



**Fox Valley United Way
Board of Directors Meeting Minutes
Thursday, March 13, 2025 - 8:30 am - Via Zoom**

Quick recap

The meeting covered a range of essential topics, including the presentation of the 2024 audit report, discussions about leadership transitions, and updates on financial matters and ongoing projects. The board also addressed plans for impact investment allocations, the need to evaluate their CRM system, and potential alternatives to consider. Finally, Deborah announced her upcoming retirement, expressing gratitude for her time leading the organization and discussing the transition process with the board.

Next steps

Deborah to share transition plans with the full board at the next meeting.

Deborah to provide the Kendall 211 board with a memorandum of understanding for transitioning leadership to Deborah Valley United Way. Deanna to assist Deborah with drafting the memorandum of understanding for Kendall 211.

The executive committee will review the updated bylaws before sharing them with the full board.

Deborah will share the updated bylaws with the full board by the next meeting.

Kelly and Mark will present financial statements with audit adjustments at the next meeting.

The Impact Investment team (Joe, Jd, and Deborah) will meet to discuss allocation plans for the upcoming year.

Karen will reach out to CRM consultants for potential alternatives to Andar.

Marisa will share insights from her team's CRM system research with Deborah.

JD to share CRM options that work with QuickBooks with Deborah.

Deborah to inform staff about her transition plans.

Deborah to meet with Jd upon his return from vacation to discuss transition plans.

Summary

Audit Report Presentation and Review

During the meeting, Karen led the roll call of board members, with some members absent or still not present. Deborah proceeded with the agenda, admitting Gabriela from Weber and Associates to present the audit report. Gabriela shared the audit on her screen, and Deborah ensured the document would be posted to the board portal for further review. Gabriela thanked Deborah for her assistance in the audit, highlighting the completeness and accuracy of the information she provided.

Audit Results for 2024

Gabriela presented the audit results 2024, highlighting key changes from the previous year. The financial statements were found to be materially correct, with assets decreasing by \$111,000 and liabilities by \$35,000. Revenue decreased by 13%, with a significant drop in other miscellaneous income due to the absence of the employee retention credit. Expenses also reduced by 4%, with a notable decrease in Spark expenses. Net assets decreased by 5%, with a cash balance of \$720,000 at the end of 2024. Gabriela also discussed the cash flow reconciliation and the breakdown of financial assets available to meet next year's expenses.

Deborah's Retirement and Transition Planning

The board discusses Deborah's upcoming retirement as CEO in 2025 and plans for her transition. Mark reports that the executive committee has been working on a transition plan, which may involve Deborah's moving to a part-time role after stepping down as CEO. Deborah expressed her commitment to Fox Valley United Way and suggested considering internal candidates. Rosa and JD expressed interest in the leadership role, noting that the executive board may want to consider external candidates.

Deborah shared that she requested of the FVUW landlord that the office lease be extended for one year to allow the new leadership to make long-term decisions. The current lease expires in October 2025, and a new 5-year lease was presented for consideration at the end of the month. Deborah also shares positive updates about the Dolly Parton program's success and the potential acquisition of Kendall 211 services.

In the meeting, Deborah announced her upcoming retirement, expressing gratitude for the opportunity to lead the organization. She reassured the team that she would remain involved and committed to the organization's success. The board members expressed their appreciation for Deborah's dedication and hard work, acknowledging her significant impact on the organization. They also discussed the transition process, with Deborah promising to communicate the news to the rest of the staff later that day. The team agreed to collaborate to ensure a smooth transition.

Cash Position and Income Statement

Kelly McDonough discussed the organization's cash position, which remained unchanged from the previous month and year. She highlighted a \$301,000 due from Spark and decreased pledges receivable due to the 2024 campaign not meeting last year's levels. Current assets were virtually unchanged from the previous year. On the income statement, Katie noted a significant difference in sponsorships and Spark income due to a non-recurring grant and the expiration of a 3-year grant. She also mentioned a timing difference in United Way dues and the addition of a new person on health insurance. The financials were not voted on for approval until the adjusting journal entry was made and the financial statements were corrected.

Chicago Steel Fundraiser and Spark Program

Deborah discussed the Chicago Steel fundraiser, which some members attended and deemed a fun event. However, the event may not have been worth the effort as it did not raise much money. Deborah also mentioned that JD met with the outgoing campaign manager for Caterpillar and is working on the Rush Copley 5 K.

Deborah expressed satisfaction with the work of Interns Daniel and Louisa, and the efforts of the Spark team. Deborah also mentioned that the Spark program is data-driven and has attended their outreach and advocacy training positively. Lastly, Deborah praised Maddie's work as a part-time employee, who has been doing a great job transitioning out of some of Lisa's day-to-day engagement work.

Impact Investment Allocations and CRM Discussion

Deborah proposes a meeting to discuss impact investment allocations once January financials are finalized. She suggests possibly pausing allocations this year to focus on internal needs. Deborah also mentions the need to

evaluate their CRM system, as Andar is complex and costly. They are considering alternatives like Donor Perfect and Greenlight, but data transfer costs are significant. Karen offers to help research CRM options, and other board members agree to share insights from their organizations' experiences with similar systems. The new CRM's main requirements are compatibility with QuickBooks and the ability to categorize different types of donations and grants.

SPARK Monthly Activity Report

Month: February 2025
Submitted by: Rosa Sida

Events & Outreach	<ul style="list-style-type: none"> February 1, we participated in the 3rd Annual Early Childhood Resource Fair. The Event was well attend we distribute February 7, Aurora University School of Social Work's 2025 Virtual Field Fair February 27, Provided an Advocacy 101 Training to the Aurora community in collaboration with We the Village. February 28, we provided an ASQ-3 training in Spanish, for parent in Aurora.
Programming Playgroups Parents Groups Developmental screenings	<ul style="list-style-type: none"> World Relief Playgroups; every Friday from 10-11am EOLA playgroups; Every other Tuesday from 10-11am Norther light Center; Every Monday from 10-11am Family Focus and SPARK parents groups, every other Tuesday from 11-12pm Parent's group at Norther light Community Center every Wed-from 10-11am Parent are more open to participate that the meetings are virtual.
Staff/Interns/Volunteers	<ul style="list-style-type: none"> We completed interviews for Aurora University students in the month of February; after receiving seven application and completed seven interviews we secured two bilingual student for spring.
Data	<p>Playgroup's attendance (7 total play groups)</p> <ul style="list-style-type: none"> Children# 46 Parents# 33 <p>New Intakes</p> <ul style="list-style-type: none"> Parents#30 Children#39 <p>Developmental Screenings</p> <ul style="list-style-type: none"> ASQ-3 8 ASQ-SE 8 <p>Trainings and attendance 1 training (Spanish) attendance: 5</p> <ul style="list-style-type: none"> Outreach events attended: 1 Children#: 66 Parent#: 98

Collaboration	<ul style="list-style-type: none"> SPARK is attending: All are Kids Collaboration monthly meeting Birth to Five Collaboration for Kane County monthly meetings. City of Aurora Educational Commission Illinois Action for Children monthly meetings
Grants	<ul style="list-style-type: none"> Northwestern Medicine (Completed 30K) INC (In progress) Dunham Foundation (In progress)

Development Monthly Board Report

Month: February

Submitted by: J.D. Ostergaard

Events & Engagement	<p>Chicago Steel fundraiser engaged 28 donors with an afternoon of minor league hockey and while the Steel did not win the game, Fox Valley United Way “won” \$140 from the fundraiser.</p> <p>Attended GMACC Lunch and Learn at ServBank in Oswego on Tuesday, February 4th.</p> <p>Met with Earthmover Credit Union to plan next steps and deliver gratitude pens to pledge donors on Thursday, February 13th.</p> <p>Met with Caterpillar to plan next steps and successor as well as deliver gratitude pens to pledge donors on Friday, February 14th.</p> <p>Conducted Community Resource Committee meeting on Wednesday, February 19th to plan the Mom Made Me Do This 5K and Chicago Steel Fundraiser.</p> <p>Presented at SPARK Community Meeting on Thursday, February 20th on Dolly Parton’s Imagination Library.</p>
Programming	<p>Met with Jes Bennett from Rush Copley Foundation on February 27 to continue planning for the May 4th 5K run, Mom Made Me Do This 5K. T-Shirt vendor has been solidified, along with the Mile for Mom details. Mile for Mom will have 4 activity stations for the children to perform before moving on in the race.</p> <p>Waubonsee Community College has committed to a \$500 sponsorship level.</p>
Interns Operations	<p>Attended the Next Generation Leaders programs on 2/4 and 2/18. This is a bi-weekly training hosted by United Way Worldwide to cultivate new and upcoming leaders in the United Way network.</p> <p>Daniel Escobar attended meetings with local partners with me and engaged in planning future events.</p> <p>Luisa De Leon helped at the table for the before game marketing at the Chicago Steel hockey game.</p>

Data	<p>Payments made to our online portal, Stripe, resulted in \$1,463. There were 9 donors using the platform and 7 are recurring monthly donations.</p> <p>Checks received from individuals in February totaled \$2,414.</p>
Resource Development	<p>Attended the National Council for Non-Profits presentation on the “Executive Orders and Their Impact on Nonprofits” on February 7 and learned a few tactics to anticipate change.</p> <p>Attended Diversifying Revenue and Expanding Reach put on by United Way Worldwide on 2/11.</p> <p>Attended the Dunham Foundation’s presentation on Monthly Giving Roundtable on 2/13.</p> <p>Attended our website company training on “Strategies to Help Your Event Webpages Succeed” on Thursday, February 20th.</p> <p>Attended United Way of Illinois Mid-Year Meeting in Bloomington on Monday, February 24th.</p>

Engagement Monthly Board Report

Month February 2025

Events and Engagement	<p>Met with Rush Copley and J.D. to plan for Mom Made Me Do This 5k 2025.</p> <p>Contacted libraries and volunteers about hosting DPIL enrollment tables.</p> <p>Connected ComEd volunteers with Mutual Ground.</p>
Programming	<p>Began scheduling social media posts.</p> <p>Released Friday Five material.</p> <p>Gained administrative access to DPIL and attended trainings.</p>
Marketing Operations	<p>Gained access to Meta Business Suite, Canva and Constant Contact. Began working on Friday Five newsletters.</p> <p>Set marketing goals for Mom Made Me Do This 5k 2025 with J.D.</p>
Data	<p>1,791 children enrolled in DPIL in Kendall County as of 3/6. That's an increase of 31 children.</p> <p>1,644 children enrolled in DPIL in Follett as of 3/6. That's an increase of 258 children.</p>

**Resource
Development**