



## DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: October 16, 2020

*IN ATTENDANCE: Syed, Vassall, McKay, Syed, Estes & Watkins*

Attachments:

- Meeting Agenda

### I) Development Office Administrative Updates and Admin Projects

DEVELOPMENT ADMINISTRATION: Quarter 1 - Dashboard Updates

### II) Development & Marketing Campaigns & Projects

Grants Calendar

Grantor Name	Grant Title or Purpose	Amount	Hear Back?	Note
<b>Government Grant</b>				
GA Department of Education	Y 2021 State Facilities Improvement Grant	\$39,034	4 Weeks Post Submission	
US Department of Agriculture - GA DOE School Nutrition	FY20 Nutrition Equipment Grant	\$10,000	6 weeks post submission	
<b>Corporations</b>				
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	Garden of Hope SHED	\$3,400	3 months from submission	
Regions Bank	Undecided	\$3,500		
Ford FDN	Undecided	\$3,500		
Caplan FDN	Undecided	\$3,500		
Google Grant	Digital Marketing	\$10,000		Eligibility?
Aldi Smart Kids	Undecided	\$3,400		
<b>Organizations</b>				
GenYouth	Covid Lunch Assistance	\$3,000	6 weeks	Submitted 8.19
National Education Association	Various	Various	Various	Membership needed to Apply
Donors Choose	Various Teacher Projects	Various		
<b>Family Foundations</b>				
Williams FDN	Technology	\$10,000		Need Budget Mod
R. Howard W. Dobbs Jr. FDN LOI	Technology	\$10,000		Need Budget Mod
ADC FDN	Technology	\$10,000		Need Budget Mod



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:

- **HealthMPowers, Inc:** Plans are to move forward with MOU's that are already in place with each partner 2020-2021.
  - DPA Awarded \$14,663 each year for three years (\$43,989) in resources and services focused on nutrition and physical activity
  - Team Development and Introduction Underway
  - 2020-2021 Supplies and signage have been received
    - Distribution methods TBD

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](http://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