



Annual Board Meeting

Tuesday, 12.27.2022 – Meeting start: 12:00pm, Meeting End: 3:08pm

Attendees

Carson Sheffield, *President, Chairman*

Piyush Chintalwar, *CEO*

Marc D'Jamoos, *Secretary, Notetaker*

Samir Alam, *CCO*

Mitul Gouni, *COO*

Agenda

Budgeting {Carson Sheffield}

- Newly updated budget:
 - There is a new expectation of 115 thousand dollars in revenue next year. We have a 95 percent donation rate.
 - We are expected to spend 1 thousand dollars in insurance and 500 dollars in unexpected fees, and 1500 dollars in events and fundraisers, and 1800 dollars for an upgraded storage unit.
 - We expect 20 thousand dollars from quarterly fundraisers. 10 thousand dollars from business partnerships. And we also expect roughly 60 thousand dollars from donation boxes.

Bylaw Amendment and Proposal {Carson Sheffield}

- Conflict of Interest Policy:
 - If you have a conflict of interest during a vote, you will not have the ability to vote.

New Board Meeting Structure Changes {Carson Sheffield}

- Bylaw change proposal of no longer having an inflexible date and time for meetings.

New Year Goals {Piyush Chintalwar}

- We want to have a higher quality of donations.

- We need to process used toys to increase our revenue quality. We should continue to collect used books, but we should not be collecting used toys, even lightly used toys can only be accepted in select case scenarios.

Sponsor a Box Program {Piyush Chintalwar}

- We need a team of volunteers that head the sponsor a box program to keep the highest quality toys and books to maximize quality and minimize rejection.
- Must have only new toys due to profit/cost.
- We want a 10 times profit per box.
- People shipping from further than 50 miles must pay for their own shipping.

Program Outline

- They send an email
- Information sent to them
- We send them a bundle and a box
- Send a picture of total toys and books within box
- We send a shipping label
- Box gets shipped to us free of charge to box host

Training {Piyush Chintalwar}

- Mitul Gouni is hosting training. We want to start with training from Non-Profit Ready.
- Each trainee can have their own account and can get an introduction class. {Mitul Gouni}
- Training can begin immediately. {Mitul Gouni}

Internships

- Interns are hard to find and those that do apply either have no experience or do not care. We should scrap the internship program. {Carson Sheffield and Marc D'Jamoos}

Distribution {Carson Sheffield}

- 3-day event for all toys in our inventory:
 - Day 1: Organization of inventory
 - Day 2: DFPS
 - Day 3: Shelters

Fundraisers {Carson Sheffield}

- School Supplies {Piyush Chintalwar}
 - Market to Pre-Schools and Low-income schools and provide basic school supplies either to their building or to specific distribution centers.
- Public events require a higher quality of toys and of our event planning.
- Easter egg hunt – hold our own hunt, in personal yard or large acreage like in a church like with Cottonwood. {Mitul Gouni}
- Independence Day – BBQ in church or neighborhood {Piyush Chintalwar}
- Haunted house with major revenue {Carson Sheffield}

- Golf outing – hole in one contest {Carson Sheffield}

Recruiting or Removing Members {Piyush Chintalwar}

- Removal of inconsistent and ineffective officers should be done soon. We should attempt to retrain VPs that are falling behind, or just remove them and replace them with an effective officer.

Communications {Piyush Chintalwar}

- We need connections with companies through either officers or just family connection. And these connections need to be held through calls or in person communications.
- A good partnership includes a solid amount of cash or a massive publicity event.
- Two proper partnerships a month should be our goal. {Carson Sheffield}

Technology {Piyush Chintalwar}

- Training should be done within the Technology department. We could create a software that can help with training. And automated bots. We need an email list.

Marketing {Piyush Chintalwar}

- Our social media should be used for either donations or officer interest. We need more pictures of events.
- Post only when necessary or when we have something of value to post.
- We could have the Marketing team learn parts of the google ad grant.
- We need to maximize on the Google Ad Grant.

Fundraising {Piyush Chintalwar}

- We must train our officers to write grants. We need officers with professional writing abilities.

Eagle Give Day {Piyush Chintalwar}

- We need a book drive and a donation box.
- We need large banners for publicity.
- We give service hours per donations.

School Club {Piyush Chintalwar}

- We sell candy or chocolates to make profits during the downtime of the year.
- And creating a sustainable club should be a focus of the next few months.

Company Culture {Carson Sheffield}

- Company culture needs to improve and those who are ruining it need to be told off or removed.

Donate Stock {Carson Sheffield}

- Donating stocks in a tax write off is very profitable for both parties. This will be extremely profitable.
- We need this on the website to advertise a more efficient way of donating.

Storage Unit {Carson Sheffield}

- It needs to be organized by age, gender appeal, and used vs new.
- Pricing is high, we must either be partnered with a church with storage, or we need to bump up in price. Cottonwood Creek might be able to provide a large enough space.

Meeting End {Piyush Chintalwar}

- Every single meeting should end with one question: “How could this meeting improve.”