

# Minutes for Franklin Legacy Fund Board Meeting

Monday, March 9, 2020

Meeting called to order at 6:03.

## **In attendance**

In person: Kiran Kamath, Susie Franklin, Christine Kolisch, Maren Elwood, Sandra Leader

Remote: Irwin Feinberg, Kelly O'Brien, Kristen Franklin.

Absent: Zachary Franklin

## **I. Duncan Lively departure; introduction Kiran Kamath**

Susie Franklin thanked retiring board member Duncan Lively for his service and introduced prospective new board member Kiran Kamath. Susie asked for the vote to approve being on the Legacy Fund board. Irwin Feinberg made the motion to accept Kiran to the board; Christine Kolisch seconded it.

Motion approved unanimously

## **II. Recap of last year's giving**

Last year we made a strategic decision that we had to do some cutting back, but we are still very active. Last year we supported the following organizations:

Action Council--an incubator for new non-profits

California State University Monterey Bay

Community Foundation of Monterey County

Dress for Success, San Jose and San Francisco

Gathering for Women, a program for homeless women over the age of 50

Girls Stem Stars--helps young women from Oakland and East Palo Alto get a chance to be in high-tech firms and mentored by people in those firms so they can imagine themselves doing that work and be encouraged to study science, technology, mathematics and engineering.

Global Purpose Learning Center—a project that Christine brought to us

Pacific Rep Theater

Congregation Beth Israel

Michael J. Fox Foundation

Spirit of the Earth, a project of a local rabbi

KCLU, KAZU and CLU--a project Duncan supports, a native American radio station in the Central Coast

Monterey Bay Aquarium

Onsite Research in Peru—Marin's project

Restorative Justice Partners, Inc.—The final year of the Sustainability Initiative

*Susie: This is a mixed bag group—We give to things that support children, philosophy, the arts, health, mental health. These groups all represent the thing that most motivates us: a commitment to doing a first-class job on a mission that needs to be done, a commitment to open procedures, policies and economics and a commitment to working creatively with us.*

*I am pleased to tell you that Camp Ronald McDonald has honored me by naming the board room at the camp after me. This year I've been doing some consulting work with them. It was an unasked for and unexpected honor, so makes it all the more meaningful.*

### III. New Directions

#### A. Community Foundation

*Susie: We have decided to move our funds to the Community Foundation because it cuts our expenses by almost \$5,000 a year net. We won't have to do our own tax returns, and there are other aspects of reporting that they will handle. Our giving will be done through them and the applications of people who apply for grants will be funneled through the community foundation. At present, we are not accepting any requests or proposals; we will be doing all our giving will be in the last quarter of this year. We are keeping the Franklin Legacy Fund consulting separate from the giving.*

### IV. Updates on last year's recipients

#### A. Gathering for Women

*Susie: I've spent quite a bit of personal time working with their development committee. Gathering for Women provides hot meals, breakfast and lunch five days a week, a place to do your laundry, a place to take a shower, clothing exchange, as well as counseling, job counseling and housing counseling. The focus is on older women living on the streets. I will be doing Begging for Beginners for them at the beginning of next month.*

#### B. Dress for Success

*Maren: We're entering the last phase of the website project with them, despite the fact that Erin will be traveling a little bit, we've got a direction on the website. I will be*

*working with them and that will be finished by the end of the second quarter. We produced a couple of videos for them to help them promote various different programs within the organization.*

### C. Girls STEM Stars

*Susie: Kewoba Allaire started girls STEM stars. Maren and I visited Google to see the work that was done there. They bring these young African American girls together with people who work with Google. These young girls handled themselves with real respect for what was being given to them. Then they had the marvelous experience of having an African American astronaut speak to them, and she was amazing. They are located near Redwood City.*

*Marin: We've been producing videos that they can use as part of their fundraising effort, and Susie works with them on developing an ask. We're going to be doing one more of those in the spring.*

## V. Education

### A. Visioning

#### 1. Sun Street Centers

*Susie: This was our first Visioning project when we first came back from Zingerman's. We just got contacted by the ED, and they took a look at their visioning, they had done a five year plan and it had been five years, they had achieved every single goal in their vision. And they have invited us later this year to do a follow-up new five-year vision. Considering that they were the first Visioning that we did it and we've gotten a lot better, it's very exciting to hear that what we helped them put together guided them into such success. Last year they raised their fundraising from \$1 million to almost \$5 million a year, and their public relations is stronger. It's very exciting to see and very gratifying.*

### B. Begging for Beginners

#### 1. Community Foundation Funds for Carmel Valley

*Susie: The Community Foundation here has just started a fund for Carmel Valley. They are starting some area focused funds, with the idea is that wealthier people in the valley could support the things that the valley needs. It's brand new, and I'm going to be doing Begging for Beginners for their board on Thursday. It's fun to be in on the beginning of something and help it get off on the right foot.*

#### 2. Ronald McDonald House of Children's Hospital of Los Angeles

*Susie: I'm going to be doing Begging for Beginners for the first time for the board at Ronald McDonald House of Children's Hospital.*

*Most of the organizations that I've done Begging for Beginners with have found that they've raised more money afterwards. I ask them to let me know a couple of months afterward how it's impacted their fundraising. Doing a little math last year, what we heard that there was probably a 20-30 percent increase in board related fundraising after giving that workshop.*

### 3. Gathering for Women

*Susie: I will be doing Begging for Beginners for them at the beginning of next month.*

## VI. Networking opportunity

### A. Children's Hospital Ronald McDonald House

*Susie: The Children's Hospital Ronald McDonald House and Dr. Stewart Siegel, who was the man who gave me the wonderful job at camp, were absolutely essential in developing the bone marrow transplant. He is responsible for the fact that so many children live now. Christine brought the high rate of children's cancer in Mongolia to my attention*

*Christine: Arjia Rinpoche is a Tibetan Buddhist high lama, incarnate lama, who has been working on projects in Mongolia and particularly with children's cancer, there are super high rates of children's cancer in Mongolia.*

*Susie: I was able to connect Rinpoche to Dr. Siegel, who actually already knew the hospital, which he had helped raise the money to build. And now there is the possibility that he may be able to incubate a Ronald McDonald House for parents to stay at the Children's Hospital in Mongolia.*

## VII. Website

*Maren: The things that are new on our website given the changes that have happened here this year are primarily under the coaching tab, which is a new tab. We have a coaching tab specifically for the work that Susie's doing. There's an example of a presentation she gave recently at the Community Foundation. And there's also the classes and workshop which are continuing various projects that we've been doing. There's a video on the page where you can look at a Begging for Beginners presentation that she did at Dress for Success, as well as downloadable power points.*

*Susie: This is one of the important parts of the websites is that we have become a resource. A lot of people in the non-profit management world come to see our videos*

*and by making our presentation outlines available we can extend the impact of what we do.*

*Maren: There's also a tab for Philanthropy 1A, Susie's coaching program where she's independently coaching people within organizations helping board members, etc. There's a flyer to download; there's a sample of a video on there. There's also the new Sustainability Initiative recipient, and under Who We are, I've already done a bio and headshot for you, Kiran, and that will go up after the meeting. Susie had done several "best practices" vlogs last year. We will most likely continue that in the next few months. One of the things that I've noticed is that when you do those blogs, and we send out the promo, that's when our site gets really hit big time and people really avail themselves of all the assets.*

## VIII. Sustainability Projects

### A. Restorative Justice Partners, Inc.

*Sandy: We've finished up our three years with Restorative Justice. We've been so fortunate with both our recipients of the Sustainability Initiative because we've had people with an incredible offering to start with, and they've just totally embraced what we've had to offer and been grateful and worked hard to follow the dictates of the Capstone team. It's just been gratifying all the way around. We got a fairly extensive final report from Jennie Burciaga at Restorative Justice, but I called her up and asked her to go some of the highlights with me so we could sum things up.*

*She culled out four developments to RJP that she said are expected to last as mainstays that are as the result of their relationship with the Legacy Fund.*

*•Replicable Program Models. She said they made strong strides toward building replicable models in all three of the organization's programs: Victim Offender Reconciliation, Restorative Justice in Schools, and Victim Impact Program. These program models have allowed for an expanded reach throughout the county, as well as increased partner engagement, data and service delivery and analysis. And most recently, they've received state level recognition from the California Department of Corrections and Rehabilitation, which is interested in incorporating restorative justice practices into their organization and institutions. So that's very exciting that this is growing and has some momentum and that we had something to do with that.*

*Susie: Part of the success is that we selected truly outstanding organizations. But also the work of the Capstone students has, in both cases, been truly stellar.*

*Sandy: Jennie says, "The Cal State University Monterey Bay business team analysis provided by our initiative was an 'intensive, thoughtful and exuberant process' that took an in-depth look at the organization and services provided."*

•*Leadership Development.* Jennie said that with the increased funding, they then needed to restructure the staff at RJP. So, they took two mid-level staff and elevated them, and then just looked at what everybody was doing in the organization, her in particular, so that she could begin to really be thoughtful about how she was spending her time; she could delegate to these two new people who were now in a tier below her. She said the result was “the thoughtful and gradual transition of responsibility, succession and tasks occurred between the executive director and the program staff. The results have increased the reach and effectiveness of the entire staff and volunteer team.

•*Coaching:* As a result of Susie’s Begging for Beginners and more informal coaching sessions with the board and executive staff, the budget of RJP has grown on a steady upward curve over the past three years. The increase is the result by improved delivery and confidence in making the case for funds to provide restorative justice for those served.

•*Training sessions:* The RJP team has been gratified with training sessions from the Legacy Fund team. For example, the team continues to use skills formed in website development and meditation for RJ practitioners. The staff reports utilizing the skills on a weekly, if not monthly basis. “The time spent with each person on the team has been valuable, rich and insightful. Especially as models of caring, compassionate, helpful people that handle life’s ups and downs in the spirit of helping others.”

## B. MEarth

Sandy: MEarth started out as an offshoot of Carmel Unified School District (CUSD) Middle School. They have taken school district land and transformed it with a concern for restoring native habit, the indigenous wildlife, and creating organic gardens where students can learn where their food comes from and how to grow it, and then how to cook with it. They have an amazing Leed’s certified demonstration kitchen and dining area where they put on fundraising events and programs year around, not just for CUSD students but for students throughout the county. In 2008, they became a non-profit separated from CUSD. It was too complicated for them to stay with the district. As a school district, they couldn’t justify some of things about the administration of this operation. Their situation is that it’s a stellar operation and a wonderful cutting-edge educational program, and there’s a lot of public misperception. The public thinks it’s still affiliated with the district, which is a wealthy district, so they assume that MEarth is likewise wealthy. They haven’t taken advantage of various possible revenue streams. There are natural challenges for them of having to work with a bureaucracy like Carmel Unified School District and at the moment there’s a bit of a power imbalance. It was our perception that the board does not recognize the value of MEarth to the district.

Kiran: MEarth started out as a bird study project in the late 1990s by a middle school faculty member. My perception was they are very energetic and have wonderful new executive director, Ben Eichorn, who has been there 11 months. And he is dealing with so much uncertainty in terms of their contract for the use of facilities, which goes from year to year. Their next contract comes up for “negotiation” in June. The board hires lawyers who apparently are very high powered, and

*in some ways get MEarth to do whatever the lawyers and the board want them to do. So, it's very hard for them to plan three years, five years into the future. Ben said, "We don't think we're going to get ousted from here, but we can't assume we're going to be here next year." So, it's very hard for them to plan and to do fund-raising. And the monies that they get from the projects they do, for example they do one for the city of Carmel. It's a small grant of \$3,000; the work is onerous, but these are little handouts that they operate with.*

*I think what he's trying to figure out is, how can they count on where they're going to be located so they can do a three-year plan or a five-year plan. Their staff has no benefits, and he feels they are underpaid. He feels they've been very lucky to get the staff that they have, but how can you recruit people or attract people if you have this uncertainty about where you're going to be six months from now or a year from now.*

*Susie: One of the things that the school board has asked them for is a business plan, which ties in perfectly to what we're going to ask the students at CSUMB to do. And so, we will be able to provide MEarth with one of the tools that the school board wants. Another thing that has come to my attention through another non-profit, Power over Parkinson's. There is a woman who has moved to this area, who was a high-powered PR woman in New York. One of the things she's done is give her time to non-profits through the Community Foundation. She does very interesting PR work in terms of researching public impressions of organizations and helping them come up with ways to counteract that. I think that we're going to talk to her about this project. One of the things we need to help them do is craft their message so they speak the language of the school district, so they understand the terms of the board, which is a political entity, and the staff, which is a bureaucratic entity.*

*Replicable programming can be a tremendous asset, and I think that's something we're going to work with them to develop.*

*Kiran: We've said this, but I'd just like to reiterate that with the Capstone students and our help, it's going to be very important to help Carmel Unified understand the value of what MEarth brings to them. This business of taking advantage of it and taking it for granted is the pressure that Ben is feeling. If we can bring the value of that entity and how it can become a model for others to replicate, then I think MEarth will start shining, and Carmel Unified will think twice about pushing it around.*

The meeting adjourned at 7:20.