

Family and Children’s Trust Fund (FACT) Board of Trustees

June 2016 FACT Meeting Minutes

Board Meeting Site: VDSS Central Regional Office, Henrico

Members Attending

Candace Bryan Abbey
Robert Bolling
Betty Wade Coyle
Robin Foreman-Wheeler
Pam Kennedy
Kay Kovacs
Nadine Marsh-Carter
John Oliver
Margaret Schultze, VDSS Commissioner
Lisa Specter-Dunaway
Yasmine Taeb
Judy Kurtz

Members Not Attending

Anne Atkinson
Frank Blechman
Kevin Keene
Mary Riley

Also Attending

Jack Frazier, VDSS Deputy Commissioner for Operations
Rebecca Hjelm, FACT Senior Research Associate
Michelle L’Hommedieu, Office of the Attorney General
Nicole Poulin, FACT Executive Director
Courtney O’Hara, Program Manager, Virginia Center on Aging, Virginia Commonwealth University
Paige McCleary, Director, Adult Protective Services Division, Dept. for Aging & Rehabilitative Services
Thelma Bland Watson, Executive Director, Senior Connections, The Capital Area Agency on Aging

June 1, 2016

Call to Order and Review of Agenda

Chair Lisa Specter-Dunaway called the meeting to order at 10:05 AM and provided an overview of the agenda. She announced a modification to the agenda, with Commissioner Schultze’s comments being moved to the beginning of the meeting due to her need to leave before lunch. Ms. Specter-Dunaway welcomed Nicole Poulin, FACT’s new Executive Director, and all attendees briefly introduced themselves.

Mission Moment

Ms. Specter-Dunaway, CEO of CHIP of Virginia, relayed the story of a family experiencing multiple stressors and indicators of family violence that received the support of CHIP’s home visiting services. The mother ended up being hired as a family resource coordinator at the pediatric practice where her child was treated.

Approval of Minutes

Ms. Specter-Dunaway presented the March 2016 minutes that were sent in advance via email to Board members and noted that Mr. Bolling needed to be added to the list of attendees. ON MOTION DULY MADE (Mr. Bolling) and seconded (Ms. Abbey), amended March minutes were approved. Motion carried with all present voting in favor.

Treasurer's Report

Board members were provided copies of the balance sheet as of April 30, 2016, historical profit and loss statements from June 2013 through April 2016, and the proposed budget for FY17. Ms. Specter-Dunaway and Ms. Poulin reviewed statements, responded to questions, and noted the downward trend in license plate and tax revenue.

Ms. Kennedy made a motion to accept the Treasurer's Report and Ms. Coyle seconded. Following discussion about the timing of license plate revenue, Ms. Kennedy withdrew her motion, and acceptance of the financial statements was tabled until Ms. Poulin could clarify how license plate revenue received in the fall is reflected in the financial statements.

Ms. Specter-Dunaway announced that the budget discussion would take place later in the meeting.

Commissioner's Comments

Commissioner Schultze announced an organizational shift that places FACT under the direct supervision of Jack Frazier, VDSS Deputy Commissioner for Operations. The Commissioner provided updates on major department initiatives including 1) eligibility systems modernization, 2) youth permanency and adoption efforts, 3) modernization of child support practices, and 4) child care regulation. Regarding the modernization of eligibility systems, the department's goal is to complete the transition from the legacy system by December 31, 2016. The new system will allow eligibility workers to be as efficient as possible and get help to families. The extension of foster care benefits until age 21 for youth who are in school or working was included in the state budget. Legislation will be done next year to get all the components into the Code. VDSS is working to engage families in a more positive light when they're in the social services system. This includes getting fathers involved with the children and modernizing processes such as providing self-service payment kiosks in child support offices. The department is also planning to reduce its bricks and mortar footprint. In an effort to ensure the availability of safe, quality childcare in the Commonwealth, VDSS is working on federal reauthorization of CDBG funds to reduce the number of children that can be in a family day home, as well as fingerprint background checking. The Commissioner noted a bill signing on May 31 for Joseph's Law, sponsored by Delegate Daun S. Hester (D – Norfolk) and named for a child who died in a fire at an unlicensed home day care. The new law raises the penalty from a misdemeanor to a felony if a child dies or is severely injured in an unlicensed daycare.

The Commissioner noted a pilot project to track youth diverted from foster care in Southwest Virginia, the Children's Cabinet's planning retreat in May to look across centers of excellence and how to serve the whole family and the whole child, the Commonwealth Council on Child Success, School Readiness Council, increased funding for home visiting, work to examine and make recommended changes to the

exemptions to licensed child care, the Department of Health's completion of Virginia's Plan for Well-being, and the Virginia Early Childhood Foundation's School Readiness Report Card . Additionally, a proposal has been submitted for another Three Branch Institute technical assistance opportunity through the National Governors Association with a focus on improving child safety and preventing child fatalities.

Treasurer's Report-continued

Ms. Poulin clarified that although FACT doesn't receive license plate revenue until the fall, once received it is booked in the fiscal year during which it was collected. So, the FY2016 Profit & Loss Statement will show a deficit until those funds are received and entered retroactively. The board will be informed about license plate revenue at the September meeting.

ON MOTION DULY MADE (Ms. Kennedy) and seconded (Ms. Coyle) the Treasurer's Report was accepted. Motion carried with all present voting in favor.

Ms. Poulin presented the proposed budget for FY2017. Ms. Specter-Dunaway acknowledged Ms. Riley's work in preparing the budget and ON MOTION DULY MADE (Mr. Bolling) and seconded (Ms. Schultze) the budget was approved. Motion carried with all present voting in favor.

FACT Chair Report

Tax Exempt Status

Ms. Specter-Dunaway reported that the legislation which provided clarification of FACT's status as a tax exempt entity and mirrors that provided at the federal level was approved. FACT is not a 501(c)(3) organization. The language in the legislation was written such that FACT is exempt from state and federal taxes without needing any additional documentation.

By-Laws Amendment

To provide continuity of leadership, particularly given that several board members will potentially cycle off, and provide a more effective transition for the new Executive Director, Ms. Specter-Dunaway presented proposed changes to the by-laws to allow the Chair and Vice Chair to serve an additional year beyond their initial two-year term for extenuating circumstances and upon approval of a majority vote of the Board. The proposed amendments to the bylaws were sent in advance via email to Board members.

UPON MOTION DULY MADE (Ms. Abbey) and seconded (Ms. Kennedy) the board approved the amendment to the by-laws. Ms. Specter-Dunaway abstained from voting; all others present voted in favor.

Grant Policy Revision

Ms. Specter-Dunaway reported that confusion on the part of a new ad hoc grant awardee revealed that the small grant award policy does not specifically state that funds are only available on a reimbursement basis. The proposed amendment to the small grant award policy adding language stating that funding will be provided on a reimbursement basis and approval of an invoice submitted within 30 days of project completion was sent in advance via email to Board members. UPON MOTION DULY MADE (Ms.

Kennedy) and seconded (Ms. Abbey) the board approved the revisions to the small grant award policy. Motion carried with all present voting in favor.

FY17 Nominating Committee

Ms. Specter-Dunaway noted that Ms. Foreman-Wheeler and Ms. Atkinson served on the nominating committee. The committee presented the following slate of officers for FY17:

Board Chair – Lisa Specter-Dunaway

Vice Chair – Kay Kovacs

Treasurer – Mary Riley

Secretary – Robin Foreman-Wheeler

Ms. Specter-Dunaway asked for additional nominations from the floor, but there were none. ON MOTION DULY MADE (Ms. Kennedy) and seconded (Ms. Abbey) nominations were closed. UPON THE RECOMMENDATION OF THE NOMINATING COMMITTEE and seconded (Ms. Kennedy), the slate of officers was approved as recommended. Ms. Specter-Dunaway abstained from voting; all others present voted in favor.

Ms. Specter-Dunaway announced that she will appoint committee chairs prior to the September meeting, and committees will resume meeting at that time.

Board Recruitment

Ms. Specter-Dunaway led a discussion on board recruitment. Board members were asked to consider people with a passion for the work and the time to commit to FACT. Geographic, gender, racial and political diversity, as well as access to social and professional networks that can help increase FACT's visibility and funding opportunities are critical to sustainability. The Board currently needs more Northern Virginia representatives, men, and marketing expertise. Ms. Schultze encouraged Board members to refer prospective new members to the application process on the Secretary of the Commonwealth's website.

FACT Staff Report

Ms. Poulin provided a written update to Board members and specifically highlighted work she is doing regarding exploring cost-effective options for an online donor portal, the first in a series of trauma-focused issue briefs that will be released in a few weeks, conferences at which FACT exhibited or presented, and the need to stay abreast of new guidelines for Victim of Crime Act (VOCA) funds. Ms. Poulin announced plans to attend the National Alliance of Children's Trust Funds conference in September.

Ms. Poulin reported that all local services grants have been accepted by the agencies, and she is coordinating with the procurement staff to prepare contracts. The Virginia Department of Criminal Justice Services has delayed its conference until September 2017 and has been advised to resubmit a request for an ad hoc grant next year.

Ms. Specter-Dunaway noted that the grants committee will address the need for site visits with new grantees. Mr. Oliver requested that summaries of the proposals that were approved in March be sent to board members.

Ms. Poulin informed the Board that VDSS has new public affairs staff that may be a viable option for assisting FACT with its marketing and rebranding goals instead of using an outside firm. Mr. Frazier suggested that he and Ms. Poulin meet with Necole Simmonds, Director of Public Affairs to assess how they may be able to help, what they can produce, and in what time frame. Board members expressed frustration with marketing efforts being stalled and reiterated the need for a slogan, elevator speech, and business cards.

Ms. Hjelm reviewed tips she heard at a social media presentation at the Connect Virginia conference including having members create a Linked In profile and connecting to FACT, driving on-line donations, one-day giving drives, "friend"-raising to raise awareness, and blogging. The Board asked Ms. Poulin to include recommendations on use of social media tools when consulting public affairs and when networking with other trust funds at the national conference in September.

Committee Updates

Marketing/Fundraising Committee

The Board discussed previous efforts for developing marketing materials and options for moving forward with a marketing plan. UPON MOTION DULY MADE (Ms. Specter-Dunaway) and seconded (Ms. Kennedy) the Board authorized Ms. Abbey--with staff support from Ms. Poulin--to initiate contact with the private firm she had previously engaged to provide pro bono marketing services to FACT and determine how soon we could get back in the queue for pro bono services and get a proposal using the scope provided by the FACT's previous Executive Director; and, if they determine that working with that firm is not feasible due to its inability to start the work within the next three months, develop a marketing plan that meets the scope of work, or if the projected hard costs are not within FACT's budget, Ms. Poulin is authorized to pursue meeting with the VDSS public affairs department.

Ms. Poulin will confirm that the intellectual property rights for the new FACT logo, which was designed pro bono, have been formally assigned to FACT in writing.

Ms. Kovacs reported on the committee's last meeting, highlighting completed and future fundraising activities. Ads were placed in weekly rural papers promoting the income tax check off donation method. The amount of donations increased (\$1,297), but did not exceed the cost of the ads (\$1900). Ms. Poulin noted that although the donations did not exceed the cost of the ads, prior to this year, there was a significant downward trend in tax check off donations and that the ad campaign may have played an important role in reducing that loss. Ms. Kovacs reported that she has spoken with Anne Atkinson who has indicated that she is willing to host an awareness event at her home in Petersburg. The committee also considered a corporate campaign to raise \$100,000. In September the board will prioritize fundraising activities and develop project plans for each. Ms. Coyle stressed the need for FACT to be thoughtful in its fundraising efforts and messaging to avoid competing with the organizations we are trying to help. Ms. Poulin found old donation envelopes in the office that can be placed on tables at events.

Ms. Kovacs reminded members who had not already done so to make their annual contribution to FACT before the fiscal year comes to a close. Ms. Specter-Dunaway noted the importance of having 100% board giving.

Information from the Field

Courtney O'Hara, Program Manager for the Central Virginia Task Force on Domestic Violence in Later Life at the Center on Aging at Virginia Commonwealth University, gave a presentation on the Dynamics of Family Abuse Against Older Adults. Ms. O'Hara noted that an adult child is the number one perpetrator against older adults, explained the issue of reverse domestic violence against the person who was previously the abusive one in the relationship, the problem with abuse of older adults being under-reported, the impact of abuse on psychological and physical health, and the importance of raising awareness and developing a universal screening tool to identify abuse.

Paige McCleary, Director of Adult Protective Services and the Department of Adult and Rehabilitative Services, provided an overview of Adult Protective Services, elder abuse statistics, the reporting and investigation process, services offered, relevant legislation, and funding challenges.

Thelma Bland Watson, Executive Director of Senior Connections, The Capital Area Agency on Aging, gave a presentation on the role of Area Agencies on Aging, which provide home and community-based services for older adults, the No Wrong Door service coordination system, and other resources for seniors.

Committee Updates Continued

Grants Committee

Ms. Kurtz noted that no ad hoc grants requests had been received, and all updates related to grants had been addressed in the Executive Director's report.

Child Abuse and Neglect Committee

Ms. Coyle reported that Fostering Futures funds had been secured, child trafficking was included in the CPS code, and the hearsay exception to child abuse cases passed, which allows others to testify about how a child first reported abuse to them.

Adjourn

UPON MOTION DULY MADE (Ms. Kennedy) and seconded (Mr. Bolling) the meeting was adjourned at 3:45PM.

Respectfully submitted,

Robin Foreman-Wheeler, Secretary