

Avivará Board Meeting 12/19/09

Phone conference call between: Gary Teale, Tom Friedman, David Austin, Mary Seymour, Teresa Woodward with Anne joining in at the very end to update on Avivará being honored.

A. **Minutes from October 3, 2009 board meeting:** approved as amended.

B. **Follow up and updates from October board meeting:**

1. At Board meeting on 10/3/09 Gary suggested we switch from Bank of America to Key Bank for various reasons. Gary and Tom have discussed this and decided to do the following:

- Deposits to be made to Bank of America. This works better for Tom, as it is two blocks from his office.
- Money will be transferred to Key Bank and wire transfer to Guatemala made by Key Bank. First wire was done in October when Gary was here. It is cheaper to send wire transfers thru Key Bank.
- Tracking of money (deposits, transfers, wires) will be followed thru statements from the banks. Tom will need to check on Quarterly reports to make sure it transactions reflected correctly.
- Plan is to track the effectiveness of this set up as time goes on and make changes if needed,
- For now this setup allows Avavará to minimize the cost and maximize effectiveness in the process.

\$24,230.00 in Bank of America account, \$1,015.00 in Key Bank.

2. Board expansion:

- David spoke to his friends Gail and Dave. They are going to Guatemala with a group of people from his church in Ballard for a “People to People Experience”. David feels that after this trip they will most likely they will be interested in being on the Avivará board.

- Gary spoke with Tom Miller. He declined. The reason being that he feels he might be more helpful to Avavará off the board thru his affiliation with the University of Alaska.
- Other board members have not had the opportunity to approach potential board members yet. We all agree we should identify and approach candidates in the first quarter of 2010 and to update each other of progress on this thru email.

### **C. New business:**

#### 1. Review of documents from Gary's email on 11/30.

##### **a. Avivará – Standards for Charity Accountability**

- This is an excellent document showing how Avivará meets the standards from the Better Business Bureau.
- Comments from the board: Excellent. The section on Governance and Oversight provides a nice summary of the activities of the board. The section on Finances makes a powerful statement when you compare the suggestion that at least 65% of total expenses be spent on program activities and when you see that Avivará's goal is to spend 90% of its total expenses on program activities.
- Gary did fabulous job of being concise.
- Tom pointed out a typo to be corrected under item #5, second paragraph. "Avivará meets this standard is by". Gary will remove "is".
- The board approved this document and its implementation on the website after is is corrected. Gary will post it on the website.

##### **b. Avivará Equality and Diversity Policy Statement:**

- We agree this statement is essential to have.
- We noticed repetition thru the statement. We agree that keeping it general in the first paragraph is better. Gary will make the changes so that the statement is not redundant or repetitive.

- Of interest is that although all children that benefit from Avivará's help are from one ethnic group, Mayan people who have had a history of discrimination, the level of poverty is what determines how Avivará provides help, not race. **We don't discriminate on ethnicity.**
- This statement was approved pending rewording of statement as noted above in the second bullet. Gary will post it on the website.

c. **Avivará Privacy and Communications Policy:**

- Summary from Gary on how this evolved. : Gary had the opportunity to use Google Analytics to analyze traffic coming into our website. Beacons are used to identify which pages are being visited, how often they are visited and from what general area the visits are originating. This feedback enables him to monitor which pages people find useful and which they do not. Using the service does not give access to the user's computer or to any information about the user.
- In general, Google looks at all Internet traffic and knows what you do. It is a service widely used by a vast majority of businesses and organizations using the Internet.
- Avivará also uses iContact, a third-party email provider, to deliver informational and fund-raising emails. As part of the service, iContact provides Gary with a list of who opens the emails, when the email was opened, if any of the links in the email were clicked, and if the email was forwarded to another person. Gary does not make this information available. It is private. It is valuable in helping him tailor the message, know when and who looks at the message, and help determine the best timing to send messages.
- It was pointed out that currently only Tom and Gary have access to contribution information. Avivará needs to track this information for government reporting purposes.
- Gary will email us how to get onto iContact. All organizations use an equivalent service to track website usage. Gary will send an article that explains usage of this type of service. will put approval date by board on it when posting it. Motion to approve. Motion, second. Approved.

- Avivará's website will let people know that we are using the Google Analytics service and iContact and provide the option for accepting or declining tracking. This document/statement is essential. Gary will post it on the website with the date of the final approval by the board.
- The board voted and approved this statement for use.

d. **Avivará Executive Director Evaluation Policy (and Guide)**

- The template this came from is in Resources at end of the document, it came from the Iowa Hospital Association.
- It is extraordinary in its depth and level of completeness.
- The board feels it should be proportionate to where our organization is. It is appropriate for one who oversees a large organization with a large budget. We all agree it should be condensed into a shorter document. The major categories could be condensed to include to two or three bullet points in each. Section II. Strength and Areas for Growth, Section III. Overall Performance Evaluation, and Organizational Goals for the Upcoming Year should be kept as is.
- David will go thru and pick out the points from each category he thinks would be best to keep and present this to board,
- Gary feels it is a good idea for the board to go thru the process of editing the document and that he should not be involved. He provided a starting point and it has been a very helpful process for him and helped him reflect on what he does as the Executive Director of Avivará.

e. **2009 Avivará Annual Report Board Preview/Outline Version**

- Good limiting it to the accomplishments for the year.
- Modifications in the numbers can easily be made, as we get closer to year-end figures.
- Gary does not need board approval; it is just an outline to present a preview to the board.
- Gary will send a draft form before he posts it on the website to get feedback from the board.

- Discrepancy brought up in section II. b. Scholarships: discrepancy with number of students. Gary explained that it is because of a primary student that needed help. Board suggests using footnotes to explain and keep the document transparent.
- Board applauds vast number of accomplishments and remarkable moving forward with increasing donations and using the money effectively.

f. **Avivará and Asociación Avivará 2009 Quarterly Financial Statement**

- Revised statement sent by Gary in email to board on Dec 10. 2009 is updated version of one sent in email on Nov. 30.
- Numbers will look better than on this report by year-end.
- Current estimate for year-end US revenue is \$55,000. and for Guatemala revenue is \$3,300. Total \$58,000.
- Year-end numbers will be higher for revenues but expenses should stay the same.
- Budget for 2010 will be conservative: revenue of \$45,000 needed to maintain programs, etc.
- The Board would not discuss this year's financials until the actual figures come out in early January. Tom commented that Guatemala program expenses show a 17% increase. There is \$25,000 in the bank so we would have to raise \$20,000 in 2010 to cover the 2010 budget.
- Gary's explained his narrative that accompanies the 2010 projected budget. On the income side he is happy to report an increased donor base. On the expense side he has outlined expanded goals for 2010:
  1. Raise Gustavo salary
  2. Expand level of support to schools.
  3. Double the number of scholarships awarded.

- Gary and Anne working on ways measure the success of current programs answering the question “How do we know what we are doing is helpful?” Preparing the draft of the Executive Director Evaluation has been helpful. Determining how to measure improved education as objectively as possible will be goal for the upcoming year.
- The board feels that the projected goals are right on target.
- Tom had a question on page 4 about Occupancy Expense (Rent and Utilities) \$6,000. Gary explained how rent expenses are allocated to programs based on square footage used for the programs. Ann and Gary pay back rent.occupancy expenses they use for living. They need to report housing expenses to the government in Guatemala. Please see explanation that Gary sent out on 12/19/09.
- As volunteers working for Avivará, in the future they are looking for housing to be provided by the organization at no cost. David asked for Gary to summarize this to the board: what is happening now and what you would like to see happen as revenue grows. State what is fair and just compensation for their work.
- Proposed budget for 2010 approved by the board today.

## **2. Giving Hope to the Future Campaign**

- David requested summary of Giving hope campaign:
- As of today \$16,884 in contributions with a commitment for \$2,000 more. Final projected contributions of \$20,000.
- Tom Miller generated a lot of support in Alaska.
- Congrats on a fall campaign done well. Board is impressed.

## **3. Church trip to Guatemala**

- David's church has arranged a trip to Guatemala. 17 people going. Each paying a \$100 fee to Avavará for a 1-week experience by Anne, Katherine and Gary. If this is successful, may be looking at similar future trips.

#### **4. Avivará honored**

- Anne filled the board in on how Avivará has been honored at many of the schools for the work they are doing and the help the schools are receiving. They have been invited to continue teacher in-services and art programs. They are invited to a celebration at the Zacatecas library.