



## Agenda

1. Welcome all.
2. Accomplishments of this year. **See Attached**
3. Financials
  - a. Review this year
  - b. Budget for next year
  - c. Strategic Plan for financials for next year
  - d. Realities
4. **APPROVED** Plan for next year
  - a. Approve budget (attached)
    - i. Reviewed Fulltime staff and Half time staff budgets
    - ii. Decided that given the economic environment, Full time staff budget would not be possible. Approved Half time budget.
  - b. **APPROVED**=Activities plan-set priorities
    - i. Finish Undercover doc, curriculum and market it for broadcast and earned income discussion screenings (including a fundraiser event)
    - ii. Next Step Workshop to bring together new girls (20) and core girls to build half hour special pilots and refill the mentoring Program
    - iii. If funding specifically available, set long term working with Casa De Esperanza and Wise Charter school
5. CONDUCTED New Board Elections
  - a. Amy Cram Helwich is the new president of the Board of Directors
  - b. Aleah Vinich is the new vice president of the Board of Directors
  - c. Mary Ahmann will remain as the secretary until the board membership grows
  - d. Marie Domingo will remain as treasurer until the board membership grows
6. Board priorities
  - a. Full Board meetings will be conducted twice a year
  - b. Executive Committee meetings will happen monthly or every two months. Executive Committee consists of the Pres., VP



Board of Directors meeting December 13, 2009

and Executive Director (Amy, Aleah, Barbara). Other members are invited to attend

- c. Executive Committee will develop an action plan for setting board policies, defining board roles and needs, developing a plan to grow the board membership.
- d. Executive Committee will review MRAC organizational development consultant grant
- e. Executive Committee will develop a plan for donor development.
- f. Executive committee will work with Executive Director as projects and opportunities develop
- g. Executive Committee meetings will be summarized in email form for the rest of the board.

Other:

- Discussed future exploration of new media and social networking for TVbyGIRLS broadcast specials and work
- Discussed some earned income possibilities including marketing of Undercover as a fundraiser, screening at MNHS in March
- Discussed pushing Publicity and public awareness opportunities for TVbyGIRLS. Focusing on the work of girls as well as the staff.
- Discussed long term exploration of partnering with a university (similar to Urban Debate League's partnership with Augsburg College)
- Discussed internships with Mary's students.

NEXT meetings:

Executive committee: January 19<sup>th</sup> at noon at the MNHS

Full Board: 2x per year, December and June



## Accomplishments- 2009

### Extended work with: 125 girls

- WISE charter school (2 sessions of 8 weeks each, 15 girls per session)
- Case De Esperanza-leadership group of teens ¡Yo Latina! 3 sessions (5 girls)
- Level 2 workshop-10 weeks (10 girls)
- Core girls of mentoring program-ongoing (10)
- Interfaith Day of Service (100 kids)
- Nelly Stone Johnson afterschool Get ready (20 girls)
- Girls Day Out (Frogtown Step Ahead program and Youth work institute) (50 girls)

### Participated/Training workshops

- Tiny circus (MHS)-stop motion animation 2 day workshop
- Evaluation Matters (Youth Work Institute training)-12 week workshop
- Entrepreneurial ideas for Non-profits-MCNP, Non-profit Tech assistance program
- Thorpe Foundation nonprofit directors conversation

### Screenings and Presentations:

- Featured President's National Service website homepage (August 09)
- Walker Art Center Youth Media festival (2009) (The Game, Humpty Dumpty)
- .edu film festival (2009)
- Weisman Art Center (Hijab)
- Walter Library exhibit-University of Minnesota- (Hijab)
- Citizen Jane film festival (Stephens College) (Go Run, Siblings, New Orleans, Humpty Dumpty, Japanese New Year)-molly attended
- Portland Film Festival (Change show)
- Presentation for Filmore High School administrators (Preston, MN)
- MHS-Greatest girls with panel (Kirsten)
- Gustphus 25 college
- Women in Radio and TV presentation
- In school broadcast-hannah, maddy
- American Women in Film and Radio board meeting presentation

### Publications and interviews:

- Women radio (Sister Radio)-interview with Maddy Shaw and Barbara Wiener (2 finished pieces)
- Youth Media Reader-online journal- two articles (by Rebecca Bullen and Barbara Wiener)
- AAUW publication-profile of Seed Project and Undercover (Barbara Wiener)



## **Fundraising accomplishments:**

### **Foundations:**

McKnight: 2 year grant (\$30,000) and special tech grant for evaluation work (\$4000)

James R. Thorpe (\$2,500) *gen ops*

Metropolitan Regional Arts council (\$10,000) *next step workshop*

Unitarian (\$250) *Undercover*

Ben and Jerry's Foundation (\$10,000) *Undercover*

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### Donor

Outreach 1= \$500,

Outreach 2= \$2000,

GiveMN =\$2500

### Earned income:

Classes: \$4000 (Get Ready, WISE, Casa DeEsperanza)

Presentations: \$150 (MNHS, and Gustavus )

Film projects=\$1000 (inspired to serve last payment)

## **The Hard Reality**

Last year's fundraising result was \$142,000

This year's fundraising result is \$51,750

In the bank, \$10,900.

### **Still Pending:**

Best Buy-\$15,000

WFMN-GIRLSBEST- development \$5000

Traveler's Foundation-\$16,000 (stage one-loi)

### **Multi-year grant: to come in Feb**

\$15,000- McKnight Foundation



Grants submitted but rejected

- General Mills
- Beim
- State Arts board stimulus
- Beverly
- Travelers
- Bremer
- Mpls Foundation
- Coming up Taller
- WFM-Social Change
- AAUW
- Fledgling Fund
- Pentair
- Irwin Andrew Porter
- Allianz
- USBancorp

**Discuss financial strategy for next year:**

1. still challenged economy
2. Budget with half time for 2 staff, accountant, insurance, web, girl stipends. \$88,500.
  - a. Approve budgets attached (half time and full time)
3. focus on donor development(Board guides strategy)
4. focus on earned income
  - WISE (?)
  - Cookie cart
  - Filmore HS residency
  - Franklin Library?
  - MN History-libraries, Aleah residencies
  - Other schools (private schools, libraries, community groups)
  - A fundraising event? With American Women in Film and Radio?
  - Undercover screenings and discussions at faith communities, schools, etc.
5. limited grant pursuit (more focused)
  - McKnight
  - Best Buy (pending)
  - Women's Foundation (pending)
  - Travelers (pending)
  - Thorpe
  - Beverly Foundation (?)
  - Laura Jane Musser
  - St. Paul Foundation (Casa?)
  - Gannett
  - Inspired to Serve?
  - Talk to Bush Foundation
6. focus on getting publicity about programs (Board assistance)



### **Program Plan for next year=**

#### **Finish UNDERCOVER documentary and study/discussion guide**

- Market to faith organizations, schools, broadcast for fee
- High profile publicity push

#### **NEXT STEP WORKSHOP-specials plan**

- bring mentor girls and new girls together for building TVbyGIRLS specials pilots
- complete at least 2 half hour programs and get them broadcast
- pay girls stipend (\$60 a month)
- expand core group
- build relationship with American Refugee Committee for working with girls in Africa

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#### **(dependant on special funding)**

#### **WISE workshops (year afterschool program about \$17,000 plus school contribution)**

1. build and evaluation a curriculum specifically for girls from communities in crisis.
2. Build training program for additional mentors and make available to teach to teachers (via Youth Work Institute)

#### **Casa De Esperanza**

1. build a funded collaboration to work with girl leaders in their domestic abuse program. (Potential St. Paul Foundation)



Board of Directors meeting December 13, 2009

## **DISCUSS-Board of Directors' Next Year goals**

- Elect new Board officers
- Develop an executive committee that can meet with ED 1x a month
  - Complete a board handbook /clarify policies/board introductions
  - Submit for consultant grant via MRAC?
- Build Board membership
  - How many
  - Diversify communities
  - Roles: needed at board
    - Interest in donor management and cultivation
    - Corporate fundraising and relationships
    - Interest in publicity and marketing