

2022 February PFR board meeting agenda

1. We received new data last week from our partner non-profit ReThink Disposable, and I'm very happy to announce that **we have now wiped out 2.6 million pieces of single-use plastic with our subsidies**. And we've done that while spending less than a fourth of the money we've raised to date; we presently have over \$60K in the bank. That said, I have committed \$50,000 of that to future projects with our partner non-profit ReThink Disposable, without whom we'd be struggling to stay productive and relevant.
2. I'm also happy to report that Travis and Charles have been helping me start to stitch together the celebrity-driven PSA I've been hoping to launch for some time now. Travis has agreed to stick his neck out to a handful of famous actors he knows to ask if they'd be voices for our non-profit, and Charles will be doing all of the filming and editing. We'll be taping our first two celebs next week. More info soon.
3. Our 2021 fundraising looked like this:
  1. \$39,519 from individual donors, \$10,000 from grants, \$665 from giving platforms and/or unspecified donors (Amazon, Paypal, Facebook). That's a total of \$50,187.09.
  2. \$50K is great, but...**that came from only 78 unique donors**, which is even fewer than we had in 2020. If you eliminate the grant and our top three donors (two of whom are in this meeting), then we raised less than \$22,000.
  3. Excluding the top three donors, the average donation was \$152, and the median was \$100.
  4. I'd like to demonstrate the difference between credit card donations and ACH donations. Last year, we paid \$506 of fees for \$8,900 in credit card donations, but just \$1.04 for \$11,400 in ACH donations.
  5. John just launched the first targeted fundraiser for one school that was simple to set up, so if anyone has ideas/leads on similar things, they are easy to do on our end.
  6. Kate: Plastic Pollution Coalition just got a Build Back Better grant through Brita (150k) and what we're doing could fit really well with this sort of grant. Is it something we could apply to as well? Kate will connect to Nicole Boxer who is a grant writer (Malibu based) - Daughter of Sen. Boxer - and she could help us get this to the right people.
  7. John frustrated by the current LA grant (1M) processes with next to nothing actually going to restaurants.
  8. We're also applying for a couple CA grants right now in partnership with a couple of for-profit companies like Dish Joy and Oh Copy.
  9. Kenny: Are we ready to hire some support? Answer: Financially we're not there yet.
  10. Kate/John discussion on maybe we need to have someone help with social but there are a number of things holding that back.

4. Our 2021 expenses looked like this:
    1. \$13,900 in subsidies
    2. \$1,712 in overhead
  5. I would very much like to recruit a few more board members, ideally at least some of whom are POC and/or women. Please let me know if you have potential recruits. Kate, I'd like to reach out to your friend Ayana with your permission.
  6. I had hoped and planned to have our tax returns prepared before this meeting, but it didn't happen. I will get them done in the next couple of weeks and email a draft of them out to everyone for review.
  7. I'd like to make use of the language in our Bylaws that allows us to create an Associate Board. I think there will be opportunities to fill it out in the coming months, but for right now I have one recruit who works for a financial services company that severely restricts its employees' ability to serve on any boards with fundraising requirements, as it can present a conflict of interest. Is everyone okay with this? Does anyone have any input on how it might be structured? We could invite Associate Board members to participate in regular Board meetings, but maybe not have a vote? And we could draw up language *encouraging* but not requiring a fundraising component...?
    1. Jody: Typically we'd have potential members who have passion and something to contribute but may not have much time to contribute and/or they are higher profile. One ambassador could lead to more ambassadors - they help attract each other. They would not be involved day-to-day but could give higher level
    2. Kate: Sylvia Earle might be an interesting person to approach. Could do both an advisory and an ambassador board. We can frame these out based on what the org needs rather than trying to put something together super broad.
    3. Melanie: Would like to see a full layout of which board does what before approaching anyone for these boards
    4. In theory we're all in agreement that both boards would be a good idea.
    5. Erick: It seems like we need to have people engaged both in earned media and/or environmentalism for their profiles in addition to any other specificity like legal or finance.
  8. For 16 months now, I have pushed back against requests to fund switches from *compostable* plastic to reusables, because I feel strongly that our pitch to donors is that we're eliminating *petroleum-based* plastic. But PFAS, which is prevalent in non-certified compostable products, is proving to be an even bigger boogeyman than oil. Should we add it to our subsidy targets? If we do, is there something we should do to change our messaging to donors?
    1. Messaging on the continuum is what would be needed here.
    2. Kate/Melanie: Should we rebrand to 86Plastics?
      1. It's an easy explanation
      2. Talk about evolution vs rebrand
      3. Should we go towards changing the noun vs. the full thing – plasticfreesociety, plasticfreeamerica, etc.
      4. John will look into it, both practically and legally.
- c. Voted yes to adding PFAS to our subsidy targets

Jody brought up the possibility of a future Live Event to rally fans and get new people interested who could start being involved. Perhaps a dance party at 8.6 million - or Earth Day - or whatever level we want to do that at.