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**Fox Valley United Way  
Board of Directors Meeting Agenda  
8:30 am –10:00 am  
Thursday, March 14, 2024– Via Zoom**

1. Call Meeting to Order
2. Roll Call  
**Board Present – Mark, Kelly, Maria, Stacey, Terese, Mansa, Joe D. Dianna**  
**Board Absent – Joe E, Laura, Karen**  
**Staff – Deborah**
3. Approve Minutes – December 2023 and January 2023 – **Motion Approved**
4. Chairman of the Board's Report – No Report
5. Chief Executive Officer Report – Deborah Report
  - Dolly Parton Imagination Library Kendall County.  
Kendall County Cost Projection Year One 17,749.00 - \$8,874.50 Covered by State of Illinois FVUW Secured matching funding and a commitment for 2 years from Kendall / Grundy Regional Office of Education to support the \$8,874.50 funding – additional fundraising will be done to raise additional resources to cover admin cost and 10% overage allowance. Deborah acknowledges Lisa's efforts and hard work to bring these resources to the table. We officially launched DPIL on March 5<sup>th</sup>
  - Kane County Cost Projection Year One \$70,000.00 and 42% of children age birth – 5 in Kane County live in the Metropolitan Chicago Territory – Lisa met with Metro Chicago and they are not focused on Dolly right now because they would have to commit to all of Cook County. Kane County looks like a HUGE lift and we will have to do more research to see if this is something viable. Consider this would be a great opportunity to get our brand into hundreds of households in Kane County.
  - UWWW is going through a Global Brand Refresh – Late 2022 United Way World Wide began the process of researching a Global Brand Refresh. This refresh is a new brand strategy, which includes messaging and brand architecture.

Moving from Focus Areas – **Heath, Education and Financial Stability** to -

Impact Areas – **Healthy Communities** (think food security, maternal and child health, mental health), **Youth Opportunities** (think early childhood development, early literacy, family engagement), **Financial Security** (think homeless prevention, affordable housing, public benefits access), **Community Resiliency** (Crisis hotline & support, disaster relief & recovery). Updates will include:

Modernize Brand – Change the visual identity and optimize for digital channels – remove the box that framed the logo – Focused on the Circular Hands of Hope Logo (think Target AT&T) moved the words to the right of the logo – updated the colors and refreshed the hand.

LIVE UNITED will still remain part of the brand for the time being.

The first rollout of the Brand Refresh United Way Worldwide will happen in Quarter 4. Budget considerations will be needed to prepare the organization for rebranding (we know updated web templates will run \$1,200.00). Adoption to Digital 2024 – Print 2025 – Large Signage 2026

- United Way of Illinois Educational Series – Attended by Deborah, Lisa, JD and JD  
Diversity Equity and Inclusion – in February  
Leveraging ALICE Data to Inspire and Impact Your Community – Early March 13, 2024

Deborah attended CEO Advocacy Roundtables  
Advocacy Day in Springfield is May 1<sup>st</sup>,

United Way of Illinois has 4 policy priorities they have asked us to support:

- 211 Budget Funding on the State Level – 5.8 million Dollars
- Broader Child Tax Credit which would greatly assist low income and ALICE Families
- Greater restriction on Predatory Lending –
- Early Literacy Support – State Funding Support for the Dolly Parton Imagination Library State Wide at 1.8 million

Lisa and Deborah have begun Agency Visits –  
Kendall County Food Pantry, Neighbor Project, Community Crisis Center

Deborah currently working on EFSP funding for Kane County Phase 41

## 6. Committee Reports

### **Finance**

January 2024 Financials – Finance committee met earlier in the month – Kelly reviewed financials with the Board – **Board approved Financials**

### **HR**

SPARK hired a Manager of Family Engagement - Ambre Rowland, Masters in Leadership who previously Worked at Waubensee academic career advisor for early childhood education students - Deborah shared Resume'

### **Nominating**

New Board Candidate – Marisa Richards – Deborah Shared Marisa's Resume, was recommended by past Board Vice Chair, Brian Dahl, and represents Labor – Stacey shared that Marisa has served alongside her on the Community Resource Committee for several years – comes highly recommended, **Marisa's appointment on the Board was approved**

### **Community Resource Committee – no report**

### **Impact / Investment**

Mid-Year Reports have been received  
Grant Portal is open – Grants are due May 1st

## Program Updates

SPARK Updates – Rosa Sida presented on Spark Update

## Community Events -

Lion's Club vision screening: The club invited SPARK to have a table of information every month. Last event was on February 17, 2024 at the West Aurora Library. The club's president wants to reach out to Spanish-speaking families and collaborate with organizations that have a strong relationship with the community.

## Programming -

Playgroups - Every Friday from 9:30 am to 11:30 am at New England Church/ in collaboration with World Relief. Every Tuesday, Opening Doors/Parent Groups via Zoom in collaboration with AOK, St

Charles, and SPARK

Parent Committee group, after two years of not getting together. The meeting was on 2/26/2024 at the Santori public library; we had six parents, including one father.

Developmental Screenings are scheduled for the Aurora area. Now that we have expanded to West Aurora Public Library, we will continue serving the EOLA and Santori Public Library areas.

- Every Wednesday from 10-12 at West Aurora Public Library
- Twice a month at EOLA library and Santori
- Once a month in Plano Public Library
- Once a month at Oswego Public Library (Montgomery site)

Bright Beginnings, two new collaborations with Presence Mercy Hospital and Delnor Hospital, will distribute around 350 bags monthly to promote SPARK and the importance of early childhood education.

DATA—SPARK has ASQ® Online now. The program is very efficient for completing online developmental and social and emotional screenings and has powerful reporting abilities. ASQ Online helps build a smooth and streamlined program that screens every child and supports every parent. Before, we conducted screenings on paper and made copies; now, the system calculates things more efficiently and shares results with parents.

## COLLABORATION

- City of Aurora Educational Commission (Monthly Meeting)
- SPARK Collaboration Network (Monthly Meeting)
- All Our Kids collaboration Network (Monthly Meetings)
- January and February, Rosa had meetings with SD131, SD129, World Relief, Family Focus, and with Women's Business Center Aurora.
- SPARK is also participating in the Birth to Five Action Council network.
- Rosa met with Chicago Children Museum
- Continue conversations with Housing Authority and the new project: Northern Lights

## 7. Engagement ALICE

- Community Conversation Invite - Invite sent out this week to many Aurora Community Stakeholders to gauge their interest in a collaborative meeting to discuss the ALICE data as it pertains to Aurora – the objective is to sit around the table and have a candid conversation about:
  - Who ALICE is in Aurora
  - Identify the barriers faced by the ALICE populations
  - Identify resources and services supporting the needs of the ALICE Population
  - Identify the organizations serving ALIE and understand the capacity of these organizations
  - Identify gaps in resources

The goal is to create a conversation around ALICE and put together a committee of community stakeholders which may include community listening sessions to hear directly from ALICE households.

Women United  
Kane 211

Development

5K – May 5<sup>th</sup>

Year End Mailer –

8. Development

5K – Marketing – Posters – Social Media – Runners and Sponsor Updates

Year End Mailers – JD Tracking Mailer response – looks like we got a better response sending it out at the end of the year vs. the beginning of the year – this was a test run – we may look at refocusing for November in 2024. We will continue to track.

Marketing Interviews – JD conducting Marketing interviews to put together a video and reels to support development efforts.

9. Next Meeting Date – April 11, 2024

10. Adjournment