

Avivara Board Meeting Notes March 7, 2017

Board Meeting Attendees:

Gary Teale, Tara Luckie, Tom Friedman, David Austin, Dave Craig, Ruth Harbaugh (via Skype)

Meeting called to order by David Austin at 7:30 PM.

Discussion regarding authorizing deficit spending in Guatemala

Avivara intends to authorize a deficit budget in Guatemala for the next several years to bring the level of cash maintained in its Guatemala bank account down so that the organization isn't overly exposed in case of a possible bank failure. There is no FDIC guarantee in Guatemala.

Currently there is 18K in equity in Guatemala, part is truck, part is cash maintained in reserve savings accounts. We maintain an extra cash reserve in Guatemala for unemployment insurance and medical benefits, but that reserve could just as easily be kept in US.

It was recommended and informally approved by the board that Asociacion Avivara in Guatemala aim for a gradual 3K a year in deficit spending in order to bring the net equity maintained in Guatemala to under 10K by 2020.

990 Reports - Approved

Board reviewed and approved 990 2016 forms. They will be submitted to IRS, website, Charity Navigator and Great Non Profits.

Review of Effectiveness of Annual Appeal

The 2016 annual appeal more than met its appeal goal. John Hayden fund-raising blog suggested sending out 7 emails, in the past we had sent out 4 (letter and 3 emails). This year, we sent out one letter and 7 emails. We saw an increase in the number of donors from 133 in 2015 to 157 in 2016, and the amount of donation went up slightly for most donors.

Received \$47K, goal for \$37K. Out of 260 donors contacted in the last year, we had 157 response – 60% response rate. As the goal is for donor retention, when we get a donation communicate with donor by sending in picture, describe how the donation is being used.

Little Green Light Update

LGL will help with 2017 appeal to send out personalized email blasts. Before we had to send out individual emails. It was used for the contribution statements in 2016 and it went smoothly. Donation receipt process is to: receive donation, enter into QuickBooks, then into LGL, then send thank you to donor.

Plan Lector Update

Finished first year. Ann picked up new order of books to distribute as of today, ~100 new volumes, \$1000 investment. Educando staff were used as evaluators because they were fluent in Spanish. Focus this year is on both reading fluency and comprehension. Though reading fluency was high, the

comprehension was in 40-50 percentile. Our goal is to increase this in 2017. If this effort is successful over the next few years, it would be useful to publish and share learnings for greater education community. Covenant church in Madison provides full funding for this program.

Archbishop Murphy Trip

Kids participated in a home stay, mural painting with Guatemalan kids, walked home from school with kids (1-1.5 hour walk, 2K elevation gain!), community event at Cerro Nino, distribute food bags, participate in school ceremony. Kids had great time. Look at Kentwood/Kentlake students to come down with ACT club. Gustavo took Kathy Kennedy (from AM) to a scholarship interview and was moved by the experience, desire to work to raise more money for scholarships. One of the chaperones was a literature teacher, wrote poems of his impressions, will be shared in next newsletter. Archbishop Murphy has been going for 7 years, strong program and expectation to continue. Look into Global Visionaries as potential partner for preparing students for service trip.

Affiliate Programs

Becas Uspantan is happy to have Gary perform the bookkeeping function. Advantages for Avivara, include broadening our network, an income stream and positive ratios. 95% of the money received goes to programs (their fundraising is all volunteer based) and 5% goes to administration. We are now averaging over 92% going to programs. The relationship with these organizations also exposes us to additional resources such as book wholesalers like scholastic. The affiliate programs will now give an additional fee if there is no email address (due to additional work and mail expenses).

Matching Gift Program for 2017

In 2015, the matching gift was \$11,300. In 2017 it will be \$6570 matching fund for new donors. We are seeking an effective way of getting new people, established interest in new people, continuing relationship.

Board agreed on Matching for Increase

Board agreed that individual If you donate in 2017 in excess of what you donated 2016, you will receive a match

Possible future fundraising ideas:

In general our goal is to sell "mission" not "tickets" – but we do want to get more people in?

- Sprint fund drive, any donations in this fund drive can be matched.
- Monthly membership idea, \$20-\$100/month (\$42/month would be \$500/year). Incentives could include such ideas as:
 - Guatemalan Vacation Raffle
 - Board Member led 'Exclusive' event, i.e. food/wine/arts/ cooking class, etc.

Fall Appeal – TBD No decision made yet on how we want to engage the Avivara community this Fall. Do we want the usual Board Member sponsored wine tastings? A bigger event such as a cooking demonstration?

Scholarship Recipients

Increased student scholarships to 129 (from 117 the year before), increased high school participants, expect to increase 2-3 more this year.

Exchange Rate

2016 – 7.67 Quetzales to Dollar, to today March 2017- 7.25 Quetzales /1 Dollar. While there is a trend of the dollar increasing globally, the opposite has been happening in Guatemala with the exchange rate dropping over the last 8 months. This has the effect of U.S. donations not going as far as they did in 2016.

Educando

We are currently providing salaries for 4 people (decreased by 1 from last year). We increased those 4 salaries to cover IGSS, (the Guatemalan social security and medical insurance programs). They receive donations from Guatemalan companies and foundations to cover their program expenses.

Meeting adjourned at 9:30 PM