

Fox Valley United Way
Board of Directors Meeting Minutes
8:30 am –10:00 am
Thursday, June 13, 2024 Via Zoom

1. Call Meeting to Order—CEO Deborah at 8:34a
2. Roll Call
Board Present—Mark, Karen, Laura, Mansa, Diana, Marisa, Stacey, Michele, Maria
Board Absent—Joe E., Terese, Kelly, Joe D.,
Staff Present—Deborah
3. Approve Minutes—No minutes to approve
4. Chairman of the Board’s Report—Mark advised the board there should be a focus to increase our revenue. He acknowledged JD has scheduled some good ‘Meetings with the Mayors’ to expand our efforts in our region. See Financial report for additional information.
5. Chief Executive Officer Report—Deborah asked Stacey to assist with the review and updates to our Bylaws. We sincerely appreciate all Stacey has done to make FVUW better—each and every year she has been on the Board! There are revisions in process and will be ready for the Board review shortly—most likely by the July Board meeting. Bylaws should be updated every three years in the future. They addressed:
 - Legal Best Practices
 - United Way Worldwide Requirements and Recommendations
 - Comparison with a well-respected United Way in Central Illinois

There is a Board Appreciation Mixer scheduled for Thursday, June 27th at Craft Urban. We will recognize Terese and Stacey as they step off the Board.

Our FY24 year end is July 31st. There is a lot to wrap up before we can close the year. We are grateful to have Nancy and value her work, including tracking the grant supported programs.

Deborah is working on the Budget for FY24/25
Budget Committee is scheduled to meet on June 28th
Finance Committee to review Budget on July 9th to identify allocation funding available
Present Allocation recommendations to Board on July 11th
Finalize FY25 Budget before the end of July
Reviewing Grant Funding Applications
Impact/investment team meeting scheduled for July 28th.

Our Bylaws require a report to the full board of any meetings and decisions made by the Executive Committee. On May 22, 2024 the Executive Committee met to discuss a request from a local non-profit to be a Fiscal agent and co-applicant on a grant application to the Grand Victoria River Boat Funds. Because of a relationship with FVUW and the financial risk to the agency, the request was denied per a unanimous vote.

6. Committee Reports

HR

Rosa is working on a proposed background check policy for the SPARK team and all contract workers involved with SPARK. This policy will call out the frequency employees should be rechecked. We need to provide this for some of our Grant applications.

Adrianna, the SPARK family resource contractor, will be leaving us at the end of June. Her contract was through the community saturation grant and funding for that position expires June 30, 2024.

Finance

Mark reviewed the draft of our April Financial Reports. Our cash is strong at \$745K. Payables and accruals all look good, and it's good to see revenue higher. In the SPARK numbers, we need to find additional sources to increase the revenue there. Nothing abnormal with expenses. Our net income is down \$56K and some of that is due to timing, but we are expensing more than we are bringing in. We all need to keep this top of mind. The Birth to 5 and Dunham funds will be going away next year. Workplace campaigns need to be replaced with grants. Where can we cut expenses? Mark reminded us of our FY23/24 year end is coming up: July 31, 2024.

The Northern Lights is a new program run by the Aurora Housing Authority. We were asked to assist with furnishing this special room and paying the rent. It is a great opportunity, but our current budget does not provide funding. We also do not have the personnel capacity. We can consider further as we plan the FY 24/25 budget.

Nominating--No report at this time

7. Program Updates

SPARK is happy to report the following:

Grants Received

- Kiwanis Funding \$1K to be used for bilingual books for our Little Libraries
- Northern Medicine \$15K
- City of Aurora \$25K
- INC Mental Health \$30K
- Community Foundation of Fox River Valley \$10K towards Mobile Learning Van

Grants Submitted

- Nuestro Futuro
- Patch

Grants in Process

- Timken Foundation
- Illinois Children's Foundatio

Grant Research

- Kane County Health Department
- TXMaxx Grant for early literacy
- Diana shared a lead from LuLuLemon – their community foundation supports mental and social health for youth in underserved areas

Collaborations

- Rosa is working with the Chicago Children's Museum to help identify an Aurora Community Minded Playful Learning Landscape

Outreach and Programming

- Introducing our newest SPARK member: Ambre Rowland. Ambre has been with SPARK since March 20th. She was previously employed by WCC on a ECH grant. Here she has been doing assessments at Blackhawk Park. She has a lot of enthusiasm for her STEAM-based programs. We will be monitoring skills and outcomes.
- We now offer a walk-in screening program in the FVUW office on Mondays from 10a to noon.
- The Family Focus parent group program “Managing Emotions” has been a popular program and she described the rewarding feeling when she sees the group sharing what they’ve learned.
- Rosa encourages reflection after our programs for self-assessment.
- Adrianna’s contract expires on June 30th

8. Engagement

Communications Report

- Facebook is our most active platform in terms of engagement.
- Our LinkedIn presence needs to be developed.
- Friday 5 goes out to 4,598 email addresses. Our open rate on June 1st was 1,805, or 39%. Our click-through rate was 1,258, or 27%. That leaves 2,793 unopened emails.

Women United

- We are planning a social/networking event on June 13th at 5:30 at Wyckwood House
- JD and Lisa have been working on a poverty simulator. The template for the simulator was created by OneEach, our website provider. We localized the information and added additional categories. We have released the beta version for you to try and provide feedback. Stay tuned for a link to the trial site. We are asking for your feedback and will send over a link for you to try.

Kane 211

- Our 211 marketing campaign is completed. We have samples of the videos and ads at the office. We have noticed a slight increase in call volume.
- Bookmarks have been delivered to all the libraries in Kane County except Geneva, which no longer provides community information or has a community board.
- 211 Information was distributed at Aurora Interfaith Food Pantry Resource Fair

Dolly Parton’s Imagination Library

- 710 children signed up in March and received their first books at the end of May
- FVUW will be hosting a multi-chamber ribbon cutting at our offices on July 30 to generate some PR for the program.
- We received \$20,000 to support the program from FT Cares, the foundation of FT Financial.
- Other areas are asking us to expand, and this would require special funding

9. Development

- Mayor Meetings
- Summer Events
- Brand Refresh
- In-Kind Donations from Home Sweet Home included over 100 items: car seats, playpens, strollers, etc.
- June Book Drive

10. Next Meeting Date—July 11, 2024

11. Adjournment—at 9:58a