

WEEFC Board Meeting

January 4, 2022

9am via Zoom

Present: **Board Members:** Bradner, Covington, Dickie, Golin, Taylor, Wang
Administration: Carter (Assistant Superintendent for Teaching and Learning)
School Committee: Newberg
PTO: Trodden

Grant Review

- There were no grants submitted for review this month.

Chair report

- ~81K donated in Dec 2021 and expect donations to reach \$90K by Jan 2022.
- Winter appeal participation: 325 families, 25% of WPS families.
- WEEFC received an increase # of STAR donations in December.
- Expect additional corporate matching gifts to come in the next couple of months.

Winter Appeal Recap

- WEEFC saw an increase in donations each time a communication went out.
- Direct 1:1 appeal works well. WEEFC received several large checks after a direct appeal.
- Lawn signs helped (Kate, Meghan and Ken will remove the signs by Friday, Kate will store the signs).
- Country School is likely to be the winter appeal contest winner. A board member will work with the principal for ice cream truck arrangements.

Thank-You Note Plan

- High schooler Nola Dickie worked to update contact info spreadsheet over the holiday break.
- WEEFC plans to send out thank-you letters to all donors by end of Jan 2022.

Wingding Planning

- With the current COVID situation, it will be difficult to host the event indoor in March or attract people to attend. March Wingding is unlikely to happen.
- Venues to explore for a fall fundraiser: a place in Lincoln (where the last senior prom was hosted), golf club outdoor, field in front of the Field School.
- Meghan will explore the possibility to set up the tent in Field School.

- Jennifer will ask a Country School family for tent rent pricing.
- Kate will talk to Cara to understand if we do need a spring event financially or it is okay to wait until fall.

Approved Minutes

A motion to approve the minutes of the meeting on December 14th, 2021 (voted in favor: Bradner, Covington, Dickie, Golin, Newberg, Wang)