

It's a Breast Thing Non-Profit

Board Meeting

March 1, 2021

Minutes

Board members in attendance: Malinda Barr(MB), Suzi Wyman(SW), Barb McKessey(BM), Joan Johnson(JJ), Carol Rapson(CR), Colleen Horstmyer(CH), Sandie Bushard Rizer (SBR), Sue McPhail (SM), Tammy Guastella (TG).

Guests in attendance:

Members Absent:

Members not in attendance:

Call to Order: by MB at 6:36 p.m.

MISSION STATEMENT

The mission of ***It's A Breast Thing*** is to **ENHANCE** the lives of breast cancer patients thru financial grants, provide **SUPPORT** to survivors and families, all while establishing strong **PARTNERSHIPS** with care providers.

Read Mission Statement: Read by JJ

Approval of the Agenda: Motion made by SW to approve agenda. BM seconded. Vote: Ayes: 0. Nays: 0. Motion carried.

Approval of Minutes: Motion made by CR to approve minutes. JJ seconded. Vote: Ayes: 9. Nays: 0. Motion carried.

Intro from President – SW & BM roles in IBT. Introduce new members SBR, TG & SM and their roles. Why did they join IBT.

SBR has great admiration for what IBT does and has attended prior events. She will serve as the VP and participate on the Event Team as well as support the Executive Team.

SM is SW's client and heard about IBT thru her. She has been on board with what IBT does. MB wants to utilize her in marketing.

TG is BM's client and loves her passion regarding IBT. She has friends who have benefited from grants. MB wants to utilize her in marketing, OUTREACH and event planning.

CR was asked by LaKeeya Tucker to be on the panel at one of the events. She knew that she could do something to help IBT. She will work with Dr's for contributions, and sponsors.

Treasurer is needed to run day to day operations, work with SW on grants, BM on event and sponsorship dollars coming in and going out. Will do quarterly reports. We will hire a CPA to file returns.

SW & BM will co-ordinate event with 3-5 people on the event committee. SW will continue working with Irene on grants. They both are voting bodies on the board and will be involved in pr, tv and social media.

TG has new email: Tguastella@outlook.com

Standing Team Reports are due the Monday BEFORE the board meeting. Please email to CH @bravesfan49@yahoo.com.

Financial Report: Quarterly

Standing Team Reports:

EXECUTIVE Team: MalindaB, SuziW, BarbM, SueM, SandieBR, ColleenH, TBA Treasurer.

MARKETING Team: SuziW, SueM, JoniJ, J&J from mConnections

1. Fundraising campaign continues thru March
 - a. SW continues working with Jessica & Julie.
 - b. Judy sent pictures of deliveries of #SmallActs baskets
 - c. Additional testimonials & pictures for next month's social media post
 - d. SW wants better graphics/flashy content/eye catching on marketing

DEVELOPMENT Team: MalindaB, CarolR, SandieBR

GRANT Team: SuziW, IreneP, Treasurer

1. 8 awarded since February 1, 2021
2. 32 apps approved and waiting to be awarded
3. 8 apps ready for Irene

Grant Total: 335 issued to date.

MB continues working with YMCA on partnership for support groups & health/wellness. All Y's have to approve partnership. Possibly mid to late summer or fall before any decision.

MB wants any monies received to go directly towards grants. We need to raise \$100,000 - \$160,00 per year to keep issuing grants. Event should generate \$30,000-\$40,000.

When the budgets are established, a fundraising plan will be put in place.

Email to health care providers explaining IBT's current situation, what we are doing now, what we have done over the past year, what we need from them.

#SmallActs is delivering baskets to Compass Health but should this continue? They have never given any big money to IBT, only \$500 as calendar sponsor. They should be contributing a higher amount.

OUTREACH Team: JoniJ, BettyN, JudyT

1. Local Contact Campaign - C2 team made 18 local contacts and it was successful. One of the contacts was Catholic Charity Services.
2. RSVP is a Lansing based volunteer group made up of senior citizens. Betty contacted them and they helped in preparing materials. JJ recommends using them for the event.
3. Q & A - IBT Board/OUTREACH monthly review is helpful. Shows where grants and providers are coming from. Team would like "Stay in Touch Y or N" added to the application. This would allow ongoing communication between IBT and them. Also, add how they want to communicate, phone, text or email. MB asked SW for it to be added. When this information is collected, add the contact info to the spreadsheet and OUTREACH will keep in contact throughout the year. This should be added to the website first. JJ wants to contact grant recipients and BM will remain the point person for the calendar girls.
4. Grant Application (see above comments)
5. IBT Board Minutes - OUTRTEACH team would like to receive board meeting minutes. MB suggested JJ share minutes at their meetings, which JJ does. The minutes will be available on the website and accessible to everyone.

6. Who to pursue – Should OUTREACH pursue grants as they did in December?
Members feel they are giving false hope to applicants. MB stated OUTREACH not only get grants but they distribute applications, raise money, volunteer for event and connecting OUTREACH with other sources.
7. Social Media – Members do not feel connected. They want communication about fundraising in a timely manner so they can participate and get a better understanding of what is happening.
8. #SmallActs – Dropoff campaign doing well, gift cards were dropped off at 11 locations in 4 counties. Judy had a question as to whether or not funds will continue to be available so #SmallActs can continue doing their work.
MB says there will be funds and their budget is included in OUTREACH but they are a separate line item. Funds can be used as JJ sees fit and she will notify the board but does not need board approval.
to cut down on expenses, MB suggested putting their forms on a flash drive and give it to the contact person. When forms are updated/changed, save the file and send it electronically to them and they can save it on the flash drive.

Event Team: TammyG, BarbM

First event meeting is March 15th . BM & TG will put a punch list together. Event should be planned as an in-person event but plan a virtual version also. If attendance will be limited we need fundraising options. The education part needs discussion and CR is taking the lead on this.

Old Business: Continue looking for Treasurer

New Business: New board members

Next Meeting

Monday, April 5, 2021 Via Zoom

Call for Adjournment – MB

Motion to adjourn . BM, SW seconded Ayes: 9. Nays: 0. Motion carried.

Meeting adjourned 8:04 p.m.