

Fox Valley United Way
Board of Directors Meeting Minutes
9 October 2025

1. Meeting called to order by Mark at 8:36 am.
2. Roll Call

a. Michele Clark	Present
b. Laura Grande	Present
c. Mansa Latham	Present
d. Maria Manzo	Present
e. Diana McClarien	Present
f. Kelly McDonough	Present
g. Mark Mooney	Present
h. Marisa Richards	Present
i. Tamika Smith	Present
j. Karen Yaggie	Present
k. J.D. Ostergaard	Present
3. Minutes Approval: Michele motioned to approve. Mark seconded.
4. Chairman of the Board's Report: No report from chairman.
5. Executive Director Report:
J.D. highlighted new campaigns with Eaton and Progress Rail, as well as a partnership with Follett Publishing to expand the Dollywood Foundation's reach in Kane County. J.D. also mentioned additional funding from Inc. Mental Health and the Albert Burstead Fund, and discussed plans to improve the holiday assistance space.

Marketing Consultant Contract

J.D. discussed a proposal with the board to hire Strategic Design as a consultant for website development and marketing, offering a reduced rate of \$2,800 for 60 hours of work, including training for a new marketing hire. The board approved moving forward with Strategic Design's contract. J.D. also provided an update on the search for a marketing associate, noting that he had reviewed several strong candidates with relevant experience in Google Analytics. Additionally, J.D. mentioned that a new Data Entry Associate had started working with the accounting team.

Data Cleanup and Pledge Updates

J.D. explained that the data in Little Green Light has been cleaned up and is ready to be sent to the accounting firm to finalize the July statement. He clarified that the uncollected pledges issue from Andar was resolved, with the actual amount being \$96,000 instead of the reported \$400,000. J.D. also mentioned that all pledges from 2022 and before have been zeroed out, while those from 2023-2024 and 2024-2025 have been kept and cross-referenced with the company they are associated with. J.D. expressed confidence in the new team member's ability to handle the software

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and tasks, noting that the new Data Entry Associate, Stacey, has been learning quickly and is dedicated to getting the job done efficiently.

Thriving United Way Strategic Planning

J.D. presented the Thriving United Way results, highlighting that the organization rates itself in the middle range, with no significant strengths in the areas of focus. J.D. and the staff will develop an action plan to address these areas, including community leadership, brand, and diversified revenue, and will share it with the team. J.D. also shared revenue trends for Fox Valley United Way, noting interesting patterns.

Holiday Assistance Update

J.D. discussed Spark's strategy for supporting families in need, focusing on new clients and those not currently receiving services. They plan to assess their capacity on October 14th to determine how many families they can support, aiming to reach 100 families and 250-300 children in total. J.D. encouraged board members to connect Spark with potential new families through their networks, particularly those outside Aurora. Karen offered to provide a family in need from Hinkley, and J.D. suggested supporting them with developmental screenings or basic necessities if they don't qualify for Spark's services.

Toy Drive Gift Card Initiative

J.D. discussed organizing toy drives, focusing on children aged 0-5 and teenagers aged 12-18. He suggested collecting gift cards as a secondary option, with a preference for smaller denominations to allow for variety in purchases. Marissa inquired about the ideal gift card amount, and J.D. suggested \$10-25 as a reasonable range.

6. Discussions:

Committee Structure

The board discussed re-establishing committee structures, with J.D. proposing five committees: Executive Team, Finance Team, Community Resource Committee (CRC), SPARK Grant Initiatives, and Marketing/Development. Committee members would be expected to attend 2-4 meetings per year, with specific committees meeting more frequently depending on their focus areas. The board agreed to commit to one committee each, with J.D. requesting members to email their preferred committee choices, and the new committees would begin in January.

7. Next Meeting Date: 13 November 2025

8. Meeting was adjourned at 9:27 am.