



CANFRO

Minutes of Board Meeting

June 6, 2016 5:30 PM

Present: Virginia Bartley, Penny Hopkins, Barb Royce-Payne,
Alvin Starkman, Duane Webster, Lynda Wilde

Regrets: Sandy Thomson

Guests: Jo-Anne Vandierendonck

1. Approval of agenda

Motion by Lynda (Duane) to approve the agenda as circulated.

Motion carried

2. Approval of minutes of Board Meeting on February 1st, 2106

Motion by Barb (Alvin) to approve the minutes as circulated.

3. Business arising from the minutes

(a) Funding Update

Sandy submitted a report and indicated that, as of the date of the meeting, there is no new information respecting donations from Lions Clubs or Altrusa.

Penny noted that she spoke to the CFUW in Kanata in April and that she has a PowerPoint presentation ready to share for further speaking engagements by board members and volunteers.

Lynda noted that a Rotary Club representative from Duncan BC will be in Oaxaca this autumn. She suggested that we follow up on this to encourage future support, perhaps for the Book Project. Penny indicated that she can provide information about Rotary International.

Penny raised the fundraising potential in a Day of the Dead tour, perhaps in 2017 and beyond.

Action Item: Sandy, Penny and Lynda will follow up and report as appropriate at the next board meeting.

(b) Fundraising Policies and Procedures

Virginia noted that she sent a revised version of the Gift Review Policy to board members in mid-May. No changes were suggested to that document. It can be posted on the website as it stands, until amended.

Action Item: Virginia will update CANFRO's fundraising policies and procedures and bring them forward for approval at the next board meeting.

(c) Legacy Gifts

Virginia circulated two options for describing legacy gifts on the website. Both suggest that potential donors contact a designated CANFRO board member for further information and obtain legal and financial advice. Board members agreed that the contact person should be the board president.

Further information provided by the president will include options for the nature of gifts, options for named gifts or anonymous donations, options for restricted and unrestricted gifts, sample bequest terms, a suggested statement of intent for notification purposes, etc.

Action Item: Virginia will edit the second option forthwith and provide it to Penny to be posted on the website.

Action Item: Penny will provide the edited version to Jo-Anne, who will then post it on the Facebook page.

(d) Trip Advisor

Duane noted that he doubled his earlier proposed donation and paid \$200 CAD to apply to Trip Advisor for highlights and pop-ups for CANFRO. Sandy has applied to become an "attraction" on Trip Advisor and is waiting for a response.

Action Item: Sandy will report on her progress with Trip Advisor at the next board meeting.

(e) G-Drive Records

Board members agreed that they have access to the G-Drive and are successful at viewing and sharing documents.

(f) Updated Rack Cards

Lynda, Penny, Sandy and Virginia all made efforts to distribute these cards before leaving Oaxaca for Canada. Penny left some with the Kanata CFUW branch. There are still many left to distribute.

Action Item: Lynda, penny, Sandy and Virginia will distribute more cards when they return to Oaxaca.

(g) Donor Payment Options

Penny reported that the new donation form works well and Kim is doing what is needed to make it operational on the CANFRO website. There may still be an issue with Interac e-transfers.

Action Item: Penny and Barb will follow up to ensure the Interac e-transfer option is functional.

Penny noted that the website could now allow for donations through Canada Helps, as well as PayPal and Interac e-transfer. The Canada Helps option provides donors with immediate acknowledgements and receipts. (Project managers will later provide more personal acknowledgements from CANFRO itself.)

Penny reminded board members that the architecture of the CANFRO website does not, unfortunately, support immediate acknowledgements and receipts such as those provided by Canada Helps. However, according to policy, these should be sent within two weeks of received notice of donations.

Like PayPal, Canada Helps charges a fee for each donation processed. There are two fee levels, one for the Basic Profile Account (4.9%) and one for the Full Fundraising Account (3.5%). For the latter, Canada Helps needs access to CANFRO accounts. This simplifies accounting and reporting for Canada Helps and hence allows for a lower fee. Board members discussed the pros and cons of each option, especially the lower fees at the cost of providing access to CANFRO accounts.

Board members agreed that fees for PayPal, Canada Helps and CANFRO administration must be highlighted on the website to ensure donors are aware of the value of their donations.

Motion by Penny (Virginia) that CANFRO apply for a Full Fundraising Account (3.5% fee level).

Motion carried

Action Item: Penny, Barb and Kim will work to establish a Full Fundraising Account with Canada Helps and add the donation option to the website.

(h) Tracking Board/Volunteer Hours

Penny reminded those attending that board members and volunteers should keep track of the hours they spend on CANFRO matters, and report the hours at the annual meeting.

(i) Imagine Canada

Virginia reminded board members of a motion made at the February 2016 meeting to join Imagine Canada at a basic level. This will provide access to draft policies and procedures representing best practices, and she will adapt them for CANFRO's use.

Action Item: Penny will arrange to pay the required fee to Imagine Canada (\$100 from the administrative account).

Action Item: Virginia will begin work on draft policies and procedures and bring forward recommendations for board approval as these become available.

(j) Policies and Procedures

See (i), above.

(k) By-Law Update

As indicated at the February 2016 meeting, Virginia will update the CANFRO's By-Law #1 according to ONCA.

Action Item: Virginia will draft a new By-Law#1 to take account of the requirements of all relevant provincial and federal legislation now in effect. She will bring this forward at the next annual meeting for board approval.

(l) Newsletter

Lynda noted that a motion was passed at the February meeting to publish a small, initial newsletter by the end of 2016 and provide it to the entire donor base. She reported that Nan Newell, an experienced editor, has agreed to help with production.

Action Item: Project managers will provide photos, stories and updates about their projects on or before the annual meeting in September. Lynda will collect these and liaise with Nan Newell.

3. **President's Report**

Penny reported that the CRA seems satisfied with CANFRO submissions, as there has been no indication to the contrary.

At Sandy's suggestion, Penny recommended that board members arrange a meet-and-greet session in February 2017, so that representatives of CANFRO's various projects can become familiar with each other's operations. The hope is that representatives can share information about challenges, strategies for fundraising, etc.

Motion by Virginia (Lynda) to discuss this matter more fully at the September 2016 board meeting.

Motion carried

4. **Treasurer's Report**

Barb stressed that the G-Drive document-sharing process is working well. CANFRO accounts are healthy. Donations are being received in a number of ways. The goal of sending receipts within two weeks of receiving donations is being met. The process of obtaining bank statements from Oaxaca can still be a bit slow, and this affects the information posted on the G-Drive spreadsheets for project managers.

5. **Project Manager's Reports**

(a) The Tutor Project

Lynda reported that donations for this project can be quite variable. However, they are extremely helpful. Some donors, preferring to fund individual students, may choose to support other projects. One, in particular, Don Northey, has already changed his support to one of Sandy's projects. It is this kind of cross-support that the meet-and-greet session, noted in the President's Report, can encourage.

Lynda noted that GESMujer (<http://www.gesmujer.org/web/>) has raised the possibility of being one of CANFRO's projects. It is an organization dedicated to helping girls and women in situations of abuse. Funds could be used to provide therapy.

Action Item: Lynda and Sandy will follow up on this matter with GESMujer and report back to the board.

(b) The Book Project

Lynda noted that OLL administration is still dealing with fallout from the loss of its former accounts manager. However, donations for the Book Project are healthy and stable, and

funding is supporting libraries as planned. Larry Loeb, whose wife Teresa's death led to a substantial group donation last year, has now joined with members of his family and other Canadians to support an additional library.

(c) The High School Project for Girls

Sandy provided the following written report:

"Two students currently being supported, Deysi and Esther. Donors Alvin and Arlene Starkman, Heather and Paul Hissey have renewed for one more year. Two new students will be selected this summer, being supported for new donations from Don Northey. Communication with FONDO is good."

(d) Sandy provided the additional following written report:

"Agency is struggling with operating funds. Have not replaced the speech therapist who left. Looking at cutting back services. Have raised the tuition fees to families. Don Northey kindly had a long meeting and filed a detailed report, which is available if anyone is keen to read it. He is interested in donating once we have changed the project to include support for sign language instruction and speech therapy. I will be drafting a change for CRA consideration to cover the salaries of therapists on staff. Hearing Aids are often supported by local foundations. It is operating money they need."

(e) The School Sponsorship Project

Penny noted that it is the middle of the donation season for CEI and for CANFRO's projects there. Some 40% of anticipated donations have already been received and reminders will go out soon. Three new donors have appeared, two of which connected with CANFRO through Facebook. There are 34 donors in all for the project generally. Lucie and Arturo, studying law and medicine respectively, are being supported by specific donors (Alvin and his wife, Arlene, and Linda Sheesley et al.)

(f) The Food Project

Penny noted that it is low season for this project, but the cook's salary is being covered. The project is running smoothly. Receipts are coming in as required, thanks to the efforts of CEI staff.

7. Facebook Report

Jo-Anne received a well-deserved round of applause for all her efforts with CANFRO's Facebook presence.

Jo-Anne first asked for continuing feedback on her work. Then, she reported that, while the page has over 150 “likes”, there has thus far been little indication that its link to the CANFRO website is being directly accessed. She also reported that iPad users might be seeing a different Facebook presentation.

Action Item: Lynda and Jo-Anne will check into the issue of platform differences, if any, and report to the board as necessary. They will ask Kim for help, if necessary.

Action Item: Board members and volunteers should continue to provide Jo-Anne with information on projects, success stories, new initiatives, etc.

8. Website Report

Penny noted that the secure area for posting and sharing spreadsheets is now up and running. This called for a major architectural change, and so she paid Kim for her work. Kim, very kindly, accepted a reduced rate of payment.

9. New Business

None

10. Next Meeting

The next meeting will be held immediately following the annual meeting. It will be at Lynda’s house, at 5:00 PM on Tuesday September 6th, 2016.

11. Adjournment

Motion by Duane (Alvin) that the meeting be adjourned.

Motion carried