILITIES & EQUITY	<u>65,210.76</u>

Sound Learning
Profit & Loss
 October 2017

	<u>Oct 17</u>
Ordinary Income/Expense	
Income	
4000 - Direct Contributions Unrestr	
4010 - Individual/Small Business Unres	125.00
4020 - Corporate/Business Unrestr	200.00
4030 - Foundation Grants Unrestr	7,000.00
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Total 4000 - Direct Contributions Unrestr	7,325.00
6000 - State/Federal Funding SBCTC	
6010 - BEDA(Basic Education of Adults)	6,282.10
6030 - BLB Leadership Training	206.64
6085 - Open Doors-Newcomer Program	18,942.52
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Total 6000 - State/Federal Funding SBCTC	25,431.26
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Total Income	32,756.26
Gross Profit	32,756.26
Expense	
7200 - Payroll Expenses	
7220 - Salaries and Wages - Other	13,916.15
7250 - Payroll Taxes	
7251 - FICA & Medicare Expense	1,064.56
7252 - Employment Security Dept	18.08
7253 - Labor & Industry Tax	130.91
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Total 7250 - Payroll Taxes	1,213.55
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7200 - Payroll Expenses - Other	11.42
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Total 7200 - Payroll Expenses	15,141.12
7500 - Professional Services	
7530 - Other Professional Services	4,500.00
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Total 7500 - Professional Services	4,500.00
8100 - Non-Personnel Expenses	
8110 - Supplies	54.32
8130 - Telephone/Internet	138.09
8150 - Advertising	90.00
8180 - Dues, Subscriptions, Misc. Fees	112.00
8181 - Credit Card Processing Fees	1.90
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Total 8100 - Non-Personnel Expenses	396.31
8200 - Facility & Equipment Expense	
8210 - Rent	
8211 - GMW - 133 Railroad	1,200.00
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Total 8210 - Rent	1,200.00
8220 - Utilities	
8221 - Electricity	134.45
8222 - Gas	10.60
8223 - Water, Sewer, & Garbage	162.27
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Total 8220 - Utilities	307.32
8260 - Copy Machine Rental	212.83
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Total 8200 - Facility & Equipment Expense	1,720.15

8:58 AM

11/01/17

Accrual Basis

Sound Learning
Profit & Loss
October 2017

	<u>Oct 17</u>
8300 - Travel & Meetings	
8310 - Mileage	145.52
8320 - Travel Expenses non-mileage	243.60
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Total 8300 - Travel & Meetings	389.12
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Total Expense	22,146.70
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Net Ordinary Income	10,609.56
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Net Income	<u>10,609.56</u>

Sound Learning

Actual vs Budget Income & Expenses July 1, 2017 thru October 31, 2017

Income

DONATIONS combined	Actual Last Month	Year to Date	Budget	Percentage	Difference
Individual/Sm Business	\$ 125.00	\$ 1,409.74	\$ 14,000.00	10%	(\$12,590.26)
Corporate Grants	\$ 200.00	\$ 1,968.21	\$ 8,750.00	22%	(\$6,781.79)
Foundation Grants	\$ 7,000.00	\$ 10,600.00	\$ 45,000.00	24%	(\$34,400.00)
United Way	\$ -	\$ 1,625.00	\$ 6,500.00	25%	(\$4,875.00)
United Way Designations	\$ -	\$ -	\$ -		\$0.00
Student Enrollment Fees	\$ -	\$ 1,022.00	\$ 900.00	114%	\$122.00
Interest Income	\$ -	\$ 60.00	\$ 320.00	19%	(\$260.00)
Special Event Revenue	\$ -		\$ 30,000.00	0%	(\$30,000.00)
State/Federal BEDA	\$ 6,282.10	\$ 19,026.47	\$ 38,695.00	49%	(\$19,668.53)
BLB Leadership	\$ 206.64	\$ 462.76	\$ 3,591.00	13%	(\$3,128.24)
ABE-CBO	\$ -	\$ -	\$ 45,000.00	0%	(\$45,000.00)
Open Doors	\$ 18,942.52	\$ 18,942.52	\$ 48,840.00	39%	(\$29,897.48)
TOTAL INCOME	\$ 32,756.26	\$ 55,116.70	\$ 241,596.00	23%	(\$186,479.30)

Expenses	Actual Expenses	YTD Actual Expenses	Budget 2017 18	Percentage of total budget USED	Available for rest of year
Employee Costs					
Wages	\$13,916.15	\$ 55,854.13	\$178,920.00	31%	123,065.87
Benefits	\$1,213.55	\$ 4,844.41	\$16,314.49	30%	11,470.08
Payroll expenses	\$11.42	\$ 45.68	\$137.40	33%	91.72
AmeriCorps Match	\$0.00	\$ 7,600.00	\$7,600.00	100%	0.00
Wages, Benefits, Expenses AmeriCorps Match	\$15,141.12	\$68,344.22	\$202,971.89	34%	134,627.67
Non-Personnel Expenses					
Office lease	\$1,200.00	\$ 4,768.00	\$14,400.00	33%	9,632.00
Telephone/Internet	\$138.09	\$ 628.19	\$1,800.00	35%	1,171.81
Utilities (Elec/Gas/Water)	\$307.32	\$ 1,319.69	\$4,250.00	31%	2,930.31
Equipment Rental (copier)	\$212.83	\$ 887.00	\$2,500.00	35%	1,613.00
Equipment/Facility Other	\$0.00	\$ -	\$1,000.00	0%	1,000.00
Educational Materials	\$0.00	\$ 454.91	\$2,000.00	23%	1,545.09
Office supplies	\$54.32	\$ 1,238.29	\$2,000.00	62%	761.71
Postage	\$0.00	\$ -	\$800.00	0%	800.00
Advertising	\$90.00	\$ 656.16	\$2,000.00	33%	1,343.84
Dues, Subscriptions, Fees	\$112.00	\$ 562.02	\$1,800.00	31%	1,237.98
Credit Card Processing Fees	\$1.90	\$ 9.40	\$25.00	38%	15.60
Scholarship/Assistance	\$0.00	\$ 130.80	\$200.00	65%	69.20
Printing	\$0.00	\$ 362.38	\$1,000.00	36%	637.62
Operating Expenses	\$2,116.46	\$ 11,016.84	\$33,775.00	33%	22,758.16

Professional/Other Expenses					
Accounting Fee	\$0.00	\$ 202.91	\$1,500.00	14%	1,297.09
Legal Fees	\$0.00	\$ -	\$0.00	0%	0.00
Insurance	\$0.00	\$ 830.00	\$1,800.00	46%	970.00
Volunteer	\$0.00	\$ 49.24	\$150.00	33%	100.76
Staff Development	\$ -	\$ 61.48	\$400.00	15%	338.52
Other Professional Services	\$4,500.00	\$ 4,500.00	\$4,500.00	100%	0.00
Professional/Other Expenses	\$4,500.00	\$ 5,643.63	\$8,350.00		2,706.37
Training/Travel					0.00
Training/Travel	\$389.12	\$ 712.80	\$2,500.00	29%	1,787.20
Special Event Expenses	\$0.00	\$ 19.00	\$2,400.00		2,381.00
Depreciation	\$ -	\$ -	\$1,000.00	N/A	1,000.00
TOTALS	Actual		2017-18 YEAR		Difference
Total	\$22,146.70	\$85,736.49	\$247,146.89	9%	161,410.40

Net Profit/Loss	\$ 10,609.56	\$ (30,619.79)	\$ (5,550.89)		
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