



Cedar Springs Education Foundation  
Meeting January 06, 2016

Present:

Matt Shoffner  
Cate Derus  
Shannon Cooper  
Chad Wight  
Jeni McIntyre  
Robin DeLine

Absent:

Audrey Debri  
Bryan Kahler  
Tom Noreen  
Sue Spahr  
Laura VanDuyn

Meeting was called to order 7:05 PM by Jeni McIntyre. No visitors were present.

Cate motioned to approve minutes from last meeting, Chad second.  
Minutes approved.

Officer Reports:

**Secretary Report:**

Form went out to all Cedar Springs employees. Most employees chose to donate to the Ed Foundation rather than United Way. Withholding from checks will start within the next month and Ed Foundation should start seeing an influx of donations.

**Treasurer Report**

Cate and Chad are transitioning to having Cate be the point person as treasurer. They met with Natalie Kieda to go over any questions and issues.

Chad found an old check from 2014 that was not recorded in our register.

Hungerford (did taxes) from the Quicken books and they can't update program. They will start fresh with a new beginning point.

Balance sheet was presented to the committee. The checking balance in Independent Bank is around 22,000.00. Chad and Cate are still working on obtaining online access to the accounts so they can reconcile accounts. Items presented from GR Community Foundation with our fund balance of \$221,487.63.

Chad and Cate will finalize account access.

Shannon Cooper is to be removed from the bank as a signer and Robin DeLine and Cate Derus need to be added as signers.

Chad Wight will be removed as a signer.

We received a \$6000.00 check from Wolverine World Wide.

### **President**

No new business to report

Superintendent

Matt Shoffner

The district is now in the middle of starting zero budget operating system. The district is reviewing the mission and vision statements as they are slightly outdated.

Community contributions

Jeni McIntyre presented

\$6000.00 form Wolverine World Wide

A form letter to send to businesses seeking donations may be drafted from a letter that was written to Meijer.

Pursue business: ask vendors of the school district. Natalie Kieda has a list of all vendors. She could get the list of local vendors.

Fundraising timeline

1. Booth at Community Night in April
2. Flyers/ brochures on Ed Foundation ( more updated)
3. A meet and greet at the Cedar Springs Brewery for the community to get to know us. Rockford just hosted a luncheon - Foundation for Tomorrow luncheon and raised over \$30,000.00. The lunch was free to participants and then donations were collected.

4. Host an evening event in May and hand out invitations at Community Night in April.

a. Thoughts:

- i. Fundraising and generating funds. Is community night the best location to get our name to business owners? Perhaps we should send a letter to business owners inviting them to the event. Perhaps offer two separate events. Could do an event at the brewery, partner with the Joel Stone fundraiser in golf.
- ii. Invitations sent out to business owners and past donors.

5. Jeni had a chart on ways people can make donations. Checks, wills, living wills, real estate, etc.

6. Jeni discovered a letter in communications with Bill from someone who had placed them in their will. It is the Alger Nielson/Nancy Kehoe Nielson Fund for Cedar Springs Education Foundation.

7. Chad would be willing to take people out to lunch and discuss the Ed Foundation. This would be a great tool for people who like to have a more personal touch.

8. Could compile a list of people for Chad to contact. Reach out to people after the event is planned and invitations are sent. **It is a constant flow of communication with people to gain trust and rapport with community members.**

Jeni will contact the brewery to see if it is possible to host an event there to springboard out fundraising. They are already hosting a fundraising event to support school organizations.

Angie Secor could be a possible back up venue provider.

Timeline: The first of May would be our event

**BY NEXT MEETING:** We need to secure the venue and send out invitations.

Ed Foundation members submit a list of possible attendees for the events. Please submit names, addresses and phone numbers of people you may know to Robin DeLine. She will create a "black book" of community donors.

Time of day for the event 7-9 in the evening, a Tuesday or Thursday would be a good days. Tuesday May 3rd is our tentative date. The back-up date would be Tuesday April 26.

We have one meeting prior to the event. We can either have a committee to meet or a special meeting to finalize the details.

Cate Derus and Jeni McIntyre were named ad-hoc committee to organize the fundraising event.

#### Grant Application Form

Robin DeLine presented the form for Audrey DeBri in her absence. Shannon Cooper motioned to approve the form and Cate Derus second. The motion was carried.

Jeni set up a paypal account and is located on Ed Foundations Facebook account and is on the top page. It reads donate now. Please like the page and get the word out.

Jeni got the Rockford annual report. Listed all their grants they handed out.

Robin will put together a brochure or booklet celebrating our 30 years anniversary for public and our event!

No New Business. Jeni motioned to adjourn the meeting and Cate second.

Meeting adjourned 8:19 PM

Respectfully submitted  
Robin DeLine  
Secretary