

# The Women's Fund Board Meeting Minutes May 8, 2024

## Call to Order

A Board meeting of The Women's Fund was on Wednesday, May 8, 2024, at The Women's Fund's office. It began at 12:02p.m. and was presided over by Katherine Parsley.

## Attendees

**Board of Trustee members attending in person:** Nadia Akaweih, Stephanie Hill-Franco, Monica Fulton, Ginny, Kirklin, Jackie Macha, Jillian Nel, Elysa Nelson, Lisa Rogers, Mona Shah, Lauren Summerville, Stephanie von Stein Schusterman, Kathryn Tees, Martha Walton, Kim Williams

**BOT attending virtually:** none

**BOT Absent:** Yemisi Ariyo, Julie Hakim, Shaunna Mason, Wanda Mott

**Advisory Board members in attendance:** Kathy Johnson

**Staff members in attendance:** Linda Rhodes, Camila Sosa, Jennifer Ramirez, Kaila Vargas, Bitsy O'Connor

## Welcome and Announcements

Katherine

- **Call to order / "Mission Moment"**
- **Approval of Minutes** – After looking over the minutes from 3/6, Jackie Macha made the motion to approve; Lauren Summerville seconded; all were in favor and the Minutes were approved.

## Treasurer's Report

Lisa Rogers/Jillian Nel

- Budget vs. Actual – 4.30.2024  
Budget vs. Actual Analysis:
  - Income: \$427,772 Actual      \$285,333 Budget = + \$142,439 or 149.9 %
  - Expenses: \$273,283 Actual      \$281,035 Budget = -\$7,751 or 97.2%
  - Net Income: \$154,488 Actual      \$4,298 Budget = + \$150,290 or 3594%
- Line Items on Budget Showing Variance of More than 15% - No variance over 6% on expenditures.
  - Analysis of cause for budget variance
- Budget Wins
- Budget Challenges: Pledge balance – we have \$231,000 in pledges of those \$57,500 is due now. \$42,500 is directly related to Wine Dinner. We also have \$8,300 past due from 2023 which we are still working to collect.
- Plan of Action (if needed): if you have an outstanding balance from the wine dinner, please see Linda

## Executive Director's Report

Linda Rhodes

- HISD email was sent about updates for upcoming school year; participating in a meeting with HISD in coming weeks
- Mentioned a win re: WHAP and Interfaith Ministries
- Shared news that pledge from McGovern is to be \$55K, up \$10K from past year
- Shared news of record number of submissions on student essays this year
- Development Manager position open again - Jackie will post on AFP and UW; Kathryn T. volunteered to look at job description
- "Mindful May" campaign starting in next few days: \$4500 Goal; asking for small donations of \$45
- Shopping Day at Christy Lynn Boutique Friday;
- Updates on Pat Sturdivant (fell) and Elaine Turner (death in the family). Please sign cards.

## Committee Reports

### A. Development Committee

Monica Fulton/Jackie Macha

#### Events:

##### Wine Dinner:

- Total Dollars Pledged to Date: \$221,300
- Total Dollars Collected: \$184,300
- Total number of tables/attendees as of today: 196
- Fundraising Goal: \$235,000
- Successes: night of giving - \$92,000
- Challenges:
- Any Call To Action from BOD: thank you notes to chairs and top donors.

##### Rockin' Resiliency luncheon:

- Total Dollars Pledged to Date: \$57,500
- Total Dollars Collected: \$8,000
- Total number of tables/attendees as of today: 13 tables/124 attendees
- Fundraising Goal: \$325,000
- Successes: Amy Pierce has accepted the Sue Trammell Whitfield Award for Resiliency
- Challenges: none at this time
- Any Call To Action from BOD: Commit to your table, tickets or sponsorship now.

#### Grants:

- Total Number of Grants Submitted YTD: 8
- Total Number of Grants Submitted (since last board meeting): 7
- Total Dollars Requested Under Consideration: \$300,000
- Total Dollars Received: \$0
- Dollars Awarded as a Percentage of Budgeted Goal: 0
- Plan of Action (if needed): if you know board members at any of the foundations listed, please let us know. We would like you to make contact on our behalf to endorse our request.

#### Individuals:

- Total Number of Individual Donors YTD: 59
- Total Amount of Individual Donations: \$45,921

#### Communications Committee

Elysa Nelson

#### Per Handouts:

##### Social Media:

- Total Number of Followers by Social Media Account
  - Instagram: 920
  - Facebook: 1614
  - LinkedIn: 215
- Total Number of Posts:

- Instagram:60
- Facebook:8
- LinkedIn:5
- Total Number of Organic Reach:
  - Instagram:1022
  - Facebook:1129
  - LinkedIn:263
- Total Number of Organic Engagements:
  - Instagram:127
  - Facebook:321
  - LinkedIn:14

**Email Marketing: last 90 days**

- Subscribers: 2787 (includes 129 new subscribers)
- Sends: 40,819
- Opens: 13,860
- Open Rate: 38%
- Clicks: 309 or 1%

**PR:**

- Number of press releases or pitches submitted to media: 4
- Number of press releases or pitches that resulted in interviews/press: 4
- Listing (links if possible) of outlets where The Women’s Fund was featured: see report from TPG

**Community Outreach Committee**

**Kim Williams/Kaila Vargas**

**Per Handouts:**

- Number of Sessions YTD: 109
- Number of Participants: 2,106
- Increase/Decrease from this period last year: -406 participants/ - 7 sessions
- Total Number of Zip Codes Served: 23
- Programs Offered: WAM, WHAP, WAMM, Power UP the H.E.A.T., Smart Lunch, Girl +1, UHD lecture series
- Mission Moment (highlight one success story from the reporting period):
- Successes: implemented WHAP for first time since 2019 with Interfaith Ministries
- Challenges: HISD not allowing outside programs and abolishing Wrap Around Specialist positions; we have received an email they are addressing concerns in 2 upcoming meetings
- Plan of Action (if needed): if any businesses or organizations you know of are interested in WHAP or hosting a pilot session of our new women’s mental health program, please contact Kaila.
- Kim suggested a “Summit” of organizations similar to ours; she will take the lead, form a committee, etc. Need to discuss all the planning details

**Advisory Board**

**Kathy Johnson**

- Building Membership still priority; bring guests to Membership Luncheons; they are refreshing the Membership Brochure from the past; Reaching out to Lifetime Members

**New Business**

- Monica brought up idea to recognize lifetime members
- **Motion to adjourn at 1:12 p.m.** made by Kim; seconded by Stephanie

**Board Meetings:** September 11, November 13, 11:45am-1:00pm

**TWF Dates to Remember:**

***Spring Membership Luncheon:*** Friday, May 17 at Tony's from 11:30 a.m. to 1:15 p.m.

***Fall Membership Luncheon:*** Friday, September 20 at Tony's from 11:30 a.m. to 1:15 p.m.

***Rockin' Resiliency Luncheon:*** Sunday, November 3 at Royal Sonesta from 11 a.m. to 2 p.m.

Submitted by:

*Elysa Nelson*

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Elysa Nelson, Secretary

8/19/2024

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Date approved

