

August 2021 shARK Meeting Minutes

August 19, 2021

In attendance: – MARNI DAVIS - PRESIDENT, SARAH LAIRD - VICE PRESIDENT, SUE DAVIS - TREASURER, CAITLIN O'NEILL - SECRETARY

Topics

- We are still very unsure about the school year ahead and our ability to hold fundraising events. This puts a lot of pressure on our savings.

We will start the school year off with a direct ask, with deadlines where people can qualify for raffle items (we already have a \$50 gift certificate to the Altamont, and **Sue will ask Bohemian Market for a larger one \$100**). The Welcome Packet (**Marni** will spearhead and let us know what else is needed) will let families know what we anticipate for fundraising/how and WHY to support:

- Fall Direct Ask--Options for payment would include: written check, one-time payments, recurring payment automatically charged (monthly). **Sue will look at how to change the amounts on our website.**
- Marta's class
- Amazon Smile--**Sue will look into the back end for where this money is getting deposited**
- Jog-A-Thon--not sure when yet
- Book Fair around the holidays (Giovanna)
- Shirt sales--Innovative Screen Printing (a local company). This is not set up yet online for us. Sarah has the hard copy list setup already. At some point, we can set up in the Garden Shed with some surplus shirts to have on hand for sale--Sue will look into this.
- Spring online auction, and we can hope for an in person community event (not really fundraising focused) in the Garden in Spring.

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BOARD MEMBERS: LAUREN BOWNE, KANDI COGLIANDRO, GIOVANNA ZARBA

THE HARMONY ARK EDUCATION FOUNDATION IS OPEN TO ALL PARENTS, TEACHERS, AND STAFF OF HARMONY ELEMENTARY AND SALMON CREEK MIDDLE SCHOOLS, AND THE OCCIDENTAL COMMUNITY AT LARGE. THE PRIMARY PURPOSE OF THE HARMONY ARK EDUCATION FOUNDATION IS TO PROVIDE PROGRAMS THAT OFFER ALL STUDENTS A COMPLETE AND STIMULATING EDUCATION.

- Communication with school community/building volunteers/liaisons or Whatsapp groups--collecting email addresses and getting people to sign up for volunteering. This can be in paper form in the **Welcome Packet**, to be returned to **teachers/classrooms** where we can collect. **If we can get access to teacher's emails and permission to contact them directly, we would love to make them our "liaisons."** We emailed Matthew for permission to do this.
- Financial Questions--we have to file 990s by October 15th. By September 1st we need full access and control, which means if Bev cannot provide this, we will go to Stacey K. (Sue will email Stacey and Bev). We need to be looped in with the CPA Jenny Torkelson (Petaluma).
- Let's meet with Anne McGinty after the initial financial questions are in order, to talk about the streamlining of our organization's systems and getting our business in order.
- New Fundraising ideas we can try out this year
 - Team up with a local restaurant and do a "Dining Out for Our School" event, where a percentage of sales go to the school on specific dates.
 - Create a publication that we give to families (maybe around the time of the auction) with paid sponsorships from local businesses.

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