

It's a Breast Thing Non-Profit

Board Meeting

February 1, 2021

Minutes

Board members in attendance: Malinda Barr(MB), Suzi Wyman(SW), Barb McKessey(BM), Joan Johnson(JJ), Carol Rapson(CR), Colleen Horstmyer(CH)

Guests in attendance: Tammy Guastella, Sandra Bushard-Rizer

Members Absent:

Members not in attendance:

Call to Order: by MB at 6:33 p.m.

MISSION STATEMENT

The mission of ***It's A Breast Thing*** is to **ENHANCE** the lives of breast cancer patients thru financial grants, provide **SUPPORT** to survivors and families, all while establishing strong **PARTNERSHIPS** with care providers.

IBT Mission Statement: Read by MB

Approval of the Agenda: Motion made by BM to approve agenda. Vote: Ayes: 6. Nays: 0. Motion carried.

Approval of Minutes: JJ added to New Business, discussion about Central Michigan 211.

Motion made by CR to accept January 2021 minutes with above addition. SW seconded. Vote: Ayes: 6. Nays: 0. Motion carried.

Intro from President - Marketing is the focus not only thru OUTREACH but also for the org recognizing 11 BRA creators and models in the social media campaign.

Appointment of 3 new Board Members. Sandy Bushard-Rizer, Vice President and Event Team, Tammy Guastella, Event Team and Sue McPhail, Marketing Team.

OUTREACH has a strong program and there are programs within programs. They have been instrumental in the 111 grants awarded in 2020, totaling \$111,000.

We need to focus on development, getting money so we can continue to issue grants. MB's goals are to get a committee assembled to on development.

The goal is to get 5 key facilities/Dr.'s to donate \$10,000 a year and fill in with addition event fundraising

Financial Report

Nothing to report. MB to go over budget, but it was still making sense of the numbers from Suzy's breakdown and CPA 2020 report. She will send a draft to BM and SW and it should be available to board members at the next meeting. The budget for OUTREACH will be separated from IBT's. It needs to be determined how much money OUTREACH spends on items they use for their presentations. MB said the hand sanitizer and scarves should be marketing items and not taken from the OUTREACH budget.

Discussion on money being spent currently for OUTREACH supplies. MB wants only necessary purchases for now until our funds are replenished. BM has ordered folders and QR codes and will wait for other items.

Standing Team Reports:

EXECUTIVE Team:

No report

MARKETING Team:

SW talked about the social media campaign, showcasing the bra model, who created the bra, the 111 campaign. Consistent posts going out, covering all bases of where IBT is at. Board members share the 111 campaign with your family, friends, co-workers, etc.

CR mentioned contacting donors from last year so MB and CR will get together and try and brainstorm who to contact. Alliance and Compass Health are two examples.

DEVELOPMENT Team:

Nothing to report – MB is building the committee and the sponsor/partner packages. Scheduled call with CR for 2/4 and more to follow.

GRANT Team:

Suzi reported the following:

- 2 grants from last year pending
- 18 grants ready to award (3 of these are second grants)
- 5 applications need more information
- 13 new grants are going to Irene this week (Irene will send email to applicants and follow up with a phone call explaining they are on hold for now but will be processed at a later date)

Grant Totals:

- 334 awarded to date

- 38 possible to award when monies available
- 2021 - 9 grants awarded

MB wants to start fundraising. She is getting with CR to begin contacting Dr's, medical staff, etc. She wants a 3-year sponsorship from these companies/individuals. MB is looking for input from anyone with fundraising ideas. Like and share the Facebook posting regarding the 111. Tag 11 people, they give \$111 and you could end up donating a total of \$1,221.00.

OUTREACH Team:

JJ mentioned the LSJ with article about Sandee Kingsley and her family. Nice article on what IBT does. MB wants the article on our website.

Discussion about concerns with any board member using their personal email to communicate IBT business. Judy Tegreeny has created emails with IBT information for OUTREACH to use. She has offered to set up a Gmail account for any IBT board member if they so desire. Please make sure you are retrieving those emails with the IBT address daily. The old stock of business cards will be depleted before new ones are ordered for OUTREACH. The new cards will have the new email addresses.

JJ mentioned slide show presentation which has been updated. Will be used by OUTREACH for their presentations to sponsors, donors, etc.

MB will put together a sponsorship page that OUTREACH can show to possible sponsors/donors, etc.

OUTREACH wants to do Zoom meetings with these potential sponsors/donors.

Judy Tegreeny was at the hospital and the QR codes were on the doors. Scans to a conversation between a couple of the Dr's who talk about IBT.

Sandee Kingsley wants to meet with MB to get the Survivors and Family Ambassador program started. Meeting set for wed 2/3.

JJ wants MB to consider Sandee Kingsley for the EVENT committee. MB agreed it was a good idea. MB wants the first event meeting to be in February.

Old Business

Melanie Jacobs talked with MB about her possibly joining the board, but she is looking for work out of state. MB will stay in touch with her in case she does not move out of state.

IBT needs a Treasurer who is familiar with spreadsheets, QuickBooks and has a financial report background. They will not file IBT's taxes, a CPA will do that, but a treasurer is needed for everyday business. They will need to attend board meetings, make financial decisions, and give us a good picture of where IBT is financially.

New Business

Sandy Bushard-Rizer has joined the meeting tonight along with Tammy Guastella to observe a board meeting. Both will possibly become board members.

Nomination and Motion made by MB for Tammy Guastella to join the IBT Board as EVENT Committee chairperson working hand in hand with BM. BM seconded. Vote: Ayes: 6. Nays: 0. Motion carried.

Sandy Bushard-Rizer is considering becoming a board member and asked what the term limit was. MB said 3 years and 2 consecutive terms. If she agrees to become a board member, MB said we can vote by email if necessary.

211 Group (211 Michigan) BM explained it is a local networking group, like a catalog of help centers within a certain area. JJ said she would update the new counties that IBT is now serving. You can talk, text and use various other methods to connect with them at no cost. MB assigned JJ to go ahead and update with new counties.

Tammy Guastella also said Capital Area Community Services is a good resource and we need to join. She will give info to JJ to contact them. JJ offered to give guests information on OUTREACH including packets.

MB is working on the Board packet for all new board members.

MB would like March or April meeting at Salon if possible.

Next Meeting

Monday, March 1, 2021 Via Zoom

Call for Adjournment - MB

Motion to adjourn Suzi. Barb seconded., Vote: Ayes: 6. Nays: 0. Motion carried.

Meeting adjourned 7:52 p.m.