

It's a Breast Thing Non-Profit

Board Meeting

January 4, 2021

Minutes

Board members in attendance: Malinda Barr, Suzi Wyman, Barb McKessey, Joan Johnson, Colleen Horstmyer

Members Absent: Brenda Gordon, LaKeeya Tucker

Members not in attendance: Carol Rapson

The meeting was called to order by Malinda Barr at 6:45 p.m.

Call to Order - Work in progress

Intro from President

MISSION STATEMENT (added this after minutes sent out)

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 Malinda Barr

Motion made by Barb McKessey to approve agenda. Vote: 5 Ayes. 0 Nays. Motion carried.

Motion made by Joni Johnson to approve Board meeting minutes of November 4, 2020. Vote: 5 Ayes. 0 Nays. Motion carried.

Financial Report

Brenda Gordon submitted financial report which will be updated in the January board meeting minutes.

Recommendation by Malinda Barr to issue 17 grants from the funds in the Investment Fidelity Advisors account which has a current balance of \$67,805. Melinda also recommends putting a brief hold on all grant applications for the first quarter of 2021. Irene will continue to gather missing information on applications and when funds are available, applications are complete and checks can be issued.

Malinda suggested sending a letter to applicants whose requests have been received during the first quarter of 2021, explaining that grants are on hold for now while we replenish funds thru fundraising etc. Joni is concerned about the wording as not to alarm applicants that IBT could possibly be in financial trouble. Joni will work with OUTREACH to come up with some proper wording along with Judy. Malinda would like them to also work on some scripting for Irene as well as a phone call script and talking points for the Board and Committee members. The finished product will be submitted to Joni and she will forward to Malinda for her input.

Development Committee: Will consist of Malinda, Carol and LaKeeya

Malinda wants to know what the monthly expenses are for IBT which includes, PayPal, Zoom, printing, telephone, office expenses, postage, etc. Suzi said it has never been figured out.

The estimated monthly amount is \$1,400. There needs to be six months' worth of expense money available which would be \$8,400 and we currently have \$13,300 as of the last statement.

Since there is excess money available, we could possibly use \$4,600 for grants.

Malinda is meeting with Carol and LaKeeya to put together an ASK for Dr's and organizations they work with.

YMCA project is a separate fundraiser.

Malinda wants to get the Board built to move forward with fundraising.

Malinda motioned to pull \$17,000 from the Fidelity Advisors account to fund the 17 grants. Motion to approve Colleen and seconded by Suzi. Vote: 5 Ayes. 0 Nays. Motion carried.

Grants & Celebration totals:

- 111 Grants awarded in 2020
- 17 Pending grants
- 324 Total grants since 2012

Malinda inquired on a yearly basis, how much money to run IBT and funds raised:

- \$17,000 Operate IBT
- \$150,000 Issue grants
- \$60,000 Event before expenses

- \$40,000 Event expenses

These figures are estimates but Suzi is getting more accurate figures from the past 5 years and submitting to Malinda. These expenses need to be perfected and decreased if possible.

Old Business

Committee and Board member positions to appoint (action in February)

Looking for someone with connections to help with fundraising. Do you know someone that is a survivor, has a passion for IBT, has great ideas on how to fundraise, done fundraising or is/has been in the fundraising industry?

The Vice President will give support to committee chairs, will work with Colleen, do fundraising and help wherever needed in the different committees.

Marketing, Development, Events are what we need to work on immediately.

Malinda wants to start working on the event for 2021 and wants an event meeting in February.

Dr. Tucker will be on the education portion. Zoom meetings can be done for education. OUTREACH has been considering Zoom meetings with Doctors.

Melanie Jacobs who has donated money, done on- line fundraising for IBT, and who is a breast cancer survivor, wants to some type of foundation for those who need assistance. She is interested in possibly becoming a board member, has a non-profit background and has experience in fundraising. Suzi has tried to connect with her but has not been successful. Barb has her phone number and will give it to Malinda so she can contact her.

Jeffrey Simbob very active in volunteer work and would be an asset to IBT. Joni has not been able to get him involved. Malinda will contact him.

Marketing Committee

Will help with verbage and terminology for communications with grant recipients. They will work with Julie on Facebook, Instagram and other social media outlets.

Zoom meeting to take place with Julie, Malinda, Suzi and Barb in January.

Fundraising Committee

The fundraising committee will consist of Malinda, VP, Carol and LaKeeya

Malinda asked Suzi if additional help was needed for grant issuance. Suzi said not at this time. Database for grant recipients needs to be updated to ensure emails address,

phone numbers, etc. are up do date. Start with the 100 grants issued this year and go backward.

Colleen volunteered to update spreadsheet to include email address and phone numbers. This list will be used for email blasts asking for donors, sponsors, board members and volunteers.

Malinda asked Barb if she had a spreadsheet for calendar girls and volunteers. These lists should be in google.docs.

Executive Committee

The executive committee will consist of Malinda, VP, Barb, Suzi, Colleen, Brenda

Executive Board Report

Appointing board members.

This entire meeting is applicable.

Discussion on Brenda's role in IBT. Possible have her do yearly taxes and have someone else take over the day-to-day financials. Possibly Julie will take this role as Treasurer. She has experience in finance. Joni is going to discuss this possibility with Julie.

Board would like Brenda to attend the next Executive Member meeting to discuss her role at IBT.

Prior calendar girl approached Barb about being a part of IBT. Barb asked what positions she could be a part of. Malinda said possibly help with the event, marketing and development of events, other fundraising events, ideas to create revenue, make phone calls, send emails to our lists, email organizations for donations, assist the VP, support person for committee chairs and executive committee Other fundraising events and ideas to create revenue. Barb will contact her and see what her strengths are.

Standing Team Reports: (Chairperson of committee will submit agenda items in advance).

OUTREACH Report:

- Lansing State Journal
- Created committees and committee positions
- Joni interviewed with Rachel Greco from LSJ

- Rachel to contact Suzi, Barb, Malinda, Sandee
- OUTREACH flow chart (sent to board with January agenda)

This information will be an attachment along with the January board meeting minutes.

Barb is meeting with Betty before January 14th for any supply orders.

Habitat for Humanity no show gala. Will it be part of marketing, OUTREACH

The flyer could be changed to fit IBT's agenda. This could be done mid-year to solicit donations from places we don't have personal contact with. Malinda asked if Barb had any stats on Habitat's event and Barb did not.

New Business

Fundraising Ideas

Event brainstorming

- Applications/Financial resources
- Billboards announcing grants awarded
Suzi and Barb will decide what information should be on the billboard.
Malinda will discuss with them and when decided, Suzi will contact the Billboard company. The billboard will be up for a month.
- Content & Media exposure for 1st quarter (social media).
- Suzi, Barb and Malinda will meet with Julie of M-Connections to brainstorm.
- Nothing for January, maybe post a Facebook ad with billboard information.

Suzi is setting up a meeting so Colleen can see how to set up Zoom meetings. There were problems with members joining the meeting, having to accept members in order for them to join, host was incorrect and being able to click the link and join meeting without entering the meeting id and passcode.

Barb is contacting Jen to discuss her becoming a member of the event committee and to discuss what Jen's role is.

Next Meeting

February 1, 2021

Call for Adjournment

Malinda motioned to adjourn, and Barb seconded. Vote: Ayes: 5. Nays: 0. Motion carried. Adjourned 8:20 p.m.