

## Board Meeting 110322

Present:

Staff: JCM

Board: Eva, Rachael, Kate, Kenneth, Travis, Harry, Melanie

Associate Board: Kim

1. It's nearly all good news. We have topped 7 million plastic items, and we have now subsidized the purchase of reusable food ware for 12 elementary and middle schools in five states. We're doing it.
  1. This year last year we were talking 250k and we are now talking 7M and may hit 10M before the end of year
2. Here's the Bad News: This meeting will be about all fundraising all the time.
3. At present, we have about **\$10K in the bank, plus \$12K due back to us from schools that purchase our subsidized Ahimsa trays.** That's a total of \$22K before we get into the end-of-the-year fundraising sprint. If past is prologue, the Board will raise somewhere in the neighborhood of \$30K. That would put us at \$52K. Which is great, except that we have already committed \$40,000 in matching funds to a NOAA grant awarded to our partner non-profit ReThink Disposable. Which puts us back to \$12K. **And I'm now getting multiple subsidy requests per week.**
4. An increase in fundraising is the puzzle piece that's missing. Ultimately, it's just really not my strong suit. I bristle at the idea of spending a lot of money to raise a lot of money, and that's probably hampering us at this point. Jody has landed us a free location to host a fundraiser in downtown Los Angeles. Kate and Rachael started the pitch deck which I will be sending out to the board for comment/review in a week or so. And Charles and I have recruited and filmed five celebrities for our PSA campaign (including our Board Member Travis and his wife Natalie). But I still need help.
  1. 85k is what we've raised so far...but this year only 4k has come in
  2. Giving Tuesday. How do we maximize it? How can everyone help? Our mailing list is now above 1,300 people, but it gets limited returns on mass emails. The Facebook matching thing last year was a bit of a nightmare that I'm not eager to repeat. How do we lure people who might otherwise give elsewhere?
    1. Kate/Rachael: Network for Good will give you the data if you sign up as PFR (not as an individual fundraiser). But you need to sign up ASAP, as confirmation might happen through US mail.
    2. JCM: I will get on this today.
  3. I need to do a better job of getting our logo and promotional elements to the restaurants and schools we've subsidized, to make sure that they're letting their customers and families know about us and our involvement in their transitions to reusables. I will tackle this before the end of the year.
  4. What does a fundraiser in Jody's space look like? What do we offer at it that makes people come to it? What do we provide? What do we charge? What do we hope to bring in? And what are we willing to spend to get it?
    1. Need to find out from Jody what the capacity of the space is.
    2. Corporate and individual sponsorships
      1. KATE: Brita?
      2. EVA: Autodesk?
      3. Ticket Price
      4. Experience Packages - something related to 8.6 or the number as a silent auction during the event itself

5. KATE - Let's think about how we can figure out multiple income streams to make this better
  3. Corporate Space - 50th Floor skyscraper downtown LA
5. How else can we ramp up our revenue streams? Kate and Rachael's pitch deck should be considered a tool for every one of you. Where can we present it? How can we use it to leverage more funding?
  1. Divvy up higher dollar targets / corporate targets among board members
  2. Every board member: Please speak to your employer about matching your donations.
  3. 2 decks - slightly more personal framing
  4. KENNY: A lot of corporate matching happens at the beginning of the year.
  5. EVA: Surfrider had a lot of success with partner restaurants that donate a portion of a specific menu item to charity. Truly Med (on PFR's list of subsidy recipients) could be a great partner. Eva can approach.
  6. KATE: Local Whole Foods markets give monthly to specific charities.
  7. smaller quarterly commitments from small businesses who are committed to helping their local communities
    1. 6 signed up now and most are through KENNY
    2. A lot of people are more willing to give
6. Who can really help with grants? I now have some relatively solid answers to some of the questions that get asked on grant applications, but I don't have the expertise or the time to find all of the grant funding opportunities out there.
  1. John's bigger problem is finding the grants - KENNY volunteered to step in and help here. Asks for an organized fashion to do this - tracking and regular meetings and deadlines
7. Finally, who do you know that's famous? Seriously. This can be from the worlds of film and TV, politics, music, sports, literature, whatever. I don't want to call out anyone by name, but I know that a few of you are quite close with some pretty famous faces. I would never deign to ask you to reach out to all of them, but are there one or two who you think would be interested in or moved by the work that we're doing?
  1. TRAVIS is struggling to get yes's from his people though he has been asking. Maybe big corporate donors should be the focus for now, and celebrities will follow as we grow...?
  2. Interest/Avail check idea to approach the agencies rather than going directly to friends (MELANIE will help)
  3. EVA in an linkedIn group with corporate leads on sustainability and will share our asks with them as well.
5. FYI, to date we've raised a total of \$84,793. Of that, only 4% has been raised in 2022, which has been our busiest subsidy year by a factor of ten or more.