

# ParentChild+

Equal Possibilities From The Start

## PARENTCHILD+ INC. BOARD OF DIRECTORS

### Board Meeting Minutes October 14, 2022, 12:30-3:30 pm In-Person and Zoom Meeting

Attendees in person: Jim Molloy, President; Marlene Motyka 1<sup>st</sup> Vice President; Blake Hallinan, 2<sup>nd</sup> Vice President; Tom Powers, Treasurer; Josh Schwartz, Member-at-Large; Barry Berman, Board Member; Julian Gomez, Board Member; Sonia Hamstra, Board Member; Nirav Mehta, Board Member; Jane Spencer, Board Member; Tai Terry, Board Member; Tanya Zaben, Board Member; Sarah Walzer, CEO; Anita Stewart, Chief Development and Strategic Partnerships Officer; Avery Serebin, Chief Operating Officer.

Attendees via Zoom: Stanley Butterfass, Board Member; Charlie Butts, Board Member; Brenda Di Leo, Board Member; Ed Kimotho, Board Member; Alex Lentz, Board Member; Chrishana Lloyd, Board Member; Kristian Whalen, Board Member Terri Kemp Zielenski, Senior Manager, Donor Engagement & Events

Not in attendance: Howard Landsberg, Board Member; Bob Lavoie, Board Member; Tara Murphy, Secretary; Stephan Oppenheimer, Member-at-Large

- Call to order by the President
  - The meeting was called to order by Jim Molloy. He welcomed all and asked new board members, Nirav Mehta, Ed Kimotho, and Julian Gomez, to introduce themselves.
  - Jim shared his thoughts about plans for the upcoming year to support board member engagement and satisfaction. He noted that he is in the process of talking with all board members to get feedback and establish a structure for future work (i.e. board committees, a dashboard of goals) that tie into the Strategic Plan, board operations, and appropriate staffing to achieve goals, etc. He welcomes feedback from board members.
- Consent Agenda
  - Jim called for approval of the minutes from the 6/17/22 board meeting. Jane Spencer moved, and Tai Terry seconded; the minutes were unanimously approved.
  - Jim called for approval of the minutes from the 9/21/22 board meeting. Tom Powers moved, and Blake Hallinan seconded; the minutes were unanimously approved.
  - MA Expansion: Six new sites are opening in MA this year and four existing sites are expanding into adjacent communities. ParentChild+ is up to \$4M in state funding, which goes directly to sites, and an additional \$700K in MA private funding supports our state director's work and HBCC implementation. ParentChild+ is now in every MA county except Martha's Vineyard. At a recent ParentChild+ event in Boston, a city councilman spoke about his family's participation in ParentChild+ when his twins were young. Three sites in MA will be expanding their HBCC work to include the pipeline work supporting eight parents who are completing the One-on-One program and want to become HBCC providers.
  - Discussion followed about doing a case study of success in MA and how to parlay the success into other states given the differences in how funds flow/are allocated.
  - Sarah highlighted the growing refugee issue and shared that sites in Ireland are seeing an increase in Ukrainian families. ParentChild +'s Amarillo site has 20 Burmese families and is seeing more Afghan families, as well. Other sites are seeing an increase in Syrian families. There is discussion on how to access public dollars for refugees for these sites.
- Resource Development/Events Update

- Josh Schwartz shared that the Resource Development and Communications Committee is looking at the charter, committee structure, and priority projects. The committee is also looking at the development calendar of activities to determine what events make the most sense moving forward. He welcomes creative thinking focused on the goals of funding alternatives/diversification of funding streams, including accessing government funding. He is pleased to add Ed Kimotho to the committee with his expertise in nonprofit fundraising models.
- Anita Stewart reviewed the development report outlining foundation grants and donations received. She noted that goals to-date are exceeded with committed funds at 68%; and at 100% of pass-throughs.
- New funders include: Charlotte Mecklenburg Community Foundation (\$15K), Sobrato (\$100K over two years), San Jose Library (\$50K for FFN), Terrace Foundation (\$50K in Philadelphia), and a potential Annie E. Casey Foundation planning grant for two-gen adult learning supports (\$100K). Discussion followed about possible funding from Annie E. Casey Foundation to support workforce development for parents and staff and lessons learned from Chrishana's work with HUD.
- Cashflow is tight, because at this time of year ParentChild+ has not yet brought in the general operating funds that come from individuals (8%), events (0%), and corporations (0%). Tom Powers and Anita noted that it would be helpful if board members could make their FY23 donations now to support cashflow.
- Anita reviewed the end-of-year appeal timeline focused on what ParentChild+ has learned and how it impacts what ParentChild+ will be doing moving forward. The annual appeal campaign will include regular communication from mid-November through the end of the year, using emails, videos, social media, etc. to reach donors. A packet will be put together for the board that can be customized.
- Anita reviewed the overall development timeline through the fiscal year highlighting outreach and events (i.e., Windows Mirrors & Doors, hybrid research forum/funder event, local event in CA, Fred Alger rooftop fundraising event, Jr. Board kickoff event). She noted that another fundraising event is needed in addition to the golf event. Brainstorming followed about the Fred Alger event (downtown, spring 2023) and a family or other social event at a place like Greenwood Park in Brooklyn or out east in the summer/early fall.
- Financials
  - Tom Powers reviewed the first quarter FY23 financials. He thanked Bill Wallace for his work and for leaving a great team and the committee in a good position; Tom also thanked the committee for their work reviewing the financials. Tom noted the complexity of the financials and the pass-through dollars, specifically. Sarah noted the value-add of showing the pass-through dollars for funders, because it shows our success in raising funds for sites.
  - The new auditor reallocated some dollars that will settle out in the coming year. Tom noted the committee is seeking guidance on the best way to show the pass-throughs.
  - Tom noted the movement of \$200K from reserves to General Operating Funds for more liquidity in the fall months and the investment fund decrease given challenges in the markets.
  - Tom called for an approval of the financials; Sonia moved, and Jane seconded; the financials were unanimously approved.
  - Tom reviewed the Finance Committee's FY23 Goals: timely budget review and submission; holding an annual asset allocation review; meeting with ParentChild+'s investment advisor; drafting a donor gift acceptance policy; and drafting a reserve fund policy.
  - Tom again asked board members to make their annual FY23 gifts as soon as possible.
  - Nirav Mehta asked about corporate matching and a discussion followed about how it works at various board members' employers.

- Governance Committee Updates
  - Jane Spencer thanked the Governance Committee for the work on the nominating process and orientation of the three new board members. Next steps are to pair each new board member with an board member “buddy”, to finalize committee memberships, to develop a robust pipeline of new board member candidates, and to support ongoing board member education (i.e., webinars on board member roles and responsibilities). The committee is also looking at the development of a leadership council to engage retired board members, friends and supporters, and future board members. Lastly, Jane shared that the new board member portal on the website will include all board member documents: manual, financials, board packets, program information, etc. Login info will be emailed.
- Strategic Plan Update
  - Sarah shared brief background on the development of the Strategic Plan and how the pandemic impacted the plan. She highlighted the great work of the sites and national center staff for moving to a virtual model within two weeks of the onset of the pandemic. Some sites are wrapping up virtual programs and moving to primarily in-person, while others are doing hybrid. A lesson learned is that virtual gives the program flexibility and enables it to reach families it was not previously able to reach. The Program Growth and Innovation Committee looked at lessons learned in drafting the update. Numerical adjustments have not been made to the original growth projections, as we are still analyzing data and impact from the pandemic. Sarah noted that funders are asking for an update and requested board feedback for next the iteration by the first week of November. Anita highlighted that the goals remain the same.
  - A discussion of the Strategic Plan Update and its utilization followed. Jim asked that all board members review the plan and provide feedback. Sonia asked what prompted the need for an update. Sarah noted that it was in response to funders asking how the pandemic had changed things and an opportunity to share the lessons learned and how these lessons have refined our vision of how to move forward.
- Vision for Quarterly Dashboard
  - Sarah reviewed the proposed list of possible items to report on in a quarterly dashboard. A discussion followed on additional items that could be useful for tracking programmatic and financial information. Jim and Sarah asked the Board to review the dashboard and provide additional feedback by November. Jim noted that he’s working on the dashboard format. Another iteration will be shared at the January board meeting.
- New Business/Adjournment of Board Meeting
  - Jim Molloy called for a motion to adjourn the meeting; Tom moved adjournment of the meeting at 3:40 pm and Blake seconded; adjournment was unanimously approved.
  - The next board meeting is January 20, 2023 from 12:30 to 3:30 pm.

Respectfully Submitted,

Jane Spencer  
 Acting Secretary,  
 On behalf of Tara Murphy  
 Secretary of the Board of Directors

Sarah E. Walzer  
 Chief Executive Officer