



Approved January 12, 2026, Ad Hoc Fundraising Meeting

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.