



DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: September 18, 2020

IN ATTENDANCE: Tamseel Syed & Tanya Watkins, CFRE
Quorum Was Not Met

Attachments:

- Meeting Agenda

I) Development Office Administrative Updates and Admin Projects

DEVELOPMENT ADMINISTRATION: None at this time.

II) Development & Marketing Campaigns & Projects

Grants Calendar

Grantor Name	Grant Title or Purpose	Amount	Hear Back?	Note
Government Grant				
GA Dept. of Education & School Nutrition	FY20 Nutrition Equipment Grant	\$10,000	6 weeks post submission	
Corporations				
Sign Up Genius	\$5K Technology Give-a-way	\$5,000	Dec only if winner	(Syed Referred) Submitted 8.3
Clorox	Clorox Entry & Google Checklist	In-Kind	Only if selected 8 weeks	Submitted 8.17
Sony	Technology Support	\$10,000	December	
Walmart	IXL Sub. Renewal	\$3,400	3 months from submission	
Regions Bank	IXL Sub. Renewal	\$3,500		
Ford FDN	IXL Sub. Renewal	\$3,500		
Caplan FDN	IXL Sub. Renewal	\$3,500		
Google Grant	Digital Marketing	\$10,000		Eligibility?
Aldi Smart Kids	IXL Subscription Renewal	\$3,400		
Organizations				
GenYouth	Covid Lunch Assistance	\$3,000	6 weeks	Submitted 8.19
National Education Association	Various	Various	Various	Membership needed to Apply
Donors Choose	Various (Currently IXL Sub Renewal)	\$3,400	Once Fully Funded	Working with Ford to Submit on 923.20 & Monitor
Family Foundations				
Williams FDN	Technology	\$10,000		Need Budget
R. Howard W. Dobbs Jr. FDN LOI	Technology	\$10,000		Need Budget
ADC FDN	Technology	\$10,000		Need Budget



Approved Earlier in 2020 – Implementation began in August

- Captain Planet - \$5K
- Health M Powers - \$3K
- Lettuce Give - Grant Value \$2.5K
- GA DOE – D3 Grant Extension \$19K

GREAT GIVE & DPA ANNUAL
CAMPAIGN UPDATE

- Annual Campaign - Support Our Scholars (SOS)
 - Review Campaign Goals
 - Marketing to Resume Sept.
 - Teacher invitation to fundraise will be extended at upcoming staff meeting
 - Marketing Plan (See Document)
 - Next Steps:
 - Send Staff Email Invite & Collateral
 - Follow Marketing Plan
 - Suggest Support While You Shop for those who can't give to SOS through Publix, Amazon & Kroger

OTHER PARTNERSHIPS:

- HYPE Project Partnership
 - Hall & Elmore to invite DPA students and teachers to participate
- **HealthMPowers, Inc:** Plans are to move forward with MOU's that are already in place with each partner 2020-2021.

Virtual Events through 2021

- Virtual Dine and Sip Changes VS. Option Breakfast In Bed
 - Chef No Longer Available
 - Produce from Georgia Grown is now being used for COVID relief and is not being offered to be sold for charitable purposes at this time.
- Begin Sponsorship Solicitation in Oct 20 for 2021 & In-Kind Solicitation in February 2021

Board Action
Steps:

- Board of Directors Involvement Card with Dates – Follow Up
- Guidestar: Reminder: DPA has been recognized as a Silver Seal of Transparency on Guidestar. This is a fantastic achievement. What would be even more phenomenal is if we reached the next level. *Emailed profile to Estes & Vassell on 6.17*
 - ☒ TW to follow up to send additional requirements to reach gold and platinum levels.
- I. Work on DPA www.Guidestar.org Gold Star Requirements



- i. ☐ Financials Review with Wright (Auto-populated during Registration)
- ii. ☐ Gold + Platinum Level Requirements (Saved data to DPA Admin-Guidestar)
- iii. ☐ Board Practices (Answer Questions)
- iv. ☐ Equity Strategies (Review Choices)
- v. ☐ Photos & Videos of DPA Work (If Applicable)
- vi. ☐ Demographics
- vii. ☐ Review: Leader, Co-Leader + Board
- viii. ☐ Complete: Staff