

Charity Guild Meeting Minutes

January 10, 2024

The meeting was convened at 6:30 at the Country Club of the South.

2024 Board members in attendance were Ruchi Dave, Kayc Carper, Geri Eubanks, Sissy Luciano, Jen Gabriel, Tracy Hobbs, Kat Anderson, Nicole Vereen, Leslie Wilks, Issure Chen, Lauren Nelson, and Mary Lyn Kurish. Also in attendance were Marcy Hirshberg, Kathy Solomon, Gol Kimbrell, and Karri Holmes. Not in attendance were Stacy Ramani, Jen Passilla and Kristin Golub.

Approval of the December 13, 2023, Meeting Minutes – (ML)

Sissy made a motion to approve the minutes from December 13, 2023. Marcy seconded the motion. The minutes were approved without amendments.

President's Report – Ruchi

Ruchi thanked Marcy and Kathy for their past leadership and continuing moral support. She welcomed the new board members and thanked returning members.

In terms of housekeeping items Ruchi

1. asked that everyone join or renew their guild memberships.
2. requested that all members attend board meetings regularly.
3. encouraged everyone to perform the jobs that they volunteered for emphasizing that the charities and the board are counting on active participation. In addition, she emphasized that if help is ever needed, please reach out and ask for it.
4. explained that committee updates should cover the big ideas and issues that are relevant to all board members.
5. asked that when there are items to be voted upon, all sides of the issue are presented.

Ruchi informed the group that Marcy will head up the Volunteer Recruitment program. Marcy shared her vision and asked the group to think about 4-5 potential volunteers who they could reach out to using a sample letter that Marcy will provide. If you prefer, please feel free to write your own note to invite friends to get involved with the guild. Once you have a response, please provide Marcy name, contact information, and area of interests. She will maintain a database of this information.

Ruchi then asked Kathy Solomon to give a fundraising overview and explain the funding cycle. Kathy highlighted the over \$5,700,000 that the guild has donated to local charities between 1989 and 2023. Using 2023 as an example, she broke down the numbers by revenue, grants, fundraising costs, and operating costs. Kathy presented an excellent flow chart full of information on the timing of charity recipients' selection, fundraising goals, distribution of grants to the large and small charities, and board decision voting on any changes related to the yearly number of recipients. Lastly, she shared two handouts highlighting background about the guild, financial and charity policies and procedures, and marketing points and responses to donation inquiries. All her documents are attached to these minutes. Thank you, Kathy, for the work that went into this tremendous presentation.

Treasurer Report – Geri

Geri reported that the bank account is reconciled through 12/31/2023. Quickbooks and Kindful are reconciled through 12/31/2023. Cash on hand is \$438,867.66 as of 12/31/2023. As of 12/31/2023 we are \$86,147 over our projected donations revenue goal!

Ruchi pointed out that all of the committees' budget numbers will be updated and encouraged everyone to review the P&L statement to understand their line items for expenses. Expense reports can be found on the board section of the guild website. *Please remember that spending on events is expected to be done in the most economical way possible.*

See attachments for the Treasurer's Report, Actual and Projected P&L, Statement of Cash Flow, and a Cash Allocation Report, all as of 12/31/2023.

Charities Report – Sissy/Tracy

Sissy and Tracy are hard at work preparing the 2024 large and small grant voting ballot. The ballot will go live on January 21, 2024, and will close the day after the Hope Awards, February 4, 2024. There are 21 large charities and 9 small charities on the ballot. Voting members will select 7 large and 3 small charities to receive grants. Sissy and Tracy are also putting in place all the background structures to support the selected charities' upcoming drives and volunteer opportunity requests.

They pointed out that there is an open position to oversee all the team leaders assigned to the individual charities as liaisons throughout the year. Each charitable organization has a drive during the year and shares potential volunteer opportunities for interested guild members. **Please contact them with potential names for this role.**

Conversation turned to the upcoming Hope Awards event on February 3, 2024, at the home of Katie and Jeff Kopeck. The recipient charities will speak about their organizations. These talks will be videoed and photographed. The CCS neighborhood marquee will announce the event.

Technology Report – Jen G. and Issure

Jen explained where to find board only information on the guild website, including expense and donation forms, monthly meeting minutes, and board member contacts. She encouraged everyone to take time to review the 2024 calendar, also found on this board only section of the website. This central calendar contains all upcoming events as well as scheduled eblasts. **Please ensure that all guild information and events are recorded on the calendar. Also, send all eblast items**

to Lauren and Jen G. at least 10 days in advance of the proposed eblast release date. Lastly, please work with Lauren to coordinate communication strategy and information of the eblast content.

Lastly, Jen updated guild membership information. As of 12/31/2023 there were 170 members and 133 patrons.

Events Report –Leslie

As mentioned previously, the Hope Awards Patron Party is February 3, 2024, hosted by Katie and Jeff Hopeck. Invited guests are charity guild patrons and the charity grant recipients. The current response count is 50. Catering and host gifts are ready. Leslie will coordinate with Kathy for beverage questions. Board members are asked to arrive at 6:15. Gol and Kerri, the Junior Guild co-chairs, will try to secure junior beta helpers for the event. Kristin will invite Ty from Grapes and Grains to attend and be recognized as the guild's presenting sponsor.

Details were discussed for the upcoming April fundraising gala. Targeted dates being considered are the last two Saturdays in April. *A venue still needs to be secured.* Proposed themes for the evening were a casino night, a Kentucky Derby idea, and an Olympics proposal. There seemed to be a great deal of enthusiasm for the Olympics theme, including comments about decorations, country flags, interactive games, and different cultural attire.

Membership Plan – Kat/Nicole

Kat and Nicole are reviewing membership plans from the past with the goal being to learn from them and generate new ideas for the upcoming year. March will continue to be highlighted as the membership month. They will be updating materials to use for the drive and are looking for new ideas for the information to be distributed. Some returning board members shared that the guild mailbox bows for the people who join continue to be received enthusiastically. Ruchi

encouraged Kat and Nicole to connect with Lauren to coordinate communications strategies.

Sponsorship Plan – Kayc

Kayc explained that the monies raised for sponsors is used to pay for the guild operating expenses, so that all fundraising money can be donated to the charity recipients. She stated that the following sponsors are confirmed for 2024:

1. Grapes and Grains Wine and Spirits (Presenting Sponsor)
2. Kayc Carper
3. Ansley Real Estate
4. Allen Hobbe
5. Smart AI
6. Diane Johnson
7. Diane Johnson Interiors
8. Mibab Orthodontics
9. Centennial Motors

All these sponsors and their logos will be listed on the guild website and will be highlighted every other month in the Residents' Review. As a presenting sponsor, Grapes and Grains will be featured monthly in the Residents' Review and be presented on materials for all major fundraising events. As part of their sponsorship, Grapes & Grains will be donating again a portion of the revenues from the bourbon dinner they host.

Communications – Lauren

Lauren will now design the guild's pages for the Residents' Review. **Please send her by the 5th of the month any articles you wish to have included for the following month's Review.**

Lauren is thinking about new ways to streamline communication, with the goal to include as much information in an email to be sent out once a week. She also

spoke about the concept of cross promotion. Lauren encouraged board members to reach out to their contacts at the charities and sponsors and request to be included in the organization's communication emails and websites with a link to the guild's site. In addition, she is exploring other channels of distribution. For example, she discussed the possibility of posting on Instagram guild and charity photos, videos, and interviews. In sum, she is eager to brainstorm about any communication related guild topics. Please reach out to her.

The board discussed the current banner on this issue of the Residents' Review, which reads "Raising Hope". It was decided to return to the phrase "Raising Hope, Changing Lives" on future communication materials.

Additional Business – Ruchi

Ruchi introduced Gol and Kerri as the co-chairs of the new Junior Charity Guild and expressed how thrilled the board is to welcome them to the guild family. They shared their vision for the junior guild, stating how excited they are to engage with teens and get them involved as volunteers. Marcy encouraged them to connect with the committee heads to learn of their needs and upcoming opportunities. Many ideas were exchanged, and questions posed about how they would work in tandem with the guild. The board members were enthusiastic and warmly welcomed Gol and Kerri's energy and creativeness. Ruchi suggested they meet with Marcy to address housekeeping issues, and outline plans and parameters that meet both groups' objectives.

Finally, the group was asked if there were any Heart-to-Heart occasions to be noted. ML will contact Jacqueline and ask her to recognize guild board member Jen Passilla, CCOS Club receptionist Smokey (Bridgette Goodall), and guild volunteer Melanie Sanders.

At approximately 8:15 Kathy made a motion to adjourn, and it was seconded by Kayc.

