



Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Meeting Agenda
January 12, 2026, at 2:00 PM
Zoom Meeting

Meeting ID: 884 1066 2520

Passcode: 703018

<https://us06web.zoom.us/j/88410662520?wd=yAhJqEy3R38VRLoaTpg7HibTsBbWJC.1>

*Members are reminded of conflict-of-interest provisions. In declaring a conflict, please refrain from voting or discussing and declare the following information:
 1) Your name and position on the Board, 2) The nature of the conflict, and 3) Who will gain or lose as a result of the conflict. Please also fill out Form 8B prior to the meeting.*

PAGE		
1.	Call to Order	Michael Asseff, Co-Chair Ad Hoc Fundraising Traci Schweitzer, Co-Chair Ad Hoc Fundraising
2.	Roll Call	Melody Martinez, Board Liaison
3.	Consent Agenda 1. Approve September 22, 2025, meeting minutes. Notes from below subcommittees provided as FYI only (approval not needed): 2. October 29, 2025, Subcommittee Give Back Notes 3. November 10, 2025, Subcommittee Corporate Support Notes 4. December 10, 2025, Subcommittee Give Back Notes	2 Michael Asseff, Co-Chair Ad Hoc Fundraising Traci Schweitzer, Co-Chair Ad Hoc Fundraising 4 5 7
4.	Regular Business 1. FUND262RB1- Give Back Night subcommittee Report out a. Goal b. Status update c. Next Steps 2. Sponsorship subcommittee Report out a. Goal b. Status update c. Next Steps 3. Board Retreat a. Update b. Preparations	9 Michael Asseff, Co-Chair Ad Hoc Fundraising Traci Schweitzer, Co-Chair Ad Hoc Fundraising Renee Jaffe, CEO
5.	Unfinished Business New Business Matters from the Chair Matters from the Committee Public Comment	
6.	Next ELC Ad Hoc Fundraising Meeting: <u>TBD</u>	
7.	Adjourn	

Please Note: Agenda is subject to revisions and additions at the discretion of the Chair of the Coalition. Notification will be sent of any such revisions or additions.
Members of the Public: Please sign up at the entry desk for public comments to be made on any particular agenda items no later than five minutes after the Coalition meeting has been called to order.

"As per any person who decides to appeal any decision of the Board with respect to any matter considered at this meeting will need a record of the proceedings and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes testimony and evidence upon which the appeal is to be based."

Early Learning Coalition of Broward County, Inc.
Ad Hoc Fundraising Committee Minutes
September 22, 2025, at 12:00 PM
Zoom Meeting

Members in Attendance	Co-Chair, Michael Asseff; Co-Chair Traci Schweitzer; Krystie Castillo; Dawn Liberta; Amoy Reid; Jessica Rodriguez; Traci Schweitzer
Members Absent	Kirk Englehardt; Zachary Talbot;
Staff in Attendance	Renee Jaffe, CEO; Christine Klima, CAO; Howard Bakalar, CPO; Hubert Cesar, CIO; Ancel Pratt, Sr. Dir. of Communications; Melody Martinez, Board Liaison; Lizbeth DelVecchio, EA & Special Projects Coordinator;
Others in Attendance	Beverly Batson

Item	Action/Discussion
Welcome & Call to Order	Co-Chair Michael Asseff called the meeting to order at 12:32 AM. The roll was called, and a quorum was established.
Consent Agenda 1. Approve September 3, 2024, meeting minutes	A Motion was made by Amoy Reid and Seconded by Dawn Liberta to approve the Consent Agenda. The Motion was unanimously approved. Motion Passed
Regular Committee 1. FUND261RB1- FY24/25 Overview and FY25/26 Plan Review and Discussion	<p>CEO Renee Jaffe provided an overview of non-DEL, non-match funding raised last year (FY25), through community, business, and board relationships, totaling nearly \$119,000. These funds were used primarily as program income to support events such as Day in K, CDA Graduations, and professional development trainings. A small portion, \$5,200, was used for expenses for the benefit of staff (e.g. staff appreciation events, seats at community event tables, etc.).</p> <p>CEO Renee Jaffe also reviewed the ELC's revised fundraising plan for FY26, thanking Jessica Rodriguez for her expertise and guidance. The key focus areas include pursuing grants, obtaining increased sponsorships, an ELC vendor campaign, planning/hosting small fundraising events, board contribution (monetary or connections), and internal efforts to raise money specifically for the staff appreciation.</p> <p>Amoy Reid suggested arranging "Group Raise"–style restaurant fundraisers directly with local businesses, such as Chipotle, rather than through a third-party organization. She noted that many restaurants contribute 10–20% of proceeds from family night events, making this a simple and effective fundraising option. Jessica Rodriguez agreed give-back nights are a strong, low-effort fundraising option that also builds brand awareness and suggested the committee develop a standardized marketing tool to support these events. Jessica also proposed that a committee member could take ownership of coordinating each give-back night.</p> <p>Based on the plan presented, the committee agreed to focus on three strategies: (1) targeting additional foundations and corporations; (2) pursuing give-back nights; and (3) encouraging greater board giving by fostering a culture of philanthropy. Members also suggested identifying committee members to take ownership of specific efforts.</p>

	<p>The committee discussed the need to focus on overall board engagement in fundraising, whether through donations or connections, highlighting the importance of expanding ELC's visibility. Dawn Liberta suggested that all Ad Hoc members contribute to board engagement. Jessica Rodriguez volunteered to prepare a presentation to support this work. The committee concluded this should be presented to the full Board. Members also agreed on the importance of expanding visibility through social media. Board members will be encouraged to follow ELC on all social media platforms and assist in amplifying outreach by reposting staff-created content. Staff will take the lead in preparing posts, videos, and other content, which will then be shared with Board members to easily distribute through their own networks.</p> <p>Members agreed that internally, ELC will refresh and strengthen its donor pitch and update related messaging and collateral materials. Jessica agreed to assist with this process. Additionally, staff are committed to launching a campaign with existing ELC vendors who may want to sponsor/support the organization.</p> <p>The committee discussed and supported the idea of forming three subcommittees to focus on the agreed-upon fundraising strategies: corporate giving, third-party "give-back" events, and board engagement. Each subcommittee will set measurable goals, establishing clear targets.</p> <p>Volunteers for each subcommittee included:</p> <ul style="list-style-type: none"> • Corporate Sponsors: Michael Asseff and Megan Turetsky, Beverly Batson • Give-Back Nights: Dawn Liberta, Krystie Castillo, and Tracy Scheitzer, with support from Amoy Reid, who offered to assist when available • Board Engagement: All members, with Jessica Rodriguez taking the lead when speaking to the full board. <p>The committee also agreed that the Ad Hoc Fundraising Committee will meet quarterly and the subcommittees will meet in between.</p> <p>The committee agreed to align all efforts with the fiscal year, with the next full committee meeting to take place at the end of Q2 and subcommittees will meet at least twice during Q2 before the next full meeting. This approach will allow the committee to use Q3 as a launch phase. The next Ad Hoc Committee meeting will focus on the plans devised through the subcommittees and strategies to engage Board members ahead of the November meeting.</p>
Unfinished Business	None
New Business	None
Matters from the Chair	None
Public Comments	There was no discussion.
Next Meeting	TBD
Adjourn	The meeting adjourned at 1:35 PM by Jessica Rodriguez

These minutes contain the action items of the Board meeting of the Early Learning Coalition of Broward. They do not include all of the Committee's discussions or comments on each matter or issue raised during the meeting. A tape recording of the meeting is held in the Coalition office. Corrections from the Committee will be taken before approval at the next meeting.

Meeting Notes

Members in Attendance	Amoy Reid; Traci Schweitzer; Dawn Liberta
Staff in Attendance	Renee Jaffe; Christine Klima; Hubert Cesar; Melody Martinez; Lizbeth DelVecchio
Notes	<p>Opening & Committee Guidance</p> <p>Renee shared that, per Julie Klahr, this group does not require a quorum or formal minutes, but meeting notes should be kept and presented at Ad Hoc Fundraising meetings.</p> <p>Renee shared that she met with Traci Schweitzer and Michael, the chairs of the Ad Hoc Fundraising Committee. They agreed on the following structure for Q2 (October 1 – December 31):</p> <ul style="list-style-type: none"> • Each fundraising subcommittee will meet twice during Q2 • After Q2 subcommittee meetings, a full Ad Hoc Fundraising meeting will be held to share all ideas, plans, and goals <p>Renee suggested that the February Board Meeting be structured as a retreat focused on fundraising including strategies, subcommittee's goals and plans, and the board's role in fundraising. Renee shared that Jessica Rodriguez offered to provide fundraising-related content at the retreat and that the committee chairs and Laurie expressed support for this approach. Members of the subcommittee agreed with this plan.</p> <p>Give Back Night Discussion & Decisions</p> <p>Amoy suggested a Chipotle Give Back Night with 25% of proceeds donated back, and the committee agreed to move forward with a pilot event on December 3, 2025, from 5:00–9:00 PM.</p> <p>Staff will promote the event via email and social media, with a flyer shared for broader distribution. The committee will evaluate the event's success and consider future Chipotle Give Back Nights at other locations and/or times.</p> <p>Long-Term Goals</p> <p>The committee agreed to host one Give Back Night or related event per quarter with an annual fundraising goal of \$500.</p>

Meeting Notes

Members in Attendance	Michael Asseff; Beverly Batson; Jessica Rodriguez; Megan Turetsky
Staff in Attendance	Renee Jaffe; Christine Klima; Melody Martinez
Notes	<p>Overview & Context</p> <p>Renee provided a recap from the main Ad Hoc Fundraising Committee meeting. Two subcommittees were established:</p> <ul style="list-style-type: none"> • Corporate Sponsor Subcommittee • Give Back Nights Subcommittee <p>Each subcommittee will meet twice per quarter and report back to the full Ad Hoc Fundraising Committee with updates, ideas, and recommendations.</p> <p>Renee suggested that the February Board Meeting be structured as a retreat focused on fundraising including strategies, subcommittee's goals and plans, and the board's role in fundraising. Renee shared that Jessica Rodriguez offered to provide fundraising-related content at the retreat and that the committee chairs and Laurie expressed support for this approach. Members of the subcommittee agreed with this plan.</p> <p>Updates (Give Back Nights)</p> <ul style="list-style-type: none"> • Chipotle Give Back Night scheduled for December 3, 2025, from 5:00–9:00 PM • Staff will promote the event across all platforms and via email • Long-term objective: Host one Give Back Night/event per quarter • Annual fundraising goal: \$500 <p>Corporate Sponsorship (CS) Subcommittee Discussion</p> <ul style="list-style-type: none"> • Materials: Need a corporate sponsorship packet and clear messaging (how donations are used; unrestricted option). • Prospect List: Build a comprehensive list of companies tied to Board, and current ELC vendors. Each subcommittee member to add 4–5 additional prospects. • Vendor Outreach: Send an opportunity email to all vendors; Jessica will share a model email for tone/wording. • Financial Goal: Devise a modest goal to the Board in February; finalize after reviewing materials. This goal would represent the amount the group believes could realistically be raised through corporate support efforts. Jessica recommended reviewing sponsorship materials before committing to a specific dollar amount. Renee said she would work with Jessica offline to review current sponsorship materials.

Vendor Outreach

- Send a general outreach communication to all vendors inviting them to support the organization.
- Messaging will clarify:
 - Ways vendors can support the organization
 - Types of contributions being sought
- Jessica will share a sample outreach email she received to guide tone and wording.

Action Items

Action Item	Responsible
Send corporate sponsorship flyer to Jessica (& subcommittee once finalized)	Renee
Share example vendor outreach communication	Jessica
Begin compiling master list of corporate prospects	CS subcommittee
Set Financial Sponsorship Goal	CS subcommittee
ELC to distribute vendor outreach communication	ELC staff

Next Steps

- Review sponsorship documentation and messaging
- Compile corporate prospects and vendor lists
- Prepare ideas and preliminary goals to present at the February Board fundraising retreat

Meeting Notes

Members in Attendance	Traci Schweitzer; Krystie Castillo; Dawn Liberta; Amoy Reid; Jessica Rodriguez
Staff in Attendance	Renee Jaffe; Christine Klima; Hubert Cesar; Melody Martinez; Lizbeth DelVecchio
Notes	<p>Discussion Summary:</p> <ul style="list-style-type: none"> Chipotle Give Back Night <ul style="list-style-type: none"> Renee shared that the recent Chipotle Give Back Night generated \$118. The committee agreed to host one Give Back Night per quarter. Future Event Ideas <ul style="list-style-type: none"> The committee discussed hosting an event like Healthy Mother's Health Baby's Meatballs and Martinis event, with a suggested event name of "Cocktails with Crayons." Jessica Rodriguez emphasized expectations of 100% board participation, with board members encouraged to bring a guest. The goal of four events per year was affirmed: <ul style="list-style-type: none"> Two Give Back Night events (like the Chipotle event) Two venue hosted events (restaurants, bars, stores) to increase exposure and foster relationships. The committee agreed these ideas should be presented at the board retreat to set clear expectations for participation and engagement. Board Engagement & Subcommittee Goals <ul style="list-style-type: none"> Renee recommended using the board retreat to share subcommittee goals, plans, and discuss overall board engagement. The committee agreed that members need to help build momentum for upcoming events. Quarterly Planning <ul style="list-style-type: none"> The committee agreed to host: <ul style="list-style-type: none"> One additional Give Back Night in Q3 Explore a different type of event (similar to HMHB) in Q4 Donations, Auctions, and Raffles <ul style="list-style-type: none"> Ancel suggested asking board members to identify products, services, or connections for a silent auction. Dawn shared that organizations may directly solicit donated items from businesses and offered to assist with assembling one or two raffle baskets at her office. The committee agreed that raffles would be a good idea for a future event.

	<ul style="list-style-type: none"> • Potential Give Back Locations <ul style="list-style-type: none"> ▪ The committee identified other places that offer Give Back Nights, including Krispy Kreme, Anthony's Coal Fired Pizza, Chick-fil-A, Menchies. ▪ Committee decided to submit another request to have a Give Back Night at Chipotle but at a different location. A request was submitted for January 21st in Pembroke Pines (<i>following the meeting it was discovered that Chipotle allows one event only every six months</i>). • Next Steps & Assignments <ul style="list-style-type: none"> ○ Amoy recommended the subcommittee prioritize soliciting donations to ensure auction items are available for upcoming events. ○ Dawn and Amoy will work together on donation outreach. ○ Renee shared Liz will focus on identifying a venue for a small gathering. ○ The committee agreed that the first step is confirming the date, time, and location, so information can be shared when soliciting donors. ○ All committee members were encouraged to assist with identifying potential donors and partners.
--	--

ITEM #/MEETING:	FUND262RB1/ Ad Hoc Fundraising Committee
MEETING DATE:	January 12, 2026
SUBJECT:	Subcommittee Report Out and Board Retreat Planning
FOR ACTION:	No
RECOMMENDED ACTION:	Review/Discuss Subcommittee Report Out and Board Retreat Planning
FINANCIAL IMPACT:	None
ELC STAFF LEAD	R. Jaffe

Background

At the first Ad Hoc Fundraising meeting of FY 25/26 held on September 22, 2005, the committee met to review outside funding raised by the ELC in FY 24/25 (non-DEL or local match funding), review and discuss FY 25/26 goals and areas of focus. Committee members agreed to the creation of two subcommittees, one with a focus on Give Back Nights and the other to focus on sponsors and marketing/communications (to obtain sponsors). Each subcommittee was tasked with devising goals and an action plan for the fiscal year. Since then, each subcommittee has met at least once and the decision was made that fundraising (and board's role related to fundraising efforts) will be the focus of the next ELC board retreat, scheduled for February 9th.

Current Status:

At the January 12th Ad Hoc Fundraising meeting, the following agenda items will be presented/discussed:

1. Give Back Night subcommittee report out – Goals, Status update, and next steps

The focus of the GBN subcommittee is to pursue/plan restaurant, bar, or vendor partnerships for social or purchase-only events/efforts where a percentage of the proceeds benefit ELC Broward. These efforts will not necessarily bring in large revenue amounts but would help to slowly bring in funding while building community awareness to the organization. This subcommittee goal is to have one event per quarter.

Members: Dawn Liberta, Amoy Reid, Krystie Castillo, Tracy Schweitzer

2. Sponsorship subcommittee report out – Goals, Status update, and next steps

The focus of the Sponsorship subcommittee is to identify and build pool of corporate/outside funding partners, utilizing board connections and leads as well as improved marketing materials. Members also agreed to focus on fostering greater Board participation in this effort to include through financial and/or in-kind contributions, as well as expanding visibility by sharing ELC content.

Members: Michael Asseff, Jessica Rodriquez, Megan Turetsky, Beverly Batson

3. Board Retreat Update and Preparations

The ELC Board retreat is scheduled for Monday, February 9th following a brief board meeting. The focus of the retreat will be fundraising/friend raising. Members of both Ad Hoc Fundraising committee subgroups will share the goals of their subcommittee as well as plans going forward. There will also be a few related presentations and discussion opportunities. The board meeting and retreat will be from 8:30 am to 12:30 pm at the ELC office. Below is a high-level overview of the schedule.

Board Retreat Schedule:

- 08:30 am - 09:00 am: Board member mix/mingle (coffee will be available)
- 09:00 am - 09:30 am: Breakfast
- 09:30 am - 10:15 am: ELC Board meeting
- 10:15 am - 10:45 am: Fundraising Presentations (ELC Fundraising Guidelines and Restrictions)
- 10:45 am - 11:30 am: Subcommittee 1 and 2 share fundraising goals and plans
- 11:30 am - 12:30 pm: Fundraising Presentation (fundraising board engagement) and breakout group discussion

Recommendations

Review and discuss the items included in the Ad Hoc Fundraising Committee packet and share an overview with the full board at the February 9 retreat.