

Fox Valley United Way
Board of Directors Meeting Minutes
8:30 am –10:00 am
Thursday, May 9, 2024 Via Zoom

1. Call Meeting to Order—CEO Deborah at 8:34a
2. Roll Call
Board Present—Terese, Karen, Laura, Mansa, Joe D., Diana, Marisa, Stacey, Michele, Joe E.
Board Absent—Kelly, Mark, Maria
Staff Present—Deborah
3. **Approve Minutes**—April 2024 minutes were approved.
4. **Chairman of the Board's Report**—Terese is chairing our meeting today for Mark.
5. **Chief Executive Officer Report**—Deborah reported her email was hacked, and it was traced to another agency that was working with us on the FEMA funding with the EFSP Board. The hack shut down her emails for 3 days. BIG THANKS to the Old Second IT support! They swept Deborah's computer and corrected the problem. The Old Second treasury department contacted us regarding fraud concerns on our bank accounts and we deployed counter measures to ensure our checking accounts with the bank are secure. A two-step authentication will be added to our Outlook accounts and Old Second will install that shortly.

Deborah asked for a Board Resolution to allow FVUW to apply for \$75K to the Kane County Grand Victoria Riverboat for grant funds for the SPARK Mobile Learning Van. The Board voted unanimously to approve resolution. Mark will sign.

Aurora University has asked FVUW to participate in a pilot program using a federal grant to support paid internships. If we agree work with them, the interns will be paid minimum wage with AU paying half of the cost. The interns will have the opportunity to work within the community, learn and grow, all while supporting themselves. We can see how this also ties into ALICE by paying staff a livable wage. Now, this includes our interns too. We see this as a win-win and a good move for FVUW.

6. Committee Reports
Finance—The Committee did not meet. The March and April financial reports will be reviewed in June and presented to the Board for approval at the next meeting.

HR Updates

Team Building training has been scheduled with Professional Development Coach Marianne Renner and will be held on May 3rd. She will be using the DISC Profile Assessments for Professional Success. Funds from the Community Saturation Grant were used for this training. We are looking forward to learning how important it is to bring our variety of talents and knowledge to support our Mission.

Nominating

Nothing to report this month.

Impact / Investment

Our Grant Portal is now closed. We received 20 applications for funding for a total of over \$450,000.00. The current committee consists of Board members Stacey, Terese, Joe D. and Marissa. We need to recruit two additional members for the committee—outside of FVUW Board members. Deborah requested we forward some names to her for consideration. The Investment committee is scheduled to meet for review last week of May or the first week of June and then present their recommendations last week of June. The Board will be asked to approve the allocations at the July meeting.

7. Engagement

Updates for the Dolly Parton's Imagination Library program: 955 children from Kendall County have been enrolled as of the end of April. We have received a lot of positive feedback.

Lisa applied for a grant from the foundation of FT Financial. We were not randomly selected as one of the 3 possible projects by 100 Women Who Care in Oswego this quarter. We will try again next quarter.

The Rotary Club of Aurora and their Interact will be making a \$1,200 donation to FVUW for DPIL.

ALICE

Our first Community Conversation was held on April 17th. This meeting was attended by the City of Aurora, Waubonsee Community College, Painters District Council, Congressman Fosters Office, Hesed House, the Neighbor Project, Financial Empowerment Center, and Kane County Government. Since then, Lisa has had several follow-up calls with attendees. The questionnaire was completed by 6 attendees. We will get a second meeting on the calendar to work on action items. Marissa said she heard some inspiring conversations and learned about how much the community cares. We can focus on more ways to address the workforce diversity and provide assistance to people looking for a career—not just a job. Mansa mentioned employees today are not saving like previous generations and this affects all ages.

Lisa will be in Springfield attending United Way Lobby Day to advocate for ALICE. The Child Tax Credit is likely to pass.

211

With the \$23,417.32 State of Illinois 211 IDHS grant allocations, Lisa arranged for the following:

- Comcast ads and streaming impressions which are in the 3rd week.
- Shaw Media for a three-page paid editorial in the Kane County magazine in June, a full-page ad in the “Thank You First Responders” special edition, ads on their website, a targeted Spanish email to Spanish Speaking households in the Northern end of the county, and a social media campaign. This went live and will run through June.
- Ordered 20,000 Spanish/English bookmarks that we will distribute to libraries and schools, and 500 Spanish and 1,000 English magnets to distribute at upcoming resource fairs and events.

Women United

Lisa has planned a social/networking event at 5:30pm on June 13th at Wyckwood House in Aurora. This is a “friend-raising” event to help us grow the Committee before we can consider other fundraising events. We will be posting this on social media and appreciate any support in spreading the word.

United Way Lobby Day in Springfield

Lisa spent May 1st in Springfield with United Way representatives from across the state. Their primary purpose was to lobby for additional 211 funding to bring 211 to every community in the state, funding for DPIL, the Child Tax Credit, and to present ALICE data. She met with several local Representatives and Senators who all agree that 211 is vital to our communities. There was a split in sentiment about DPIL, mostly along gender lines, with women in favor of supporting it. The Child Tax Credit will likely pass. For some, the ALICE and 211 data was a shock. We will look to hold more meetings when they are back in district.

8. Development

Summary of activities: past, present and future:

- Alter Brewing Company on 4/17
- It was a beautiful day for our 5K Race held on Sunday May 5th generated a profit of \$8,000.00. JD followed up after the race with a survey to 152 participants. Rush was a great partner. He will reference that data when planning the race next year.
- JD met with Joe and Diana to brainstorm development ideas. If you haven’t met with JD yet, please reach out and connect with him.
- The United Way Brand Refresh is in process and will be introduced throughout 2024. This is a big shift and would be expensive for us to do all at once. As Deborah previously mentioned, United Way is moving away from the 3 pillars of Education, Income and Health and reframing our work around 4 Areas of impact:
 1. Healthy Community
 2. Youth Opportunity
 3. Financial Security
 4. Community Resiliency

There will be opportunities in October to get onboard with new updated website templates that have been crafted around this refresh. Our website costs us about \$1560.00 a year and we are due to renew in July. If we wanted to update to the newest brand refresh template, the cost would be an additional \$1,400.00 for the upgrade. This cost will be included in our next budget.

9. Program Updates

SPARK—They are super busy!

- FVUW is participating in the Aurora Downtown First Fridays providing free developmental screenings, face painting, popcorn and resources.
- ASQ-3 and ASQ-SE Training was held on April 17th and we had nine people attend.
- We participated in the 5 de May community event and provided intakes, developmental screenings and free books.
- ASQ training will take place in May, the exact date is TBD. This particular training will be for Caseworkers that work at Hesed House.
- Playgroups with Park District
- Developmental Screenings Plano Library, Santory, West and EOLA Aurora Library
- Parents Group Family Focus
- Collaborations with City of Aurora Educational Commission
- SPARK Network Monthly Meeting
- All Our Kids Collaboration AOK
- B25

Michele reported the Aurora Farmer's Market is participating in the Link Match Program where people can use their Link card and swipe it anywhere in the Market to double the value of Link purchases at farmers markets by providing matching currency that is then redeemable at the market for fresh local fruits and vegetables.

GRANTS

Rosa is working on grant applications to the Community Foundation, the Grand Victoria Riverboat Casino, and the Kane County Health Department

10. Next Meeting Date—June 13, 2024

11. Adjournment—at 9:47a