KIPP Metro Atlanta Schools

**Development Committee Meeting**
September 28, 2022
9:00 – 11:00 am

Zoom Meeting
Present: J. Arnold, S. Bhatia, D. Sudbury, K. Oliver, C. O'Brien, D. Nichols, C. Nasir, C. Hudak, D. Griffin
Absent: K. Brown, F. Glover

| Time | Agenda Item |
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| **9:00 AM** | Welcome<br>• Agenda Overview<br>• Consent Item – 8/4/22 Minutes<br>  ○ Minutes approved<br>• Connections<br>  ○ What season would you choose to be year-round and why?<br>• KIPP Metro Atlanta Schools Highlights + Updates<br>  ○ KIPP Forward hosted a college fair with 200 colleges in partnership with 3-4 other private schools<br>  ○ Every Thursday KIPP forward hosts different college administrations to come in and talk about college opportunities.<br>  ○ KIPP Forward started mini career series to bring different career paths into schools to talk to our scholars.<br>  ○ Flourishing partnerships with Bain and United Way<br>  ○ United Way brought the Flacons to several of our campuses. At WAYS they revamped the family resource room.<br>  ○ How can we get listed on the United Way form to have funds designated to our org? Historically, the answer has been no due to us being a public school, but we can ask. Maybe we can try to separate KIPP Forward and use that as its own program (but it would need its own 501 c3)<br>  ○ Send J. Arnold contact for Kelt Kindick to send gratitude for Bain giving.<br>  ○ Invite group from Bain to Night of Impact<br>  ○ Morris Brown partnership to allow our scholars to attend tuition-free. We also have the opportunity to extend some of their resources to our families. Sounds of Royalty will be playing at their homecoming Oct. 7-8th. |
| **9:20 AM** | Fundraising + Impact Team Updates<br>• FY22 Fundraising Data Deep Dive<br>  ○ Focus on institutional giving<br>• FY23 Fundraising Progress Update<br>  ○ $2,218,673 raised (63%) of $3,500,000 goal<br>• Engagement Opportunities – Update |

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| | ○ Excited to have friends in our schools this year. All school tours are mapped out for the school year.<br>▪ Starting to plug in and invite friends to specific schools. Coordinate with Dana to send an invite.<br>○ Launch virtual lunch and learn. Targeting donors giving $500+ to increase their engagement with KIPP.<br>▪ The upcoming session we will be sharing the 2025 strategic plan. Be transparent with challenges. And give space for questions and feedback.<br>▪ Coordinate with Dana to invite friends. It will also be recorded. We can share the recording to share with your friends.<br>○ Spelling Bee and Reading Bowl coming up. Good opportunities to invite friends to engage.<br>○ Ambassador program launch paused (until Jan 2023) to gather more nominations. We are hoping to leverage guests from NOI.<br>▪ Next steps:<br>• Continue to recruit ambassadors<br>• Finalize program goals and overview<br>• Finalize ambassador roles and expectations<br>• Confirm meeting dates for 2023 sessions<br>▪ When we view our donors who give consistently year over year, we aren't finding that they are invested enough to personally engage in this way.<br>▪ Can people nominate themselves? We're looking to gather program interest during Night of Impact.<br>▪ Suggest we push one more time to the Board to ensure they have contributed names. Could help to have other development committees join in on the conversations.<br>○ Make sure when we connect with corporations that we provide them with other opportunities to engage to keep them involved.<br>○ What are we doing without since we receive such less funding per pupil from APS? Can we start to speak about that to our donors?<br>○ How are doing more with the per-pupil funds that we receive from APS?<br>• Night of Impact<br>○ Nov 2 – raising support for Literacy ($100K goal)<br>○ Hosts will receive language to start inviting guests.<br>○ We've set up an Amazon book list for a book drive.<br>○ Areas of the focus<br>▪ Continuing to grow hosts and guest list.<br>▪ Engaging sponsors earlier |

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| | ▪ Connecting guests with the mission<br>○ Will have KIPP representatives at each location<br>○ Using GiveLively, the difference this year is that each party will have its own page linked to the overall event page.<br>○ Will coordinate drop off and pick up of collateral to use<br>○ Will provide book takeaway for guests.<br>○ We will have lunch a week before the event to get hosts comfortable with the program and materials.<br>○ Would be nice to invite a group of people<br>○ Make sure to invite Jack Ward. All honorary board members should receive a special invite. |
| **10:10 AM** | Chair Share<br>• FY23 Focus – Strategic Leadership<br>○ Goal is to look at the list of current Foundations and provide any insight on giving priorities and/or contacts.<br>○ Ongoing ask to review list and follow up via email<br>○ Development Leadership will come together with Joe to get historical context for KIPP's relationships with some foundations.<br>• Identification and engagement of prospective partners, strategic relationship building<br>○ Closing the 500K Gap<br>○ Are there groups of people that we should be familiarizing with our programs without an ask? This way to create a more organic ask and increase connection to the mission.<br>○ Ex: Kelin Foundation, Pittulloch Foundation,<br>○ Good idea to invite them to Night of Impact and continue to steward until we're at a place to make an ask.<br>○ Need to connect the dots between the individual board meetings and the larger strategic plan.<br>○ Arthur Blank Foundation has changed leadership, have we met with them since?<br>○ Start building relationships with Jones Day Foundation. |
| **10:45 AM** | Close<br><br>**Next Steps**<br>• Increase strategic thinking and leadership development<br>• Work to expand foundation giving and stewardship<br>• Breaking into a fundraising working group and would invite committee members to join. More focused on foundations and corporations. Would be ambassadors for board engagement. (2 – 3 meetings for the rest of the year)<br>○ Katie and Cameron will check their schedules to confirm their commitment<br>○ Joe Arnold and Salim Bhatia are interested.<br>○ Callie will follow up with suggested dates for the meeting. |

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| | • Still looking to identify AYSTAK Co-chairs<br>• Continue to submit ambassador nominations – looking for 4 more. |
| **11:00 AM** | Adjourn |

| **FY23 Development Committee Meeting Dates**<br>**9:00 – 11:00 am**<br>**Virtual Until Further Notice** |
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| Wednesday, November 16, 2022<br>Wednesday, January 25, 2023<br>Wednesday, March 8, 2023<br>Wednesday, April 19, 2023 |