

**AINSWORTH FOUNDATION**  
**Minutes of a Regular Meeting**  
**of the Board of Directors**

**October 8, 2007, 11:45 a.m.**  
**Offices of New & Neville,**  
**900 SW 13<sup>th</sup> Avenue, Suite 210, Portland**

**Attending:**

*Board Members:* Kimberly Bakken, Christine Carr, Kanth Gopalpur, Heidi Greenwald, Nancy Hinnen, David Kenney, Tim Leahy, Jenni O'Brien, Lucy Reynolds, Anne Rohosy, Dara Wilk.

*Other Parents:* Stuart Allen.

*Principal:* Liz Casson-Taylor.

*Absent:* Amy Kohnstamm, Edie Millar.

**Welcome**

Anne Rohosy called the meeting to order. Upon motion by Tim Leahy and seconded by Lucy Reynolds, the minutes from the Foundation's September 2007 meeting were approved. Ms. Rohosy introduced Stuart Allen, a parent at Ainsworth who was interested in learning more about the Foundation. She also thanked Lucy Reynolds for hosting the Foundation-sponsored kindergarten coffee at her house on October 4. About 12-15 new parents attended and many of them seemed willing to get involved with the Foundation and Red Ball.

**Red Ball**

Tim Leahy and Jenni O'Brien have agreed to be co-chairs for Red Ball this year. Ms. O'Brien made a couple of announcements about the event. First, the date and location have changed: it will now be at the Tiffany Center on February 2, 2008. The rental fee for the venue is  $\frac{1}{4}$  the cost (\$2200 versus \$9000), and the food will be  $\frac{1}{2}$  the cost, compared to the most recent Red Ball. The seating capacity is 400, which is about the same, and the earlier date lets us assess the money raised in terms of planning for the following year. Ms. O'Brien indicated that they are responding to a lot of feedback about wanting to scale back in terms of the cost of the event itself so that more is going directly toward staffing. Mr. Leahy added that they are really pushing for corporate sponsors and are hoping that a combination of corporate sponsors might underwrite the whole event.

The PTA has provided a list of 62 families interested in helping with Red Ball (from its indication of interest form filled out in the back-to-school packet). The first planning meeting will be held on October 10 after drop-off in the school cafeteria. Many committee chairs have been filled, including Lucy Reynolds as marketing chair, but we still need procurement and silent auction chairs as well as a treasurer.

## **Principal Feedback/Comments**

Ms. Casson-Taylor amended her report last month by saying that the student count decreased to 496 at the time of measurement by the district, so Ainsworth didn't hit the 500 mark for certain services this year. She reported that Ainsworth reached "exceptional" in the federal ratings in every category but attendance.

Regarding Red Ball, the change in date is good in some ways but may risk volunteer fatigue as February is also the month for the talent show (the week after the auction) and the science fair (at the end of February). Ms. Casson-Taylor will speak with the talent show chair to see if there is interest in moving that event to March.

## **Campaign Goals**

The Board returned to the question of what the Foundation's goals should be for the 2007-08 school year. There seemed to be a general consensus that a goal of \$1000 per child was a good number to shoot for, recognizing that about \$700/child is needed to maintain the services we currently have. The last few years, fundraising has hovered right around \$660/child.

Mr. Allen asked about aiming for a greater percentage of participation by families/ While all agreed that this was desirable in theory, several Board veterans stated that in the past there had been an effort to get 100% participation, but that it was too much for the relative return for the campaign. Since then, efforts have focused more on new families and families with a past giving history.

Ms. Leahy reported that Felicia Torres, a parent with a printing business, has generously volunteered printing, collating and postal services for the Foundation. This will help the Foundation reduce its operating expenses.

## **Major Donors**

Christine Carr posed several questions about the kicker campaign. After discussion the Board agreed that individualized letters sent the week before Thanksgiving would be a good time to alert people to the opportunity to "kick the kicker."

Discussion ensued regarding a "value-added event" for Ainsworth families, possibly that last week in November (after Thanksgiving). It would be an event featuring a speaker of interest to Ainsworth families, but would provide the Foundation with an opportunity to address the concept of forwarding the kicker onto the Foundation.

In addition to the kicker campaign, Ms. Carr will be sending out letter to past major donors and a specific letter for new families.

### **Other Business**

- Nancy Hinnen reported that she is working on setting up the Ainsworth Foundation subgroup and that Board members will be invited to join in the next couple of weeks.

Upon motion duly seconded, the meeting was adjourned at 12:35 p.m.

Respectfully submitted by

Nancy Hinnen  
Secretary

**Next Meeting: Monday, November 4, 2007, 11:45 am  
Offices of New & Neville, 900 SW 13<sup>th</sup> Avenue, Suite 210, Portland**