



The Family Tree

Raising families up.

Executive Committee

Tuesday, October 13, 2020 12:00 p.m. – 1:30 p.m.

MINUTES

MEMBERS PRESENT: Stephanie Adler, Steve Shaw, Gary Marino, Sally Bauer, Kyle Gore, John Meyerhoff, Tom McDonald, Jeanne Aarsand, Sarah Woods, Stephanie Woodhouse, Chris Johnson, Tom Peltier, Charles M. Roebuck, Stephanie McCormick, Charlene Hayes

MEMBERS EXCUSED: Tom Hauser

STAFF PRESENT: Pat Cronin, Mary Francioli, Stacey Brown, Jennifer Elam, Phil Saracino, Erik Weber

AGENDA OVERVIEW:

TFT leads Maryland in preventing child abuse, connects caring communities and builds strong families to improve society for generations to come.

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| I. | Mission Moment | Pat Cronin |
| II. | FY 20 Audit Overview | K.L. Hoffman & Co, P.C |
| III. | Approval of May 26, 2020 Minutes & Job Description | Sally Bauer |
| IV. | President's Report | Sally Bauer |
| V. | Executive Director's Report | Pat Cronin |
| | A. FY2020 Impact | |
| | B. FY 2021 Plan | |
| | C. Strategic Planning Process- FY22-24 | |
| VI. | Brief Committee Reports (finalize) | |
| | 1. Development Committee | Gary Marino/Tom Peltier |
| | 2. Nominating & Governance | Steve Shaw/Kyle Gore |
| | 3. Finance and Facilities Committee | Chris Johnson |
| | 4. Marketing & Public Relations | Stefanie Woodhouse/
Sarah Woods |
| VII. | Closed Session | Sally Bauer |

Important Dates:

General Board Meeting Tuesday, **October 20, 2020 at 5:30pm – Zoom**
Brent A. Rosenberg—Lace Up to End Child Abuse: **October 24th –November 1, 2020 Virtual**
An Evening to Give Thanks: **Thursday, November 19, 2020- Virtual**
Next Executive Committee Meeting – **Tuesday, January 12, 2021 at 12pm**

Recorder: Jennifer Elam

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ISSUE #1 – Welcome

SUMMARY OF DISCUSSION:

Sally welcomed the group and advised that we would be starting with the Auditor's Presentation.

ISSUE #2 –FY20 Auditors Presentation

SUMMARY OF DISCUSSION: Tom Klein showed PP Presentation (filed with minutes). Tom thanked all the board for all their dedication to The Family Tree during this difficult year. He reported a 'clean' audit; and believes TFT will still be here in June 2021. Reviewed total assets \$7,600,000.00: Investment 38%, Grants 16%, 26% cash, 1% other, 19% property. Broken down even further, net assets 88%, accounts payable 5% and 7% in PP Notes.

If everything stayed the same, no more income, we could be good at 45 weeks. Some organizations have a lot higher than this, so very unlikely that funders would look at us and think that we are hoarding too much money. This is including cost minus depreciation.

Total Revenue, \$3,329,200.00 Special events 18%, Government funds 44%, other 5%, and 33% from contributions and grants. Total Expenses, \$4,247,900, 76% programs, fundraising 11%, General Management (salaries, etc.) is 13%. Notable is TFT's necessary fundraising expense which we need to continue to fundraise to keep up afloat.

Questions & Comments: Phil –Finance and Facilities approved of this audit, line by line.

In explanation of the variance of revenue vs expense, Phil noted that \$900k were released in the current year to offset some of the apparent loss. We "spent" money that was donated/booked in previous years. In addition, we will be applying for "forgiveness" for PPP loan (\$530k). Tom Klein says we can prove already that we are eligible. M&T portal opens up tomorrow.

In response to TFT's relative performance versus other comparative organizations, Tom believes TFT is one of the best organizations that he has seen in his career. He is very impressed by all our hard work for maintaining its mission especially during these challenging times.

ISSUE #3: Approval of May 26th Minutes and Review of Job Description

SUMMARY OF DISCUSSION: Sally received approval board's approval of the both last meetings minutes as well as the Financial Audit that was just discussed.

ISSUE #3: President's Report

SUMMARY OF DISCUSSION: Sally acknowledged everyone's hard work during this time and can't wait for the day to see everyone in person. We have had several major donors for GC event lately, someone gave \$50k. Sally acknowledged that this was a very difficult enhanced audit. 10 staff are working in the building each day, and we are very grateful for everything they are doing to keep us going! We have secured meeting with Charles T Bauer Charitable Foundation, really hoping to get them to support us again. Mary said we have been able to have several personal conversations with people during this time. People are excited to hear about what we are doing during this Covid era.

Date confirmed for Great Chefs' – April 26, 2021. Sally thanked John and Lenel Meyerhoff for agreeing to be co-chairs of the event. Becky and Ashton Newhall have agreed to join the Meyerhoffs. We are currently looking to confirm a third chair. Already \$325k already raised, so wonderful how far ahead we are. We are assuming now we are going to have it at The Grand Lodge, however, if necessary, we will do outside, and 3rd option will be doing virtual again. Linwood is confirmed as our Guest Chef. There was some discussion about moving the date to later in spring; committee acknowledged the difficulty coordinating schedules with co-chairs.

Evening to Give thanks will be a virtual event on Nov 19th, asked everyone to out on their calendar. Many organizations are going events like this virtually, Graul's will agree to pies, people are wanting to help! People think that this year is more important than ever. Our three prestigious awards will be given: Zeke

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Cohen- Meyerhoff Public Service; M&T Bank, Sherman Mission Maker; and, Kirsten Ericksson, Miles & Stockbridge, Kirk Volunteer.

ISSUE #4: Executive Director's Report

SUMMARY OF DISCUSSION: Pat presented two performance dashboards on the screen: end of FY2020 and first quarter projections. Pat summarized operation plan (filed with minutes): 1) Family Connects Maryland: reported we received \$720k over 2.5 years grant from MSDE to build capacity of FCM at Sinai to Baltimore County which will include adding two RNs. FCM is going through our first re-credentialing among a small group of early adopters. New rules require us to hire a Medical Director (consultant) who we have identified (a physician from Hopkins) whom we will introduce soon. 2) We also received United Health Care grant to help serve more participants in both Prince George's and Baltimore Counties. 3) Kids Care Plus is transitioning to include a learning support hub for families with young school age children; 3) Reaching families through technology continues to be a priority. Pat mentioned Erik is now working part-time. We are trying to reserve his time for higher level tasks so we can continue to achieve our goals. 4) Baltimore City Child Care Resource Center has been chosen by the state to pilot a shared learning program which is a strategy to build business capacity of child care providers. 5) With regard to Advocacy Day, we are told that the General Assembly will be very different this year, we will not have our annual day in Annapolis. We will be working with advocates to seek passage of the Hidden Predator Act- elimination of statute of limitations for child sexual abuse.

Pat reminded the committee that we were in the final year of our three -year plan which parallels three-year request for support. Discussion regarding next steps as to whether we would craft a one plan or three. Sally suggested that we should all talk about this more in depth and Pat thanked the group.

Pat also announced that George Sherman had a serious accident this summer. He is currently in a rehab center in Philly. Betsy asks for prayers. Mary will send out the Sherman's address for those who would like to send a card, etc.

ISSUE #4: Brief Committee Report's

SUMMARY OF DISCUSSION:

- **Finance and Facilities Committee:** Deferred until next General Board Meeting due to insufficient time for closing session.
- **Marketing & Public Relations:** Deferred until next General Board Meeting due to insufficient time for closing session.
- **Development Committee:** Board solicited appeals are going out this month. Please respond to Connie when she reaches out. Gary mentioned Lace Up (fliers in packet). Stephanie Woodhouse asks to please spread the word, sign up, get a group, give money, etc. Raised \$35k so far with a goal of \$100k. There have been a lot of people we don't know that have signed up and created teams, which is very exciting.
- **Nominating and Governance Committee:** Continuing to go through the list of people to come into the board. Have been pushing for larger minority of people and more powerful organizations in Baltimore. Rich Rosa at Verdence Capital Advisors is interested in joining the Board. Defer other discussion.

Sally asked for TFT staff to exit the meeting so that the closed session could begin.