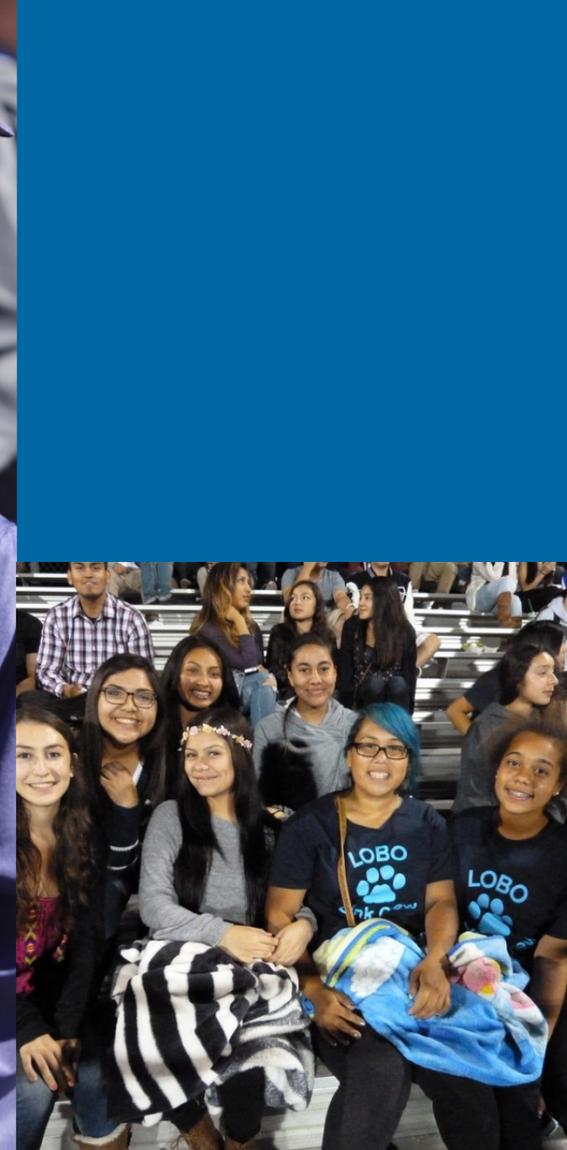




New Member Onboarding

"Rooted in equity, we collaborate with our community to provide enriching opportunities that inspire, guide, and empower students to achieve their goals."

www.eahsfoundation.org



Welcome to Lobo Nation!



AGENDA

1. How it All Began
2. Our Impact
3. Our Focus
4. Mission + Vision
5. Board Responsibilities
6. Board Commitment
7. Committee Charters
8. Meeting & Event Schedule
9. Next Steps
10. Q + A





How it All Began

"We are building the bike as we ride it."

—Ernesto Olivares, Board Member from 2013 - 2017

2013 | Officially Official

The Foundation received its 501(c)3 status on December 17th, 2013. The board adopted the phrase: 'building the bike as we ride it,' and was able to coordinate its first ever fundraiser. It raised enough money to support 40 students from the Class of 2014.



2011 | Compact for Success

A new partnership develops among Elsie Allen High School, Sonoma State University, Santa Rosa City Schools, and Lawrence Cook Middle School. Compact For Success is designed to encourage students to start thinking about higher education early by completing college preparatory courses guaranteeing enrollment.



2009 | pre-Foundation

Brien Farrell, Ross Andress and Mary Gail Stablein invite 15 community leaders to the campus to tour and meet with students. Those in attendance included Willie Tamayo, Mike Lopez, Gerald Villarreal, and Carlos Ayala.





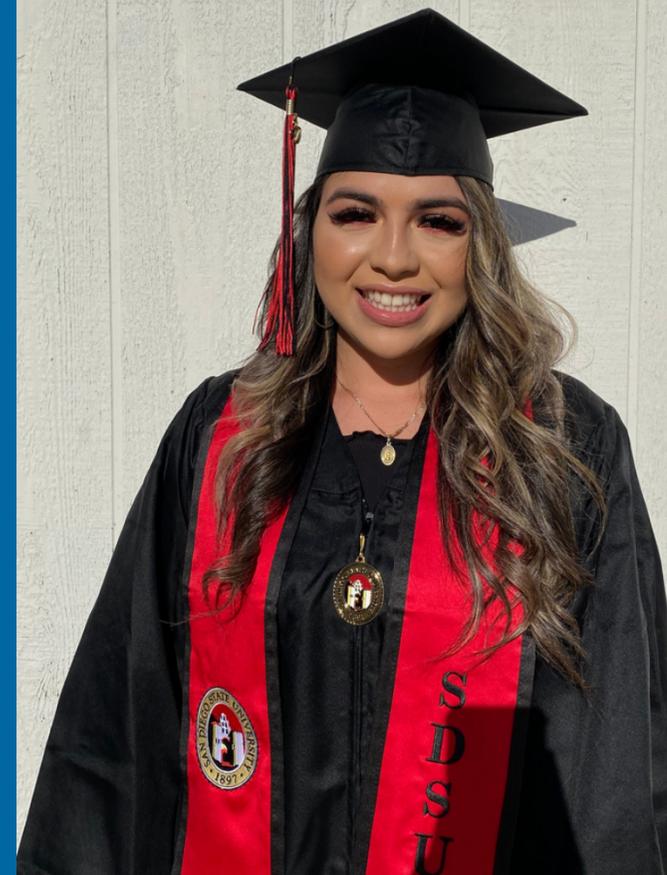
Our Collective Impact

With community, our students move what feels impossible to 'I am Possible.'

—EAHS Foundation Vision, established 2020

**Over \$600,000
invested in our
students**

Through scholarships to graduating seniors, and alumni, student support, and college and career enrichment we have invested over \$600,000 in our young Lobo's.

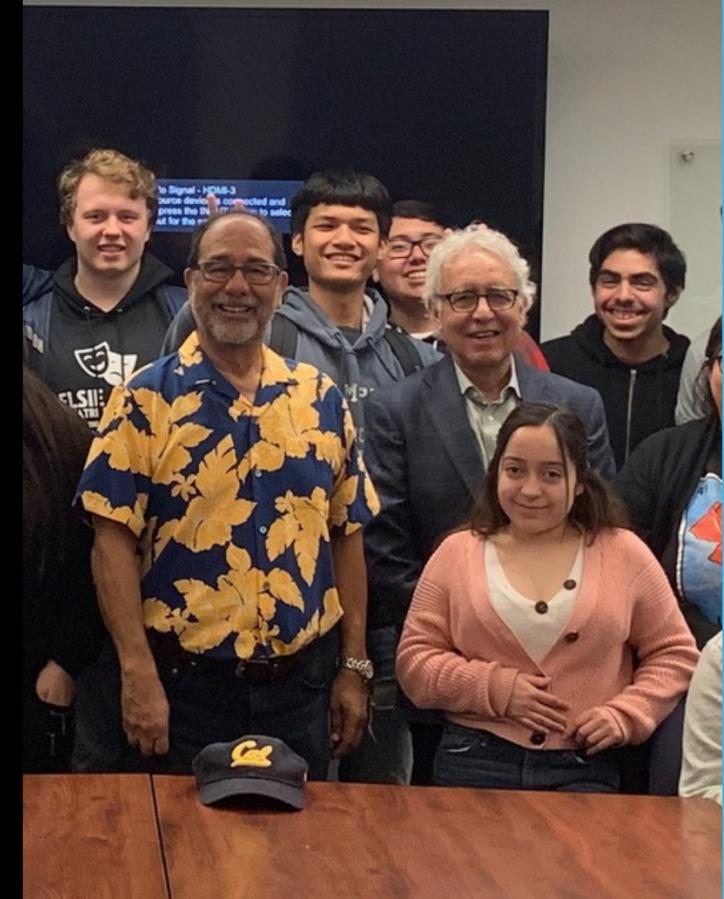


**We have raised over
\$1.7 million**

The Foundation received its 501(c)3 status on December 17th, 2013, and has been able to raise over \$1.7 million for students, teachers and campus.

**Close to \$800,000
saved in our
endowment**

Through our Fiesta and strategic partnership with the Ernest and Ruth W. Finley Foundation we have been able to save \$800,000 in our endowment fund.





Our Focus

1. Scholarships
2. Student Services
3. College & Career
Enrichment

Equity | Dream | Achieve | Opportunity | Community



Team Mission + Vision

Mission

Rooted in equity, we collaborate with our community to provide enriching opportunities that inspire, guide, and empower students to achieve their goals.

Vision

With community, our students move what feels impossible to 'I am Possible'.

Equity | Dream | Achieve | Opportunity | Community



Board Responsibilities



The Board of Directors are expected to actively participate in making decisions, resolving issues and engaging in planning. The Board's main functions are:

1. To evaluate and set the direction of the Foundation;
2. Oversee and implement the fundraising strategy; and
3. Provide fiscal oversight of the budget.



Homework:

1. Read and review board bylaws
2. Read and review board 3-year strategic plan
3. Fill out the new board member survey





Board Commitment



The Board of Directors are elected to an initial 3-year term and annual terms thereafter. Directors are expected to:

1. Attend and prepare for at least eight (8) or 75% of the eleven (11) monthly board meetings.
2. Serve on at least one committee and the committee structure consists of Fiesta, finance, fund-development, governance, marketing, and programs.
3. Raise at least \$2,500 in cash donations either by direct donation, donor cultivation, event coordination and/or major gift.



Homework:

1. Identify at least one committee you would like to serve on.
2. Communicate how you plan to raise \$2500.

Meet the exec team

Executive Committee

The executive committee ensures the board of directors and the senior leadership team are aligned, congruent and mutually supportive as the Foundation pursues its mission. The executive committee is empowered to take action on behalf of the board of directors when such action cannot be delayed until the next board of directors meeting.

Committee Activities:

- Meets once a month, or as decided by the President.
- Act on matters requiring board approval between meetings of the board when calling a special board meeting is not possible.
- Review and evaluate all committee charters at least once a year, including the executive committee.
- Coordinate and plan annual strategic planning retreat and board professional development.
- Oversee staff performance by conducting a yearly performance review at a minimum.
- Oversee and update the committee's standard operating procedures once a year. Monitor all personnel practices for Foundation including job description, selection, hiring, retention and separation.



Vince Figueroa
President



Mia Bowler
Secretary



Oscar Pardo
Vice-President



Anya Cunningham
Treasurer

Fiesta Committee



Annette Musson

Board Since 2016

musson.annette@gmail.com

Committee Chair: Annette Musson

The Fiesta committee's purpose is to plan, implement, coordinate, manage, and execute the annual Fiesta fundraiser. The committee keeps the board updated about event progress and needs. The committee is engaged in outreach and tracking sponsors, live auction items, wine and beer donations, and anything that will make the event a success.

Committee Activities:

- Meets seasonally -- September through April, once to twice a month.
- Develops a strategic plan and budget for the event.
- Implements plan and tracks weekly progress.
- Coordinates event guest outreach, sponsorships, live auction items, wine key raffle, sweetheart raffle, wine and beer donations, caterer, photobooth, master of ceremonies, auctioneer, donor database, and serves as the liaison to the event manager.
- Evaluates event success and reports out to the board the successes, the challenges, the weaknesses and ideas for next year.
- Oversees and updates FIESTA's standard operating procedures once a year.

Finance Committee



Anya Cunningham
Board Since 2020
Anya@linkcpa.com

Committee Chair: Anya Cunningham

The finance committee's purpose is to prepare the annual budget and financial statements. They oversee the administration, collection, and disbursement of the financial resources of the Foundation. They advise the board with respect to significant financial decisions and have such other powers and perform such other duties as the board may specify from time to time.

Committee Activities:

- Ensure the budget is approved annually by June 31st.
- Ensure the budget is completed annually by June 31st.
- Make recommendations for expenditures outside the budget.
- Ensure tax returns are prepared.
- Ensure annual audit of all Foundation accounts.
- Develop recommendations for investment policies for the Foundation.
- Monitor financial investments to ensure performance.
- Oversees and updates committee's standard operating procedures.
- Ensures Foundation's assets remain safe and available.

Fund-Dev Committee



Mike Lopez

Board Since 2013

mlopez@vantreo.com

Committee Chair: Mike Lopez

Fund Development develops, implements and updates the Foundation's fundraising plan. They work closely with the marketing committee to collaborate and effectively plan donor outreach strategy to maximize donations. They develop concepts, plans, strategies, campaigns and activities that support fundraising efforts. They are responsible for meeting and fostering donor relationships and are tasked with cultivating and reaching out to new donors.

Committee Activities:

- Develop and approve fundraising plan annually.
- Foster relationships with current donors and Foundation champions.
- Cultivate and establish new relationships with prospective donors.
- Assures maintenance of donor databases: mailing addresses, phone numbers, and emails.
- Supports Holiday Direct Mail Appeal, FIESTA sponsorship outreach, and the annual 500 Lobos campaign.
- Establishes goals and funding targets and tracks progress quarterly.
- Oversees and updates committee's standard operating procedures.

Governance Committee



Oscar Pardo
Board Since 2021



Mia Bowler
Board Since 2020

Committee Chair: Oscar Pardo & Mia Bowler

The governance committee evaluates how the board is functioning, how the board members communicate and whether the board is fulfilling its responsibilities, living up to the objectives and aspirations set for itself and the Foundation. While all board members should understand the Foundation's mission and goals, the governance committee must be able to articulate the board's vision for the board and recruit board members who can implement it into action.

Committee Activities:

- Actively recruit, retain and/or replace board members.
- Develop, evaluate and update board member job descriptions.
- Create a board profile of what skills and expertise are needed.
- Identify potential board members and maintain information about each candidate.
- With board president and treasurer, help assess and maintain board members' individual attendance, financial commitment (\$2500), support of the various activities, and participation in governance duties such as committee participation.
- Observe and nurture potential leaders within the board.
- Evaluate board members eligibility for re-election.
- Educates, develops and supports board member knowledge of Foundation.
- Revise board bylaws annually. Oversees and updates committee's standard operating procedures.

Marketing Committee



TBD

Board Since 2017

TBD

Committee Chair: Ernesto Ceja

Marketing develops, oversees and updates the Foundation's marketing plan. They work closely with the fund development committee to collaborate and effectively plan donor outreach strategy to maximize donations. They develop concepts, plans, strategies, campaigns and activities that support fundraising efforts, community engagement and maintaining a positive public image of the Foundation. They are responsible for effectively managing mailer appeals, social media pages, developing and maintaining all outreach tools such as website and flyers.

Committee Activities:

- Develop, implement, evaluate and update the Foundation's marketing strategy plan.
- Maintain website and is the lead liaison with website consultant.
- Maintain social media sites and serves as lead contact to respond to social media comments and questions.
- Coordinates, organizes and implements mailer appeal campaigns.
- Makes recommendations to board on appropriate and effective communications, marketing messages, and public relations.
- Performs other activities consistent with the charter and as delegated by committee and board.
- Oversees and updates committee's standard operating procedures.

Program Committee



Merle Hayes

Board Since 2017

mohimm@sonic.net

Committee Chair: Merle Hayes

The program committee oversees planning, budgeting, organizing and implementing an effective scholarship program. They are also responsible for assessing unmet needs and developing programs to support those unmet needs.

Committee Activities:

- Develop, implement, evaluate and update the scholarship program annually.
- Works closely with school staff, especially councilors to maintain scholarship criteria, expectations and outreach to students.
- Responsible for overseeing all programs and services the Foundation provides students and alumni of Elsie Allen High School.
- Coordinates and organizes the scholarship reading committee annually.
- Works closely with the Treasurer to assure that scholarship recipients receive scholarship check on time.
- Coordinates three programs: scholarships for graduating seniors, continuing scholarships for alumni students, and the certified registered nurse program.
- Oversees and updates committee's standard operating procedures.



Meeting + Event Schedule

Events

December 12/17/2020 | **Holiday Mixer

March 3/27/2021 | 6th Annual, Fiesta 2021

May 5/00/2021 | **Scholarship Night

** We will let you know when we confirm event dates.

Meetings

August 8/9/2021 | 12pm - 1pm | ExecComm
8/12/2021 | 12pm - 1:30pm | Board

September 9/6/2021 | 12pm - 1pm | ExecComm
9/9/2021 | 12pm - 1:30pm | Board

October 10/11/21 | 12pm - 1pm | ExecComm
10/14/21 | 12pm - 1:30pm | Board

November 11/8/2021 | 12pm - 1pm | ExecComm
11/11/2021 | 12pm - 1:30pm | Board

December 12/6/2021 | 12pm - 1pm | ExecComm
12/9/2021 | 12pm - 1:30pm | Board

January 1/10/22 | 12pm - 1pm | ExecComm
1/13/22 | 12pm - 1:30pm | Board

February 2/7/22 | 12pm - 1pm | ExecComm
2/10/22 | 12pm - 1:30pm | Board

** Board Meetings = 2nd Thursday of Month

Next Steps

1. Submit new board member survey.
2. Submit Conflict of Interest Statement.
3. Read and review:
 - a. Board Bylaws
 - b. 3-Year Strategic Plan
 - c. Board of Directors Manual



We're so excited to have you!

Questions + Answers

Herman G. Hernandez
hermang@eahsfoundation.org
707-287-6698

