

Taylor White Foundation Agenda

Meeting Date: 7/13/14

Meeting Time: 4:30pm-6pm

Location(s): Elgee Rehfeld Mertz Office, or via Interweb

Check-In/Admin/Updates

15min

- Car display: Summer schedule updates
 - We will develop a page of instructions and/or a checklist to ensure that the same set of procedures is followed each time the display is transported, regardless of who is moving it.
 - **Ulla is looking into getting the car display parked at Thunder Mountain HS.**
- Other admin items
 - The foundation received over \$500 in donations in the last month, via the website.
Morgan will re-add the statement mentioning that our donations are tax deductible.

Discussion Topics:

Fundraising

45min

- Tax-exempt Status Reinstated
 - Retroactive!
 - Donations made while the foundation did not have 501c3 status are still tax-deductible.
 - Form 990 can be filed now – Sam to do
- Fundraising Brainstorm!!!!
 - **Carol will draft a letter to all previous donors asking for help bringing the next BRAKES training to Juneau.**
 - In addition, we should think of other potential donors to add to the list of recipients
 - Mention that all donations goes to the training, there are no administrative costs.
 - We should look into using Square to accept donations via Credit Cards at events like BRAKES.
 - Square has a special version of their service targeted at non-profits and fundraising, including free credit card readers.
<https://squareup.com/help/en-us/article/5101-square-for-non-profit-organizations>
 - Carol is getting a booth for the public market, which the foundation can use to set up a small presence and accept donations.
 - It would be nice if we could order some more sweatshirts or shirts to have available at the booth. Sam will get a quote from Aurora Projekt. We only have wristbands and DVDs left.

- BRAKES grants
 - We should approach banks in Juneau along with Mendenhall Auto about corporate sponsorship.
 - **Morgan will look into Amazon contributes and set up Amazon Smile for the foundation**
 - **Sam will contact UAS and Carol will contact Mendenhall Auto to start discussing involvement in the next BRAKES training.**
 - **Eric B. will talk to the electric workers union to discuss the potential of sponsoring the training.**
 - **Carol will reach out to BREAKS and check into their availability.**
 - Request that BREAKS allows the Taylor White Foundation to receive the donated registration deposits.
 - We would like the training to be before high school is out.

DVD Survey:

20min

- We'd like to send out a survey to everyone we sent DVDs to
- We'd like to know how they have been using the DVD, and what type of curriculum they use it with. And ask if we can use it on our website to share with other schools
- Brainstorm survey questions
 - We should start by brainstorming a list of questions to ask the recipients of the DVDs
 - We want to know things like: "What role are you (i.e health teacher), How do you present the DVD? What materials to you provide before/after the viewing? On what schedule do you use the DVD (Every year)? "
- Update on getting contact list?
- Misc. suggestion: We could film a follow up segment to supplement the documentary, updating on the lives of those affected by the accident.

Next meeting is a full day board retreat planned for August 23rd. Morgan will look into getting flights to Juneau.