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**Board of Directors Meeting Minutes – May 8th, 2024**

**ATTENDEES: LYDIA DODY, COLLIS WOODWARD, CAROLE CRANE, CAROL LACERT, MELISSA VENIBLE, GRETCHEN JOHNSON, ELISE CARVER, DEBBI POTTS AND LAURA HICKEY**

**Meeting began at 5:02PM**

**General:**

1. Collis made note of the April 17th meeting minutes. The total liabilities were not correct. It is not $100K more than last year, total liabilities were $550 more.
   1. With the change of the liabilities, the board meeting minutes of April 2024 were approved.

**Treasurers Report:**

1. Overall, we have solid financials. However:
   1. We budgeted our income to be at 226K by this point, currently at 200K.
   2. We budgeted our expenses to be 128K, currently at 135K.
2. Our budget is not perfectly accurate because when we made it we spread it evenly across the entire year rather than skew it for event months. Throughout the year it should even out.
   1. Our expenses may also be higher because we got a new logo, which resulted in reprinting/redoing lots of our branded materials.
3. Applying for grants is a possible way to diversify our income, but we have had a hard time in the past due to many different factors.
   1. Not established enough in Weld County to receive their grant.
   2. We still have an outstanding grant in Estes which prohibits us from applying for more with them until that is spent down. We are sharing this with a cancer group in Estes to make it go down hopefully.
   3. Short staffed- no time to apply for grants.
4. The treasurer's report was agreed to unanimously.

**Strategic Planning and Next Steps**

1. Some of the Executive Committee met with Terje Whitmore on May 8th to discuss an endowment.
   1. This was one part of a much larger conversation.
   2. It will be discussed with the Executive Committee, and then the entire Board for a strategic planning meeting.
   3. The Executive Committee is Lydia, Mark, Elise, and Lana.
2. The last time strategic planning happened was in 2021.
   1. So much has changed over the last three years.
   2. We now have a much deeper understanding of our organization and where we can go compared to 2021.

**Elise Report:**

1. Hope Lives! 2025 Gala has been scheduled for February 8th, 2025.
   1. We can start making a strategic plan on how to promote this Gala.
   2. We have the opportunity to build committees for this event since we are planning so far ahead.
2. Golf Update:
   1. Golfing for Hope! is on September 13th, 2024, at Marianna Butte.
   2. We will need to start setting up at 5am
   3. We will begin promoting when the flyer and sponsorship levels are complete.
   4. We have chosen a logo for our tournament from the 99 Designs grant.
3. Miscellaneous:
   1. Went to Estes recently to continue with efforts to spend down the Estes grant.
   2. Elise is presenting at the Women Who Care meeting. This is 100 women who meet quarterly and decide between 3 presenting nonprofits to each write a check to. This is on May 23rd for the Windsor chapter.
   3. Has been working on splitting her salary a straight 33% across the board into fundraising, GA, and the program.
   4. Elise is going to start sitting through a grant training program so we can have a better chance of receiving grants.
   5. Working on job descriptions for Board Members.

**Debbi Report:**

1. Has been feeling extremely busy.
   1. 50 people have applied, 40 have been onboarded since Debbi started.
      1. 5 were sick/unresponsive.
2. Debbi looked through records and found that from January 2022- current we served 275 women.
3. Service Providers:
   1. Has been working through updating all Service Provider Contracts
   2. Really wants to appreciate the Service Providers so she has been working with a volunteer to deliver goody bags to say “thank you” to 4 different Service Providers.
   3. Has met with 3 different potential Service Providers.
4. Ambassador Program:
   1. Goal is to have 2-3 Ambassadors come to the 5K and the Volunteer Kickoff.
      1. Maybe we can have them wear something special and noticeable to mark that they are Ambassadors?
   2. Debbi is having a meeting with some potential Ambassadors next week.
5. Shared a nice note from a Client.
   1. “What a joy it was for me to meet you and come to know of HOPE LIVES. After living in utter despair and pain for so long, it was upbuilding to meet people who care so much and provide relief to ones who need it so badly.” “The healing process can be confusing at times, but I thank you for helping me to see that Hope Lives.” “Thank you for the help and comfort you provide. What a fun day I spent with you! Please know that it means so much!”
      1. Maybe we can put this in the newsletter/social media if we hide name and protect privacy.

**Laura Report:**

1. Current numbers, as of 05/06
   1. 36 Participants
   2. Net donations: $1,031.34
   3. Registration Revenue: $1,570
   4. Signs of Hope Revenue: $120 (6 sold)
2. Focuses for Running For Hope!:
   1. Sponsors
      1. Currently have 1 sponsor but there are still lots on the table.
   2. Volunteers
      1. Sending out an email this week to get volunteers to join.
   3. Getting Participants.
3. Laura will put together a list of items needed and send it to the Board.
4. Volunteer Kickoff
   1. Laura is putting a short presentation together for general information for everyone (maps, schedule, station overview, etc.)
   2. We will be prepping t-shirts, training for registration, meeting volunteers, and saying thank you.
   3. Laura will send a final head count of how many people to expect so we can all bring accurate food for everyone.
5. Platform update:
   1. It has been decided that we are leaving Give Smart and make a shift to platforms that are perfect for each event.
      1. Race Roster will handle our 5K.
      2. Golf Status will handle our golf tournament.
      3. Currently working on finding a gala platform
   2. The center of all platforms will be Give Butter, a donor CRM.
   3. We are doing this so it will be cheaper (all listed above are free to use) and because they are all built to handle specific events rather than contorting a platform to do something it doesn’t do.
6. Miscellaneous
   1. Hope Lives! brochure has been translated into Spanish, currently working to put the graphics together.
   2. We have an official translator/interpreter.
   3. Currently working on the golf tournament flyer, which should be done this week.

**Next Scheduled Meeting: JUNE 10th, 2024- IN PERSON**

**Elevations Credit Union Community Room**

**221E. Mountain Ave. Fort Collins, Co**