

Minutes of Board Meeting June 24, 2019

Present: Virginia Bartley, Penny Hopkins, Jeff Richardson, Barb Royce-Payne, Sandy Thomson, Duane Webster, Lynda Wilde

Guests: Doug Hopkins

1. Call to Order

The meeting was called to order at 6:00 pm.

2. Approval of Agenda

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

Motion carried

3. Approval of Minutes

Motion by Sandy (Penny) to approve the minutes of the February 11, 2019 meeting, as circulated and amended.

Motion carried

4. Business Arising from the Minutes

(a) Newsletter

Lynda reported that the latest newsletter, like the previous one, received positive feedback. She feels that, ideally, a newsletter should be published twice a year. However, at the moment, it will be published each February. Board members discussed how to obtain more project-related stories and whether to include non-CANFRO-related events in a newsletter. Board members agreed that the communications liaison role Jeff plays will make an enormous difference in obtaining and sharing information.

Action Item: Jeff and Lynda will discuss contents and timing of the newsletter, and bring these matters forward at the next board meeting.

(b) Oaxaca Volunteer's Activity

Virginia reported that Gail Schacter, who has volunteered to assist CANFRO in the past, is coming to the end of her extended stay in Oaxaca.

Action Item: Virginia will contact Gail and thank her for her assistance to CANFRO. She will also contact Mary Rankin, who currently lives in Oaxaca, to ascertain whether she might be willing to assist in future as a CANFRO volunteer.

(c) Recommended Financial Reports

Barb outlined the financial reports currently available. Jeff had additional suggestions for reports to be circulated to board members and posted on the website. Sandy suggested the use of pie charts.

Action Item: Jeff and Penny will discuss types and contents of preferred financial reports, and bring these matters forward at the next board meeting.

(d) Payment Methods

Penny and Barb reported that, as matters now stand, the problems with e-transfers seem to have been resolved.

(e) Website/Electronic Contact Roles

Jeff will act as the sole contact person for website matters, and he will liaise as needed with Kim. Penny will continue to manage the "thank you" page for donors.

(f) Group Emails

Jeff noted that, using MailChimp, we can maintain two email lists - one for all donors and another for attendees at the annual breakfast. In order to avoid problems with identifying all mail recipients, groups emails should be sent through Jeff, as communications person.

(g) Website Changes

The website has now been updated, per Jeff's suggestions following the February, 2019 meeting.

Action Item: Board members should (depending upon their roles) regularly send Jeff documents like minutes, officers' reports, project managers' reports, newsletters (including those from agents), project-specific updates etc. for inclusion on the website.

Motion by Sandy (Barb) that an archive be maintained on the CANFRO website. This archive will include, among other things, old newsletters, annual reports and financial statements, as well as minutes of meetings more than three years old.

Motion carried

Action Item: Jeff will maintain and update the archive, as needed.

(h) Funding Study

Jeff reported on his data, which revealed that donors fall into two groups (around \$300 and over \$1,000). The top 10 donors provide about 62% of donated funds.

Sandy noted that CANFRO has, to date, been in start-up mode. She suggested another planning meeting (either prior to or following the February, 2020 board meeting) to consider, among other things, establishing a fundraising committee and considering fundraising initiatives

Action Item: A date and time for a planning meeting will be set at the next board meeting.

(i) Breakfast Follow-up

Board members received and reviewed the results of the survey sent to attendees of the 2019 breakfast. In general, responses proved positive about the event. Jeff suggested that we focus upon whether the event is a fundraising one or a celebratory one. He also suggested that we consider having agents' representatives or CANFRO beneficiaries on hand.

Action Item: An ad hoc committee of Lynda, Sandy and Virginia will organize the next breakfast. A date and focus for the breakfast will be settled at the next board meeting.

(j) CANFRO Video

Although board members were grateful for the thought and the effort behind the promotional video, they felt that it fails to capture the essence of CANFRO's message and mandate.

Action Item: Jeff will arrange to post the video by link to the CANFRO website. Before he does that, Virginia will write an introductory explanation for people who see the video, highlighting the effects of poverty that CANFRO tries to alleviate and the need for the generosity of donors to continue its work in all projects.

5. President's Report

Virginia welcomed Doug to the meeting, offered best wishes for his continued recovery from the whole board, and thanked Penny for all of her work during the difficult period since his accident. She also thanked Jeff for the infusion of new energy and ideas to the board's operations. She reported that, in particular, having Jeff act as communications liaison had streamlined website-related matters.

In general, she noted that operations are running very smoothly for CANFRO. However, she voiced some concern that numbers of donors are static and, as a result, having a planning meeting is particularly timely.

Finally, with respect to an ongoing issue, she reported that the 2010 Ontario Not-for-Profit Corporations Act (ONCA - which will bring with it changes to board structures, roles, reporting requirements etc.) has still not been declared in force. She will continue to monitor the situation and the attendant need to draft new by-laws, procedures, etc.

6. Treasurer's Report

Barb presented her reports as to cash inflow/outflow of each project, of CANFRO's operations as a whole and, as well, an overall income statement. CANFRO is operating within its budget, without running a deficit.

Penny reported that CANFRO would receive a large donation for the estate of Judy Schwartz. The donation will apparently be earmarked for CEI, the Food Project and the School Sponsorship Project.

Action Item: Virginia will draft a policy amendment to address the fact that expenses incurred by CANFRO to manage a legacy gift will be paid out of the gift.

Action Item: Penny will confirm the amount of the gift from the estate, confirm the instructions of the donor as to its use, and the expectations of the executors of the donor's estate as to receipting.

7. Project Managers' Reports

See attached.

8. New Business

(a) Third-Party Donations

There have been questions raised by donors who wish to make donations on behalf of someone else. Who receives the receipt

and who gets a thank you for the donation? Jeff reported that a pop-up box can be added on the donation page, but that will take some effort and expense for Kim's time for something that, as yet, is not a widespread problem.

Motion by Jeff (Penny) that the donation page on the website include: "If your donation is made as a gift on behalf of another person, and you would like us to send a note to that person, please email treasurer@canfro.ca with contact details."

Motion carried

Action Item: Jeff will work with Kim to ensure that the website reflects this motion. Barb will let project managers know when she receives a third-party donation so that they can thank both the donor and the person named by the donor.

Action Item: Barb and Jeff will monitor this situation and report if problems arise.

(b) Donors and Donations

Virginia and Jeff raised the issue of the contents of the "thank you" page on the website. There is no real consistency across the websites of other Canadian charities as to how many years of donors are revealed and thus how long a donor's name remains on a list. Penny noted that she removes the names of deceased people.

Motion by Virginia (Duane) that CANFRO show three years' worth of lists of donor's names on the website's "thank you" page, archiving the rest of the lists.

Motion carried

Action Item: Jeff and Kim will discuss a way to note the number of years that a donor has been assisting CANFRO. If this is possible, project managers will need to provide the necessary information about their respective projects.

(c) Overall Donations

Barb noted that this is covered on the cash inflow/outflow report for the organization.

(d) Canada Helps Custom Donation Form

Jeff reported that Canada Helps will provide a custom donation form to embed in our donations page. Canada Helps will respond

and receipt as usual, but using the embedded form lowers fees payable to Canada Helps from 4% to 3.5%.

Board members agreed that maintaining the Canada Helps option is an important one. It is a known quantity for donors and it allows for donations of securities.

Motion by Sandy (Duane) that CANFRO add the embedded Canada Helps receipt option to the donations page.

Motion carried

Action Item: Jeff and Kim will work to add this option to the donations page.

(e) Reserve Funds

Lynda queried the state of the reserve funds account. Board members agreed that the state of the account should be addressed at each annual meeting, along with any questions about administrative fees.

Action Item: Penny will prepare an overall proposed annual budget for the annual meeting, including a budget for administrative expenses.

Action Item: Project Managers will provide their proposed project budgets to Penny as soon as possible each year, so that they can be included in a proposed annual budget. Project budgets should be generous, so that project managers do not need separate board approval for additional expenditures.

(f) Financial Statements on Website

See above.

(g) Archived Documents on Website

See above.

(h) General Communications Report

As noted above, Jeff noted that by using MailChimp, he can maintain a general communications email list, as well as any others considered necessary. All board members can add recipients. Jeff can remove them. Anyone can subscribe or unsubscribe from CANFRO communications through the website.

(i) Cocktail Party

Jeff asked the board to consider this fundraising option at the September board meeting. It could be held at a private home or a licensed venue. Invitees would be asked to pay to attend.

Action Item: Virginia will add discussion of this matter to the agenda for the September board meeting. Board members are asked to consider the matter before the meeting.

9. Next Meeting

The next meeting of the board will be October 7 at 6:00 pm, at Lynda's place.

The annual meeting will follow the board meeting.

10. Adjournment

Motion by Penny (Sandy) to adjourn.

Motion carried