



# VULNERABLE CHILDREN SOCIETY

## Director Meeting Minutes

<b>Meeting Title</b>	:	Directors Meeting
<b>Date</b>	:	October 17, 2013
<b>Time</b>	:	11am Pacific time, 2pm Toronto time, 3pm Atlantic
<b>Place</b>	:	Telephone Conference
<b>Chair Person</b>	:	Arnica Rowan
<b>Invitee List</b>	:	<b>Internal:</b> Arnica Rowan, Dacia Douhaibi, Menbere Shiferaw, Nicole Bellefleur, Pam Carlson, Tawnya Pattie, Flora
		<b>External:</b>
<b>In Attendance</b>	:	<b>Internal:</b> Arnica Rowan, Dacia Douhaibi, Menbere Shiferaw, Nicole Bellefleur, Pam Carlson, Tawnya Pattie, Flora
		<b>External:</b>
<b>Absent</b>	:	<b>Internal:</b>
		<b>External:</b>
<b>Agenda</b>	:	<ul style="list-style-type: none"> <li>• Sex Trade Workers Project</li> <li>• Kality Centre update</li> <li>• Fiscal Report – Tawnya</li> <li>• New Sponsors/Fundraising</li> <li>• New Website</li> </ul>
<b>Minutes Submitted By</b>	:	Dacia Douhaibi
<b>Minutes Submitted On</b>	:	October 22, 2013
<b>Next Meeting</b>	:	<b>Date:</b> December 2013
		<b>Time:</b> TBA
		<b>Place:</b> Skype
		<b>Chair:</b> Arnica Rowan

#	Discussion Items
1.	<p><b>Sex Trade Workers Project</b></p> <p>Tawnya drew up a contract and sent it to Hope for Children a few days into October. We are not sure if the project has started yet. Birhan also has the contract and he has asked us how things are going, so that confirms that he has received and reviewed it.</p> <p>Arnica is going to ask Birhan to go and check out Kality and also to speak with Yonas (who runs Hope for Children) and see how far things have progressed with that project.</p> <p>One issue that was raised about this project is how to name of the project appropriately. The Board wanted to ensure that the name was reflective of the intention of the project, and the necessity for it. We discussed several possibilities</p>

	<p>and considered whether using ‘sex-trade’ or ‘sex-workers’ was appropriate.</p> <p>Ultimately, the reality is that Ethiopia is one of the top ten countries in the world with ‘indentured labourers’ – slavery. There has been a report on this, that we are able to post on the website linking it to the project. We need to be a bit blunt about things given the seriousness of this issue there. We need to have a title that really tells the story of how important this project is. We do want to be straight forward about what it is we are doing, it should be obvious from the get go.</p> <p>“Street-workers” was suggested as an option rather than ‘sex-trade’ workers. We like including re-employment, because that is the focus of this project.  “Empowerment” was also suggested as a possible term to include.</p> <p>The Board agreed that we will stick with ‘sex-trade workers’ in the project title because that is what we are doing. It is important to be clear. The final title will remain “Teenage Sex-Trade Workers Re-Employment Project.”</p>
<p>2.</p>	<p><b>Kality Centre Update</b></p> <p>Kality is progressing well. Arnica received an email last weekend that the kids started coming to the centre and were given school supplies. The centre was having trouble with plumbing, but that is progressing. Canadian Humanitarian will give us our first report at the end of November.</p> <p>We do not have pictures yet. The woman running Canadian humanitarian is named Rachel – she seems on top of things. We were promised some pictures as soon as the renovations happened, but we have not been provided them yet. We need to follow up on that. We do have pictures of all 70 of the children that are involved in Kality though – but at the time they were at the old facility. The new photos will display the new facility so that our sponsors can see what the renovation funding achieved. The school the kids are going to is still the same one for now.</p> <p>Several sponsors did provide feedback indicating that they were happy with our decision to partner with CH in the Kality project. One donor felt that the communication was not done well enough and she was taken by surprise about what happened. Arnica did follow up with her. Overall, the movement away from Faya was well received by sponsors.</p>
<p>3.</p>	<p><b>New Sponsors/Fundraising</b></p> <p>New targets – there have been 3 or 4 people that have said that they would support us if we were not working with Sintayeu. These are possible targets for support now that we are doing something different. We should be in touch with these individuals to determine whether they are still interested in becoming sponsors.</p> <p>Now that we are fully engaged with Kality, we can and should increase our sponsorship base. The first step in doing this was creating the new website, the</p>

	<p>second is a targeted market campaign. Arnica and Flora have been working on that. Nicole will get involved as well from a communications perspective. We do have one new sponsor – a student from one of the classes Arnica teaches at.</p> <p>Our goal is to at least replace the lost sponsors lost during our transition period by the end of the year, if not grow by much more. The suggestion was to bring in at least enough sponsors to cover the administrative costs – this cost was around \$7500 last year. This would amount to 20 sponsors. A reasonable target was set at 20 sponsors by June.</p> <p>We discussed bringing in business sponsors, but they do not have the same level of commitment as personal sponsorships and are therefore much less stable. Because we have an ongoing commitment, our top priority must be monthly sponsorship commitments.</p>
<p>4.</p>	<p><b>Finances</b></p> <p>There is some good news, and a little bit of bad news.</p> <p>The good news – our revenue for the year was \$41,560 and change, down a little bit from last year. Our expenses are way down, but that is because we did not have to pay Faya. We are sitting with \$28,000 in our account in terms of funds not allotted. In July 31<sup>st</sup>, we had about \$39,000. \$39,000 is our retained earnings.</p> <p>Some of the expenses were operations costs – up a little higher because the trip to Ethiopia was more expensive than last year by about \$1000. We also pay Canadian Humanitarian \$150 per month for administration. Otherwise, costs are on par with previous years.</p> <p>Financial management expenses were similar to past year. We paid \$1400 to use Canada Helps this year. This small increase in fees is worth the time saved manually providing tax receipts to the sponsors.</p> <p>Bad news – sponsors over the last 3 weeks – we have lost between 5-10 sponsors. We have not narrowed down how many of those are unexpected, perhaps five of them. At least one of these sponsors may have had their account with Canada Help canceled due to credit card cancelation or something along those lines because they are still in contact about what we are doing.</p> <p>To do: Follow up with donors that we know are still interested in being sponsors to make sure it was not a systematic glitch that ended their support rather than a choice to stop sponsorship.</p> <p>If we lose 10-15% of our donors after having been on hold for 9 months due to program changes, it is not the worst outcome.</p>

	<p>There was a discussion around how to manage the project fund. Tawnya reminded the board that we used to take a certain amount out of everyone’s donations to direct towards the project fund. We need to decide how much money we want to allocate into the project fund out of our account, and also how we will continue to put money into this fund – will we take a percentage of each monthly sponsorship?</p> <p>Idea – We do not take anything away from sponsorships. We put donations into the donation fund as these come in.</p> <p>Idea – Perhaps we do not have a project fund? All we have right now is a project fund, a general fund, and a contingency fund that stays at \$3200. We do not need to build that anymore. The sponsorship money goes in and out of the general fund. If someone gave money for something specific, we directed it towards that project. We used to take a small amount off of every monthly donation to go towards a project fund. Now things are different, we do not need to separate things out on paper. We are currently bringing in \$2000 and change per month. This just covers the cost of our commitment to Kality. Until we get more sponsors, we do not have anywhere to put money. As we get more sponsorship money, we can increase the amount in the general account, which not acts as the project fund.</p> <p>Motion: Tawnya made a motion to merge the project and the general fund because of our change in programming and to leave the contingency fund alone.</p> <p>Second: Flora.</p> <p>The motion was passed unanimously.</p> <p>The question was raised – do we need a second account to separate the \$25,000 per year for Kality from whatever we have for projects? This would make things more clear. We are currently sitting at \$31,000. We have already paid for part of Kality (\$6250 + \$2000) for renovations. We pay Canadian Humanitarian quarterly after we receive their reports.</p> <p>Another question – do we need to have a different contingency amount set in light of our commitment to Canadian Humanitarian? We have to provide three months notice that we are terminating the contract. Should we have a three month amount set aside in the contingency pool? This would amount to \$6250.</p> <p>We will discuss this further at the next meeting. – How much contingency we want to set given our current commitment.</p>
5.	<p><b>Website</b></p> <p>Flora is now the director that will help with fundraising. Her first priority was to re-vamp the website. Functionally the old website was not working well because of all the changes we have made, and the new website is ready to be launched soon.</p>

	<p>Feedback was requested from the board members. If the website is launched before the sex-trade workers contract is signed, we will remove that page for now. Canada Helps has changed the way that it accepts money and it is way better. It is set up so that people can choose to be one time donors for projects at large, or if they would be monthly sponsors for Kality.</p> <p>One concern – we need to have the logo on the homepage, clearly displayed. There was discussion around changing the colours of the logo so that the background is not white and it would fit better into the colour scheme of the website.</p>
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#	Decisions
1.	<p>Tawyna made a motion to merge the project and the general fund because of our change in programming and to leave the contingency fund alone.</p> <p>Second: Flora.</p> <p>The motion was passed unanimously.</p>
2.	<p>We committed to naming the Sex-Workers project the “Teenage Sex-Trade Workers Re-Employment Project.”</p>

Action Items					
#	Action Item	Owner	Status	Due Date	Comments
1.	Follow up on the photos of the Kality Centre	Arnica		November	
2.	Follow up with donors that have dropped off that we know are still interested in being sponsors to make sure it was not a systematic glitch that ended their support rather than a choice to stop sponsorship.	All		ASAP	
3.	Contact the people we know are interested in becoming sponsors, particularly now that we have ended our relationship with Faya. There are 3 or 4 people in this	All		December	

	position.				
4.	Continue working on a targeted market campaign for monthly sponsors	Arnica, Flora and Nicole		December	

#	<b>Carry-Over Items for Next Meeting</b>
1.	Birhan is going to check on the progress of the Sex-Workers project with Hope for Children as well as the progress on Kality. We will hear his report at the next meeting.
2.	How to set up our accounts – one for projects and one for Kality, or just one combined? Also, should we raise our contingency fund so that it sits at our three month (quarterly) commitment to Canadian Humanitarian for Kality?
3.	Developing a mission statement