

Minutes from October 4, 2023 Meeting:

Attendance and Call To Order

Virtual via Google Meets

Chair: Robert Wolfe

Board Members: Jessi Fasola

Sterling Staff: Maureen Capillo, Stephanie Deming

Sterling Community: George Patrick, Lora Greco, Call-In Number

Meeting was called to order at 12:02pm.

Agenda

- 1) **Giving Stats (as of 10/1)**
 - a) Board 100%
 - b) Admin 100%
 - c) Staff 35% (CH and MS the highest return)
 - d) Community 21%
 - e) Currently raised over \$16,000 since July 1, 2023.
 - f) Development account has \$70,000+ (from rollover)
- 2) **Discussion Items**
 - a) Stock Transfers - Finance working on reinstating the stock account. Need information to share with the community as an option
 - b) Chamber of Commerce Update
 - i) Stephannie met with the Ambassador on Monday, 10/2. Will work with them on creating corporate partners to begin our asks (see below)
 - ii) Suggestion to host a coffee chat with chamber of Commerce
 - c) October/November Development Campaign Update -> Giving Tuesday
 - i) Why I Gives delivered weekly starting mid/late October leading up to Giving Tuesday on 11/28. Currently have 2 new families, with 2 outstanding. May reuse 2 from previous years (who are consistent givers).
 - d) Scholarship Information - Needs to go to Finance/DEI/Policy
 - i) began conversation in the Spring
 - ii) We have an option on the donation page for LHU Scholarship - we have a \$500 donation tagged specifically for the LHU Scholarship
 - iii) Need to define and set up, with these steps to consider (with #3 and #7 being more critical)
 - (1) [Decide your budget](#)
 - (2) [Figure out who you want to help](#)
 - (3) [Choose the scholarship eligibility criteria](#)
 - (4) [Do the paperwork](#)

- (5) Establish the scholarship
 - (6) Promote your scholarship:
 - (7) Choose the winners
- 3) External Corporate Ask Campaign -- Three Buckets Outlined Below
- a) Outdoor Learning Space Fund
 - b) Academy Scholarship Fund (more information below)
 - c) More Physical Space Fund (Library, Multi-purpose Gathering Space, Training Program, Infant/Toddler Program, expanded Specials and MS programming space, etc)
- 4) Academy Scholarships (8 3 year olds annually starting in the fall of 2025)
- a) Kinder Lottery Preference for currently enrolled 4 year olds (fall of 2025) - new law up to 10%
 - b) The Academy Scholarships and Kinder Preference will be discussed in Policy, DEI, Strategic Planning, and Finance this month. It is an initial conversation -- there will be no vote on anything formal at the October board meeting. Stephanie and I are asking for permission, when we begin our more formal corporate donation asks later this month, to begin fundraising for this scholarship fund. We would need roughly \$350K per year for all 16 scholarships to not negatively impact our budget and to effectively launch the program. Details on this will be sorted out through multi-months of conversation.

Discussion Items:

Closure and Next Steps:

Discuss stock donation status with Kim (completed)

Meeting was adjourned at 12:50p.

End at 12:50PM