



**KIPP ACADEMY LYNN PUBLIC CHARTER SCHOOL AND
KIPP ACADEMY BOSTON PUBLIC CHARTER SCHOOL
MINUTES OF THE MEETING OF THE BOARD OF TRUSTEES
DEVELOPMENT COMMITTEE
January 5, 2022 | 3:00pm**

The meeting of the Board of Trustees of **KIPP ACADEMY LYNN PUBLIC CHARTER SCHOOL and KIPP ACADEMY BOSTON PUBLIC CHARTER SCHOOL Development Committee** (collectively, the “Schools”) convened at 3:00pm on January 5, 2022 by Zoom held in compliance with the open meeting laws, at which a quorum of the Trustees was present.

The following Trustees were present: Michael Kendall (Chair), Amanda Seider
Additional participants: Rebecca Hazlett, Jennifer Davis, Kate Villa, Viveth Karthikeyan

The meeting commenced at 3:00pm

Annual Fund Update and Questions

1. Where are we now?
 - a. Current YTD fundraising: \$944,992 -Goal was to raise at least \$700,000 by 12/31/2021 to stay on track to 1.3 million
 - b. This update is not including ACH deposits that came in during the holiday- those will be processed at the end of next week as our finance team is playing catch up from break this week. Hazlett will share an updated number before the February meeting
 - c. Bruce Herring has not given his \$250,000 capital payment but has until 6/30/2022 to do so, in previous years he gave in November. Nikki Barnes and Bruce have spoken every month, Hazlett will be printing a reminder letter to Bruce regarding his final year of his commitment. The total left to raise for quarter 2 **does not** include Bruce’s gift.
 - d. We applied for two summer learning reimbursements in November, we were awarded both grants in full (\$330,750)
 - e. Hazlett will provide a comparison to previous years funding at the next Development Committee in February once all updated numbers from donations trickle in during the holiday break
 - f. Challenges still lie in coordinating in person visits with Nikki due to COVID

- i. we have some donors in the North Shore who really loved Caleb and haven't been as engaged since his transition (2-3 North Shore donors)
2. Making sure we differentiate between public and private funding
 - a. Revenue goal
 - i. public dollars
 - ii. dollars from philanthropy
3. Preview Development dashboard
 - a. What should be in a development dashboard for the board
 - i. committee level one needs a lot more detail
 - ii. what has been committed versus what do we think we can raise
 - iii. move commitments from weighted pipeline - clear what is commitment versus what we hope to come in
 - iv. funnel of donors
 - v. deep dive on major gifts- biggest hit or winning real big
 - vi. make sure it's clear, represents goals, cumulative
 - vii. what is the activity like - number of meetings scheduled, asks out

The Board-Level dashboard should include:

1. Overall Goal (with quarterly breakout)
2. Overall total weighted pipeline (and amount of unidentified dollars if applicable), cumulative and quarterly
3. Overall PTG of Committed (bookable+) funds (expressed in cumulative \$\$ and % to goal) through last completed quarter, highlighting where we are on/off track
4. Committed less cash-in (ie, pledges to collect)

Key questions it should answer for board members:

1. Do our fundraising prospects align with our ambitions/strategy? (or being able to make that determination)
2. How much organizational/ED capacity needs to be put towards fundraising?
3. What is our overall revenue picture?

The Committee-level dashboard should include:

1. Everything above, PLUS:
 - a. Quarterly breakouts of committed PTG, broken out by stream (AF, Grants/corp-found, Campaigns, board)
 - b. Quarterly breakouts of WEIGHTED PTG, broken out by stream (AF, Grants/corp-found, Campaigns, board)
 - c. Narrative explaining why we are where we are
 - d. Weighted pipeline breakdown ("the funnel") - how much is in each stage? (qualify, pursue, engage, convince, non-bookable)
2. Development meeting/prep should also include:
 - a. Review of major gifts (\$50K+?) - status update on each (goal here - understand where there could be considerable swing/risk)

Key questions should answer for committee members - all above, plus:

1. What are the biggest wins/challenges for the dev team?
2. How is Dev/ED spending their time?
3. What support is needed?
 - a. Infrastructure updates
 - i. Reached out to Salesforce for pro-bono support to ensure we're using



Salesforce to the best of our ability

Board Give and Get & General Board Participation

1. Hear the groups thoughts on an overall board participation goal
 - a. What has worked well in the past? What hasn't? Knowing that it has been very inconsistent
2. Board fundraising committee tied to campaign think about volunteers differently
 - a. Access to tests- it will cost us \$50,000, launch a board fundraising initiative -
 - b. Step 1 we need to ask the board for more
 - c. Schedule 1:1 meetings
 - d. Board members join school visit

CCS Fundraising Pitch

1. Update on our pitch and next steps with CCS fundraising
 - a. Board needs key things to be included
 - b. Understanding of the strategic plan, project 2031, etc. need a lot of explanation.
 - c. Timing & Phased approach to the campaign
 - d. Difference between startup costs and permanent costs
 - e. Need “crispiness” of numbers, timing, how, etc.
 - f. Make sure to include “we were able to be successful with the public dollar, but we need to do more and we can do that with your support.”

Next Steps for February Board Meeting

- Board individual meetings with Becca
- Update dashboards for board and development committee
- How does this align with KIPP National?

The meeting adjourned at 4:00pm

Michael Kendall

[Committee Chair]