



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

Meeting ID: 932 4712 1733

Passcode: 839528

<https://us06web.zoom.us/j/83247121733?pwd=6ZaaRplrviml7EnCbNQabGb2sL861e.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.

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| 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 3, 2024, meeting minutes. | 2 | Michael Asseff, Co-Chair Ad Hoc Fundraising Traci Schweitzer, Co-Chair Ad Hoc Fundraising |
| 4. | Regular Business 1. FUND261RB1- FY24/25 Overview and FY25/26 Plan Review and Discussion | 3 | 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 [§286.0105, Fla. Stat.](#) 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 3, 2024, at 12:30 PM
Zoom Meeting

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|-----------------------|--|
| Members in Attendance | Co-Chair, Michael Asseff; Co-Chair Traci Schweitzer; Krystie Castillo; Dawn Liberta; |
| Members Absent | Kirk Englehardt; Dr. Amoy Reid; Zachary Talbot; |
| Staff in Attendance | Renee Jaffe, CEO; Howard Bakalar, CPO; Hubert Cesar, CIO; Melody Martinez, Board Liaison |
| Others in Attendance | |

| Item | Action/Discussion |
|---|---|
| Welcome & Call to Order | Acting Chair Kirk Englehardt called the meeting to order at 12:32 AM. The roll was called, and a quorum was established. |
| Consent Agenda 1. Approve February 12, 2024, meeting minutes | There was a Motion to approve the Consent Agenda by Krystie Castillo and Seconded by Dawn Liberta. Unanimously approved. Motion Passes. |
| Regular Committee 1. FUND251RB1- FY23/24 Overview and Next Steps for FY24/25 | <p>CEO Renee Jaffe provided an update to the committee. She shared that the team is exploring the idea of hosting a Bingo Night and other events suggested by the Chairs. The focus is on identifying creative ways to organize events requiring minimal expenses while generating revenue. Additional details will be shared as options are further developed.</p> <p>Co-Chair Michael Asseff emphasized the need for additional resources and funders. He suggested that the Board increase outreach efforts, focusing on “friendraising” to strengthen connections and support.</p> <p>We would love to have something small in the future, but it takes a lot of staff time and resources to have one.</p> <p>Committee Members agreed.</p> <p>Next steps:</p> <ul style="list-style-type: none"> • Prospect and cultivate additional donors. • Expand Board-led outreach and friendraising efforts. • Develop cost-effective, revenue-positive event formats (e.g., Bingo Night, sponsorship tiers, in-kind support). |
| Unfinished Business | None |
| New Business | None |
| Matters from the Chair | None |
| Public Comments | There was no discussion. |
| Next Meeting | <u>TBD</u> |
| Adjourn | The meeting adjourned at 12:53 PM by Dawn Liberta |

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.

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|----------------------------|---|
| ITEM #/MEETING: | FUND261RB1 / Ad Hoc Fundraising Committee |
| MEETING DATE: | September 22, 2025 |
| SUBJECT: | FY24/25 Overview and FY25/26 Plan Review and Discussion |
| FOR ACTION: | No |
| RECOMMENDED ACTION: | Review/Discuss FY 25/26 Fundraising Plan |
| FINANCIAL IMPACT: | None |
| ELC STAFF LEAD | R. Jaffe |

Background

In FY22/23, the ELC Broward launched the Ad Hoc Fundraising committee and developed the role of the committee/committee members, fundraising parameters and goals.

In FY23/24, the Ad-Hoc Fundraising committee provided feedback and guidance for year 1 of the Coalition's plan to fundraise and friend raise. Committee members committed to assist with recruiting Honorary Board members and connect the organization to potential "friends" and/or donors. ELC staff hosted their first-ever (and successful) fundraising event and developed strategies to generate more unrestricted and program income. As you can see in the below charts, the ELC secured an approximate total of \$30,000.

In the first quarter of FY 24/25 ELC staff explored having a Bingo or Casino night fundraiser, a much bigger event than the Coalition's first event in FY 23/24. However, after careful consideration, including increased strictness and scrutiny from the State related to raising money outside of DEL's allocation and insufficient seed money available to cover the cost to plan and execute a successful fundraising event, all efforts were put on hold.

ELC staff continued to brainstorm and get advisement on alternate ways to continue to increase the amount outside program and unrestricted funding.

Current Status:

At the September 22nd Ad Hoc Fundraising meeting, ELC staff will share the following items for discussion:

1. FY 24/25 ELC Income Raised
2. FY 25/26 Fundraising Plan

1. FY 24/25 Program Income and Unrestricted Funds Raised Through Fundraising

Staff raised nearly \$119,000 in Program and other Income was raised in FY 24/25. These funds were used towards ELC events including A Day in K (indergarten), State of Childcare, Broward Early Childhood Education (BECE) Conference, and food for provider trainings. Below is a breakdown.

Program Income FY 2025

| Funder | Professional Development for Educators (Stipends, Food, Etc) | Provider Appreciation & CDA Graduation Events | Family Events Day in K & Outreach | Total |
|--------------------------------|--|---|-----------------------------------|-------------------|
| AD Henderson Foundation | \$ 53,159 | \$ 2,087 | \$ - | \$ 55,246 |
| Children's Services Council | 2,000 | - | 15,000 | 17,000 |
| CPR & BECE Participant Fees | 14,339 | - | - | 14,339 |
| Highlights Early Learning | - | - | 8,000 | 8,000 |
| MarcoPolo Learning Inc | 5,000 | - | - | 5,000 |
| Brown and Brown | 2,750 | - | 618 | 3,368 |
| Florida Blue | 2,406 | 344 | - | 2,750 |
| PNC | - | - | 2,500 | 2,500 |
| Age of Learning | 2,000 | - | - | 2,000 |
| Childcare Careers | 1,000 | - | - | 1,000 |
| Learning Beyond Paper, Inc | 1,000 | - | - | 1,000 |
| Sunlife | | - | 700 | 700 |
| LENA | 500 | - | - | 500 |
| Total Program Income ** | \$ 84,154 | \$ 2,431 | \$ 26,818 | \$ 113,403 |

***All program income 100% expended as of June 30, 2025*

Other Income FY 2025

| Funder | 211 & Top Workplace Award Events | State of Childcare Event | Staff Appreciation Events | Total |
|---------------------------|----------------------------------|--------------------------|---------------------------|-----------------|
| Brown and Brown | \$ - | \$ 1,200 | \$ 500 | \$ 1,700 |
| 211 Broward | 1,500 | - | - | 1,500 |
| Zachary Talbot | 1,000 | - | - | 1,000 |
| Colonial Life | - | - | 500 | 500 |
| United Way | - | - | 500 | 500 |
| Total Other Income | \$ 2,500 | \$ 1,200 | \$ 1,500 | \$ 5,200 |

** \$223 Remaining for Staff Events as of June 30, 2025*

2. ELC Broward's FY 25/26 Fundraising Plan: the plan below was created in order for ELC to bring in additional funding to the organization, outside of DEL and local match funding to enhance or fund ELC programs, initiatives, special events, professional development, and overall strengthens the ELC organization, staff, and board.

- **Desired Outcomes for 9/22/25 Meeting:**

- Review FY 25/26 Fundraising Plan
- Develop 2-3 Fundraising/Friend raising Goals for FY 25/26
- Establish Committee members' assignments (and suggested assignments for the full board)
- Agree on required number of meetings

- **FY 25/26 Areas of Focus:**

- Find/Apply to appropriate grant opportunities to sustain or expand programming

- Secure funding from Private Businesses and Foundations (ELC Sponsors and/or additional seed money to expand fundraising efforts):
 - Target companies or foundations who want more exposure and/or have an interest that aligns with ELC's mission/vision, services, etc.
 - Target large companies that have a department that supports/funds non-profits (most large companies do)
 - Begin campaign to solicit ELC vendors (annual or bi-annual effort)
- Explore alternative ways to bring in additional funding:
 - Charge Entrance Fee for ELC's State of Child Care (exploring this as an allowable option)
 - Plan 1-2 small no cost events like:
 - Get togethers at a local bar (example: happy hour) and proceeds goes to ELC
 - Group Raise: Organize an "ELC day" at a local restaurant (example: Krispy Kreme) where a portion of the day's proceeds goes to the ELC.
 - ELC Staff Swag "Store" to generate low level of unrestricted funds for the ELC staff fund
 - Board member contribution campaign (annually)
- **ELC Staff Actions:**
 - Update/Freshen Up ELC's Donor Elevator Pitch
 - Update/Develop messaging and collateral materials for Private Businesses, Foundations, and individual donors geared towards early learning as a workforce support for their employees, the impact it has on economic mobility, and of course to help children learn and succeed
 - Update the menu of ELC initiatives/programming/events that require or need additional funding (Bootcamp, A Day in K, etc.)
- **Board Actions:**
 - Identify which committee (and board) members can assist with the FY 25/26 Fundraising Plan
 - Invite friends, family, colleagues, etc. to ELC fundraising events or invite to donate

Recommendations

Review and discuss the items included in the Ad Hoc Fundraising Committee packet and share overview with the full board.