

# Franklin Legacy Fund Board Meeting Minutes

## For Dec. 11, 2017

In attendance in person: Susie Franklin, Christine Kolisch, Sandra Leader, Maren Elwood. On Zoom: Irwin Feinberg, Zachary Franklin, Kristen Franklin, Kelli O'Brien.

### I. Introductory Remarks

**Susie:**

*First, I want to thank you all for your support, and from time-to-time I call on you to get input on what you think we should be doing. I appreciate your being there and knowing I can call on you. We've now been in operation for 4 years, and we have a lot to show for it. And I give all thanks and credit to Maren because if you want to see what we've done, the website sure tells the story. When we are finished today our holiday greetings will go out to the people we communicate with regularly. I would invite you to submit names and emails to Maren of people you would like to know what you are affiliated with.*

### II. Year-End Recap – Updated Procedures

**Susie:**

Susie Franklin reported on our updated procedures, including intake questions (which are available on the website) for prospective clients:

**Susie:**

*These questions have been tremendously helpful. We used the new procedures to determine our interest in Voices of Monterey Bay, a new non-profit online news organization that approached us for support. It helped us decide whether we wanted to look at them as a organization we wanted to do, consulting with give money to or neither. The questions are on the website.*

*As we all know small local newspapers have suffered terribly over the past 20 years as have the communities they are supposed to serve. The former editor of The Herald, somebody that Sandy and Lewis have known for a long time, has brought together a group of writers and taken on the task of covering local stories in-depth and intelligently and giving opportunities to young people interested in journalism to have a high-level internship. We've now sat down with them and gone over the questions, there are still a few outstanding things so we will sit down with them again. Then we will go through our options and then tell them what, if anything, we want to do with them.*

*On the other side of the picture, Spector/Dance, which we worked with is an example of an organization that we liked and respected but is an example of my being something of a Pollyanna, and seeing someone who had some very difficult staff relations and thinking we could help make them better. But when somebody has been doing things a certain way for a long time, they're probably not likely to change. So we fired a client. We did*

*Visioning for them, we did a significant amount of work and found that it was frustrating, not satisfying, and that we didn't feel like we could really accomplish anything seriously significant in improving their organization's future, so we let them go. That was a difficult thing, but it showed us that we needed procedures and a way to evaluate the effectiveness of what we were doing.*

### III. Giving since June

#### **Susie:**

- A. *We supported kitchen Sisters again. They have a new series and needed some bridge funding for the production, and they came to us and three other foundations that had supported them in the past and we put up \$5,000 of the \$20,000 that they needed.*
- B. *We supported Camp Newman where Sandy's daughter works, and which has been a great resource for the Jewish community for years. We are very sad to say that it burned in the Santa Rose fire, and we made a \$5,000 commitment toward its rebuilding. The spirit of that place is strong, and they have already kids signed up for a program in an alternative space. They will come back from the ashes, but it was a real hit to all of us...Sandy took me there and you couldn't not fall in love with the place.*
- C. *This year we fulfilled the entire pledge to CSUMB for the Franklin Legacy Fund scholarship in the business school for a student who wants to study nonprofit management from a business point of view. In two weeks we are going to sit down with the dean of admission, and they are going to present the candidates for the first scholarship. We are not going to select, but we are being introduced to them as candidates. We said it is the university's job to select. Whoever is selected will be 100% funded for that year. And there will be that funding every year; it's endowed in perpetuity.*
- D. *We are on the edge of being involved with a Chinatown Urban Renewal Project in Salinas that includes a homeless project. As with urban renewal, homelessness is not exactly at the top of what people are wanting to have in their business environment. There is a professor at CSUMB and a man who works on the ground with the homeless very effectively, and they need some bridge funding. They had funding for 2019 and funding for this year, but they had a gap year. They needed \$60,000. They had a challenge grant for \$30,000, which they are meeting, but they still need \$30,000. We told the university that if they would put up \$15,000, we would put up the remaining \$15,000.*

### IV. Other Support

#### A. Visioning

#### **Sandy:**

1. *Maren has put together a power point for us to use to go along with our notebook. We used it at the Action Council Visioning a little more than a month ago, and people*

- were asking for copies of it to use as reminders, so it was well received. We also have a template of the Visioning on the website that participants can download.
2. The Action Council Visioning went really well. We had four different groups there:
    - a. Community Builders, which wants to be a volunteer coordinating center for nonprofits in the area, as well as a resource center.
    - b. Power Over Parkinson's, which is working to have a specialty exercise facility and program geared to Parkinson's patients.
    - c. Salinas Urban Arts, an after-school arts program run by a man who's a minister and visionary.
    - d. Coalition to End Human Trafficking in Monterey and Santa Cruz Counties
    - e. Friends of Rippling River, a residence community for people with disabilities in Carmel Valley
  3. We are also doing a Visioning Workshop for Restorative Justice Partners in January.

**Susie:**

*The Visioning has been so exciting, but we have not done one thing that we promised we were going to do, and we are going to do that at the end of the first quarter of this year. That is to have a gathering of the organizations that have had Visioning and ask them to share their experiences: How has it changed your nonprofit over time; what do you wish you had gotten from it that you haven't; what surprised you? We're going to have a lunch here inviting each of the organizations—and there are quite a few now—to try to help them create a mutual support group to keep the momentum going that comes out of Visioning.*

V. Sustainability Initiative:

**Susie:**

*This year we have the most wonderful organization in Restorative Justice. They work with young people who are first-time offenders and have them face the people who have the consequences of the crime they have committed, make restitution, learn about what they need to do to keep their lives straight, and, if they stay clean and out of the justice system until they're 18, their conviction gets expunged. They have a very high success rate and they have a wonderful ED, and she is just so excited and has been such a great partner in the first year of the Sustainability project. The students at CSUMB have done an outstanding plan for them. The first step in implementation will be our Visioning process that will start in January. Then we will work with them over the next 2 years to implement the program. This is the working year, first year they received \$30,000, next year they will receive \$15,000 and the last year they will receive \$10,000 and then they will be on their own. Part of that money was given in the form of Maren. One of the most unique things that we have done--we realized that so many nonprofits do not have the depth or the finances to have a really great website or social media program and in this world without that you've got a big handicap. So, we have given to several organizations Maren's services in putting together websites, training staff, and setting up Constant Comment.*

**Maren:**

*What we're doing for Restorative Justice: Part of what's going on for them is that their website is just not interesting. What we're going to do is bring it to life with a better look and feel, but what we're also going to do is produce video from the standpoint of the victims and the offenders. There's a blockade there because, of course, people don't want to be filmed and there are a lot of privacy issues. So, we're working with Jennie and already have a couple of groups interested in acting it out in exchange for teaching these young offenders filmmaking skills, which I'm happy to do, if they will give us their story. They will be involved in telling their story and editing together the actual film that will go on the Restorative Justice website.*

VI. Gathering for Women

**Susie:**

*The other larger involvement that we have taken on is Gathering for Women. In Monterey County, it is shocking to say that there are more than 500 women over the age of 50 who are homeless. They are living under bridges; they are living in their cars; they are living in parking lots, and an organization has grown very quickly called Gathering for Women that is a service center. In their 2 years of operation they have come up with enough money to buy a building. They are now refitting that building. The building will provide hot meals daily, a clothing distribution so people can give clothes to these women, a child placement program, a counseling program, a clean bath and shower space. It's not a living space, that's too expensive and too politically charged, but they have worked out with churches and other places, safe parking places that women can be in. But the key thing is that these women are being treated as human beings and their needs respected. The Franklin Legacy Fund has given \$10,000 toward the acquisition of the building, Maren's services toward the creation of a website, and a whole lot of posters and fine art that we don't have room to hang will be hanging on the walls in that facility when it opens.*

**Maren:**

*I just met with Gathering for Women Executive Director Jennifer Dalton this morning. One of the success stories that we've already had with them is they are participating in Monterey County Gives, which is a community-wide fundraising effort. What I did for them, working with Jennifer, was I took some of the video that they had already produced, some of the audio that they had of some of these homeless women, and we produced a pretty compelling video that went with a promo on Constant Contact to help them reach this \$30,000 challenge grant that was provided by the Schuman family. I heard from her this morning that they are within \$5,000 of their goal. I've also been working with them to give them a branded look on Constant Contact, to give them a more cohesive look between social media and Constant Contact, and ultimately the website will be brought in there.*

## VII. Tech/Website

### A. Board portal

**Maren:**

*We've added a board portal tab. You should have all received an email from me with instructions on how to get in there. Once you're in you go to the board portal page and you will have access to a variety of things. Here is the intake questionnaire, our list of gifts for 2017, minutes of the board meeting, videos, the Action Council Visioning Workshop and Susie's Begging for Beginners. This portal is a robust way for you to keep track of what is going with us. On the home page we have this little video, but that will be changing to our holiday message. We have designed a Constant Contact newsletter that will be going out tomorrow. What Susie and I did is make a little film that's imbedded in the newsletter with a standard welcome and happy holidays at the top, but then there's a video imbedded that will go out to everybody on the email list and be up on the website as well. We're moving forward toward being electronic in our communications style.*

### B. Board and Staff Donations Listing:

**Maren:**

*On the board page, Who We Are, we have a list of all the board members. Once you have indicated where you would like your donation to go this year, a little description of the organization and its logo will go under your name. Also, Susie talked about the CSUMB scholarship. Once we know who will receive the scholarship, that will go up on the website. We just keep trying to flesh out the website and make it interesting.*

### C. 2017 Board and Staff Donations

**Susie:**

*If you haven't gotten who you want your contribution to go to this year, we would really appreciate it by Dec. 15, if you can.*

## VIII. New Horizons

**Susie:**

*Next year will be a year of focus and consolidation. We've done a lot of growing, and we really want to think about how we're using our efforts and energy. One of our staff is going to have some challenges to her time, and we don't want to take on more than we can handle. And we also think we have grown very quickly, and it's really valuable for us to sit back assess, think about what we've done, make sure we're getting the impact that we want. But the thing that I'm most proud of is -- yes, we give away a nice amount of money, but giving it along with the knowledge that our team has, we make that money go so much farther, and it be used so much more effectively than it would be if it were just a straight donation. We don't do it by putting restrictions on it. We give gifts along with*

*knowledge and helping the organization think about how they want to use it. So, when the gift comes in, they really are ready to put it to use. By giving in-kind gifts like Maren's services or Sandy's services helping with stress management the money goes farther.*

## IX. Nuts and Bolts

### A. Form 990

**Susie:**

*Zach, I know you have asked about the Form 990. I have a copy that I will give you when I see you this weekend. That information also will be available through the Board Portal.*

### B. Accountant report

**Susie:**

*There is one negative thing that I must share. The accountant I hired to do 2015, failed to file our taxes. I had to go back to our accountant we had hired to do our 2016 to redo them. We are going to go after our previous accountant for the \$6,000 fine that the IRS would like us to pay. I will take that on.*

*On the other hand, we had a very competent job done this time, and Cortina Whitmore, who does our clerical work, is going to be working with our accountant and Quick Books so that she can do all the bookkeeping, and we won't have to pay a bookkeeping charge to the accounting firm, so we can then turn our books over in a way that they can turn the taxes over because we're really not that complicated.*

Meeting adjourned