

NAHMA Educational Foundation
Board of Directors Meeting Minutes
October 22, 2017

1. Welcome – Melissa Fish-Crane, Chair
2. Old Business
3. New Business
 - a. Search for two new board members with backgrounds in fundraising.
 - Board member does not need to be a member of NAHMA.
 - Outgoing board members:
 1. Gianna Solari – who has helped build relationships and trust with AHMA’s
 2. Phil Carroll – Tireless cheerleader for the Foundation, is timing out
 - b. As of September, 2017, Revenue of \$52,000 (donations for Foundation Event not yet “realized”), \$329,000 in scholarships funded
 - c. Event for October 2017 in Washington DC
 1. Event location – W Hotel, timeline provided, and flow of the evening
 2. Eugene Xchuxchu is the scholarship recipient/speaker. He worked with folks with accessibility issues during Boston Red Sox games to pay his way through college, and was employee of the year. At 25, he graduated with a Masters, bought his first house, and is moving his parents in...
 - d. Fundraising
 - Raffle would not work due to problems with the Washington DC Gaming committee, which would require 50% of the proceeds to be spent in DC – and an inordinate amount of paperwork.
 - Kyle Long (Howie Long’s son), donated his entire salary to another foundation, and there is a possibility that he may be interested in the NAHMA Foundation next year.
 - Alice Fletcher recommended using Causevox – with a link to Facebook – or another social media outlet to raise funds.
 - Karin McGrath-Dunn had the idea of using BidPal, which allows fundraising by texting “NAHMA” to the phone #243725.
 - Emphasis on expanding grassroots efforts to expand fundraising opportunities
 - Use Press Releases – by AHMA – of recipients, with pictures of scholarship winners and their stories to inspire people to support scholarships through the Foundation.
 - e. Communications/Marketing – Mark Livanec
 - 2 minute promotional video/soundbite was recommended to replace the longer video currently on the Foundation website
 - f. Scholarship Report – Nancy Hogan & Bruce Johnson

- Software – measure results and impact on the community
 - Evaluate what additional information we need/want
 - “Common app” – used to sort and distribute to multiple places
 1. AHMA E.D.’s can view the status of applications in their area.
4. Next Board of Directors Meeting: November 21, 2017, 2:00 EST
 5. Adjournment

Respectfully Submitted,

Megan Davidson