



DRAFT Minutes
Maasai Education Foundation Board Meeting
3475 Evergreen Trail
Blacksburg, VA 24060

Feb 7, 2017

Call to Order, Theo, Chairperson

The meeting was called to order at 6:10pm.

Attendance and Approval of Draft Minutes, Brian Benham, Secretary

Kerri Briscoe- Board Member

Theo Dillaha - Chairperson

Evelyn Parish - Board Member

Karen Scalf-Benham - Treasurer

Brian Benham - Secretary

Essra Kibler, Development Committee Chairperson (via conference call)

Jen Spurl, Development Committee, (via conference call)

Colin Kibler, Technology Committee Chairperson (via conference call)

Peter Ozolins, Advisory Committee

Rebecca Caldwell, Advisory Committee

Nov 21 meeting minutes were approved unanimously by Board members. Motion made by Evelyn Parish and seconded by Kerri Briscoe.

Treasurer's Report, Karen Scalf-Benham

- How expenses are currently being covered
- Treasurer's report included as an appendix.

Architectural Plans for Phase I, Peter Ozolin

- *Peter reported on status of architectural drawings*
- *He also reported on conversation with Martha about the availability and types of bricks. Martha reports that "burnt" bricks are available, but they are not factory-made bricks and can't be used as structural members.*
- *Given this, if we use bricks the existing drawings would need to be adjusted to reflect a concrete frame with in-fill bricks. The existing drawings reflect the use of concrete block that would be fabricated on site.*
- *Next step is to call Martha for clarification.*

TX Foundation grant and site visit, Theo for Martha Olemisiko

- *Visitors from the TX Foundation may visit proposed school site sometime near the end of February. Key is to have a MEF balance of \$30,000 so that TX will release the first 30% of the pledged \$70,000 towards school construction.*

Social Media (website, Facebook, etc.), Essra and Colin Kibler, Jen Spurl

- *Essra: Verizon corporate matches are still coming in.*
- *Essra: delivered a presentation on Social media that is included as an appendix. Key points from presentation:*
 1. *MEF has retained the services of consulting firm to maximize the functionality of the webpage and how it fits into an overall social media strategy. The website is the linchpin to the foundation's social media presence.*
 2. *All need to assist with developing content for the website.*
 3. *Board Members and others engaged in the project should send bios and photos. Theo will generate a sample*

- bio with instructions.*
4. *Content, content, content.*
 5. *Specific instructions for submitting content are included in Essra's presentation.*

Virginia Tech Foundation Challenges, Theo Dillaha

- *Theo related challenges with dealing with VT Foundation. We are not dealing with Foundation directly. We must go thru Student Affairs. This seems to be a new responsibility for Student Affairs and there have been some growing pains. Things are improving but Student Affairs will not provide donation amounts for individual donors and this will make keeping track of donations challenging for us.*

Fundraising Goals and Strategy (main agenda item)

- *Open discussion about fund raising strategies*
 - *Short-term strategies (now through May)*
 - *Short-term focus more on personal appeals*
 - *Need a brochure that we can use for pitches/appeals. Brochure should be a priority. Theo is looking for help.*
 - *Dinner when Martha and the girls visit, include other fund raising activities during visit. Kerri suggests having event at Jack and Sandy's house.*
 - *Peter suggests connecting with Lutheran churches locally if Martha is Lutheran, Pastor King. Peter is also good contact.*
 - *Theo suggests connecting with other churches, e.g., Unitarian.*
 - *Long-term strategies*
 - *Peter suggests that long-term success is contingent on establishing the school and developing a proven record of success.*
 - *Board discussed the need to have a more in-depth discussion with Martha about the long-term future/ownership of the school. How will the school be governed long-term and locally?*
 - *Long-term the opportunity may be to sponsor individual students. Peter mentioned that student sponsorship may include other items beside tuition, e.g., building maintenance, operations.*
 - *Peter suggests look at what other Foundation a doing, e.g. PeaceWork.*
 - *Peter suggests look at what organizations are focused on girls/women's education.*
 - *How do we leverage corporate sponsorships?*
 - *Perhaps get a corporate sponsor for a solar lighting system.*
- *Goals for personal appeals by board members and other MEF members*
 - *Example draft solicitation letter attached in appendix.*
 - *Theo suggests getting letters out in the next couple of weeks.*

New or Future Business Items

- *Peter suggests giving thought to the full build-out scenario. Doing this early on will help with the scoping/locating each phase. Additional phases will surely need housing for teachers and staff (cooks, matrons) and their families. Peter says that staff housing must be included in an early phase, perhaps before additional classroom/dormitories are built.*

Date and time for next board meeting, Theo

- *April 8 (Sat) @ 10am; Theo's and Rebecca's residence. Theo will contact Martha so she can schedule and participate.*

For information:

- *Report by David Mendel on visit with Maasai Education, Research and Conservation Institute (pdf attachment)*
 - *Mendel delivered some notes from his visit with the Maasai Education, Research and Conservation Institute. One*

take home is that churches can be a good resource. Need to develop some canned presentations that we can use in various venues.

- Duties of Board Members (as contained in submitted IRS Form 1023) (pdf attachment)

Be sure to go over and be familiar with these.

- IRS Form 1023 for 501(c)3 status as a public charity – submitted 1/17/2017 (pdf attachment)
 - *Update: MEF has received a letter from the IRS that, if no issues are found with the MEF application, we should get a determination within 90 days. If issues are found, determination will take longer.*
- Service without Borders is tentatively planning a two-week trip to Engaruka on about May 16 to assist with construction if they raise sufficient travel and construction funds. Probably 6 students + Theo. Students each sending out a minimum of 10 letters each to prospective donors to raise funds for their travel and construction. Goal is about \$4,000/student.
 - *Students are working on fund raising efforts, right now drafting letters and trying to distribute ASAP.*
- Meeting with Fellowship International (2/3/2016). Potential source of inexpensive flights for students and volunteers (pdf attachment)
 - *Option for getting reduced travel expenses. Theo suggests trying this Christian-oriented service. They say that they can negotiate for reduced-fees or free excess checked bags.*
- Cost estimate for Phase I (pdf attachment)
 - *Estimated cost for two-room school building with some temporary dorms and ablution facilities around \$102,000.*
 - *Next steps would be to add some additional facilities (some covered meeting areas, dining hall, etc.) for \$54,000.*
 - *Peter noted that we have three-cost estimates from Martha. He will talk to Martha ASAP to get a better handle on the estimates that she got and how realistic they are. Peter cautions that he needs to do a site-visit as soon as possible to ensure that things don't happen on the ground that are wrong.*
- Sample fundraising letter (Word file attachment)



Appendices:

Treasurer's Report

Treasurer's Report
Maasi Education Foundation
Nov. 21, 2016 to Dec. 31, 2016

MAASAI EDUCATION FOUNDATION ACCOUNT			
BALANCE ON HAND:	7/13/2016	\$0.00	
INCOME			
	Current	YTD	Budget
Donations	\$4,993.25	\$5,293.25	
TOTAL INCOME	\$4,993.25	\$5,293.25	
EXPENSES			
Contributions, gifts, grants paid out			
ENCO for Maria's relocation expenses	\$309.99	\$309.99	
English tutor tuition for Maria	\$120.00	\$120.00	
Maria's first year tuition and fees	\$788.96	\$788.96	
Maria's breakfast/lunch fee	\$247.48	\$247.48	
Grant to ENCO for architectural drawings of school	\$1,683.00	\$1,683.00	
Luka Lekide's scholarship	\$891.00	\$891.00	
Maria's school bus fee & monthly support	\$509.99	\$509.99	
Total Contributions, gifts, grants paid out	\$4,550.42	\$4,550.42	
Professional Fees			
Application fee for Tax ID (EIN)	\$129.00	\$129.00	
Application fee for Articles of Incorporation	\$76.95	\$76.95	
WordPress annual domain fee for MEF	\$35.88	\$35.88	
WordPress Pro upgrade for MEF (private domain)	\$26.00	\$26.00	
Social media management fee, H.O.P.E. Unlimited	\$175.00	\$175.00	
Total Professional Fees	\$442.83	\$442.83	
TOTAL EXPENSES	\$4,993.25	\$4,993.25	
BALANCE ON HAND:	12/31/2016	\$0.00	

SERVICE WITHOUT BORDERS VIRGINIA TECH FOUNDATION (VTF) ACCOUNT			
BALANCE ON HAND:	11/28/2016	\$0.00	
INCOME			
	Current	YTD	
Donations	\$13,635.00	\$13,635.00	
Pending Corporate Match (not included in Balance On Hand)	\$6,500.00	\$6,500.00	
TOTAL INCOME	\$20,135.00	\$20,135.00	
EXPENSES			
Virginia Tech Foundation 7% Fee	\$954.45		
Transfers to SWB Checking Account	\$4,697.50		
TOTAL EXPENSES	\$5,651.95	\$5,651.95	
BALANCE ON HAND:	12/31/2016	\$7,983.05	

SERVICE WITHOUT BORDERS WELLS FARGO CHECKING ACCOUNT (Engaruka)			
BALANCE ON HAND:	12/1/2016	\$0.00	
INCOME			
	Current	YTD	
12/29/2016 Donation transfer from VTF	\$4,697.50		
TOTAL INCOME	\$4,697.50	\$4,697.50	
EXPENSES			
TOTAL EXPENSES	\$0.00	\$0.00	
BALANCE ON HAND:	12/31/2016	\$4,697.50	

TOTAL BALANCE ON HAND (MEF + VTF + SWB)	12/31/2016	\$12,681
<i>Projected balance w/ corporate matches & in process donations</i>		<i>\$18,726</i>

Karen Scalf-Benham

Karen Scalf-Benham

2/11/2017

Date



Treasurer's Report


Maasi Education Foundation
December 31, 2017 to February 7, 2017

MAASAI EDUCATION FOUNDATION ACCOUNT			
BALANCE ON HAND:	12/31/2016	\$0.00	
INCOME			
Donations	Current	YTD	Budget
	\$2,225.88	\$2,225.88	
TOTAL INCOME	\$2,225.88	\$2,225.88	
EXPENSES			
Contributions, gifts, grants paid out			
Maria's monthly support & English tuition	\$840.00	\$840.00	
		\$0.00	
		\$0.00	
Total Contributions, gifts, grants paid out	\$840.00	\$840.00	
Professional Fees			
WordPress annual domain fee for ENCO	\$35.88	\$35.88	
IRS Form 1023 Application Fee	\$850.00	\$850.00	
Social media management fee, H.O.P.E. Unlimited	\$300.00	\$300.00	
		\$0.00	
		\$0.00	
Total Professional Fees	\$1,185.88	\$1,185.88	
TOTAL EXPENSES	\$2,025.88	\$2,025.88	
BALANCE ON HAND:	2/7/2017	\$200.00	

SERVICE WITHOUT BORDERS VIRGINIA TECH FOUNDATION (VTF) ACCOUNT			
BALANCE ON HAND:	12/31/2016	\$7,983.05	
INCOME			
Donations	Current	YTD	
	\$3,000.00	\$3,000.00	
Pending Corporate Match <i>(not included in Balance On Hand)</i>	\$9,000.00	\$9,000.00	
TOTAL INCOME	\$12,000.00	\$12,000.00	
EXPENSES			
Virginia Tech Foundation 7% Fee	\$210.00		
Transfers to SWB Checking Account	\$0.00		
TOTAL EXPENSES	\$210.00	\$210.00	
BALANCE ON HAND:	2/7/2017	\$10,773.05	

SERVICE WITHOUT BORDERS WELLS FARGO CHECKING ACCOUNT (Engaruka)			
BALANCE ON HAND:	12/31/2016	\$4,697.50	
INCOME			
Donation transfer from VTF	Current	YTD	
	\$0.00	\$0.00	
TOTAL INCOME	\$0.00	\$0.00	
EXPENSES			
TOTAL EXPENSES	\$0.00	\$0.00	
BALANCE ON HAND:	2/7/2017	\$4,697.50	

TOTAL BALANCE ON HAND (MEF + VTF + SWB)	2/7/2017	\$15,671
<i>Projected balance w/ corporate matches & in process donations</i>		\$28,691



 Karen Scalf-Benham

2/11/2017

 Date


Social Media Presentation


MEF Social Update

2.7.2016


1

Social Team






Beth Beutler
Social / Web



Laurinda Wallace
Web



Brenda Covert
Social

2

Website - what has been done?

- 1 www.maasaiducationfoundation.org Established 12.2017
- 2 Upgrade to Word Press Pro
- 3 Content created, posted and streamlined
- 4 Social Media links created, First blog post








Luka has final exams this week!

Purpose must be immediately apparent
Donor/Social and Site Media/Volunteer Friendly

Content takes center stage
Timely and consistent
Include a news section or blog

3

Social Strategy

- 1 www.maasaiducationfoundation.org Established 12.2017 Active by 3.2017
- 2  Established 12.2017 Active by 3.2017
- 3  Need to establish Active by 3.2017
- 4  Established 1.2017 Active by 3.2017
- 5  Need to establish Active by 4.2017

NEED


- CONTENT
- Logo
- New cover photo

Establish a rhythm of predictable and reliable communications with website as home base


4

Social – Next Steps

- 1 Professional Bios and Photos for all on the Board or Committees
- 2 Web Updates Completed and social Media posts begin
- 3 Fundraising Thermometer added to Web
- 4 Establish social donation strategy once 503C approved (next slide)



Jen Spoor is the Co-Chairperson for the MEF Development Committee. She is passionate about making a difference in her community and empowering girls and women through education. She has volunteered for Ocean Discovery Institute (a Presidential award-winning STEEM organization) in development and organizational capacities for the past 7 years. Jen is a Lean Six Sigma Black Belt in Digital Business transformation at Verizon Wireless. She earned her Bachelor of Arts in Political Science and Communication Studies from the University of San Diego. She lives in San Diego and loves to travel internationally. **Laurinda will provide edit for us*



Leverage expertise or group and fundraising progress to build credibility and momentum

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Social Donation Strategy

Example: Moments of Hope Example

- 1 Give Money
 - 6 Convenient and Secure Ways to Donate
 1. Via Personal Check or Money Order
 2. Via PayPal – one time or recurring (\$X per person who likes us on Facebook / month gets us to our goal)
 3. Via our online app
 4. Via our PayPal giving fund
- 2 Donate Supplies or Time

Establish social donation strategy once 503C approved

MOMENTS OF HOPE

100% of your purchase goes to support the program.

MOMENTS OF HOPE

100% of your purchase goes to support the program.

MOMENTS OF HOPE

100% of your purchase goes to support the program.

www.momentsofhopeoutreach.org

Make it easy to give and promote giving on a variety of platforms and don't leave matching contributions on the table

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Social Donation Strategy

Example: Heifer International



WOMEN'S EMPOWERMENT

If women farmers had access to the same resources as men, more than 150 million additional people would have enough food to eat. We aim to make that a reality. Your gift will provide support for women's groups, training in gender equality and the means to send girls to school. Help empower women around the world to reach their full potential.



Launch a Small Business

\$30

Send a Girl to School

\$25

Honeybees

\$30

Community Animal Health Worker Kit

Full \$200
Shave \$50

Educate on the impact of donations. Make giving tangible and meaningful.

7

Next Steps



1. PLEASE go "like" our MEF Facebook page
we need to evangelize content as it comes out, invite friends to like our page too!
2. Send bios and photos to
Laurinda Wallace, laurindaw@live.com please copy esra.kibler@gmail.com and enter "MEF Board Member Bio" in subject
3. CONTENT, CONTENT, CONTENT
Please send content ideas to Esra esra.kibler@gmail.com
4. Ideas for attracting non monetary donations (time / books / supplies)
Send to Bilo Becky_rebec@gmail.com
5. Ideas for making giving tangible and meaningful (Heifer example)
Send Jen Spoor jen_spoor@yahoo.com your

8



Draft Solicitation Letter

Only text of letter included. Logo and letterhead underdevelopment.

February 7, 2017

Dear

I am writing you to request your financial support for the Maasai Educational Foundation (Foundation), for which I am currently serving as the Board Chairperson. The Mission of the Foundation is "To improve the educational, social and economic equality of members of the Maasai ethnic group in Tanzania by enhancing the education of Maasai youth through financial and technical support of rural schools serving Maasai youth and scholarships for individual Maasai youth." A group of friends and family started the Foundation after visiting Tanzania last summer and discovering the challenges faced by the Maasai people, which are largely due to their lack of education. We found the Maasai people to be friendly, hardworking and eager to improve their status.

The Maasai ethnic group is largely illiterate and the poorest in Tanzania in term of economic and educational attainment. They are Maasai girls are typically sold by their fathers for cows and are married at puberty (often after female genital mutilation). The Maasai are particularly disadvantaged because they generally only speak Maa (the unwritten Maasai language), while the official national languages are Swahili and English. Their traditional religion believes in one god but most in the area we are working are also Christians and have a Christian name.

The Foundation is partnering with the Engaruka Community Initiative Organization (ENCO), headed by Martha Ole Misiko (a college educated Maasai woman) and the Virginia Tech Service without Borders student organization, of which I am an advisor.

The initial goal of the Foundation partnership is to construct and operate a primary school (pre-school plus grades 1 to 7) in the Engaruka region of Tanzania. The school would serve students from Engaruka and 3 surrounding villages. The school will be somewhat unique because the medium of instruction will be English, to enable students become fluent in English and subsequently pass the secondary school entrance exams, which are administered in English. The school will also have dorms for students from the outer villages who live too far away to walk to school. While the school will be coed, our goal is that 2/3rds of the students will be girls because educating women has a greater impact on development than educating men. We hope the school will start classes in January 2018.

The projected cost of Phase I of the school is \$159,380 for a classroom/dormitory, toilet/shower facility and a dining hall. The partnership has secured a \$70,000 grant from the TX Foundation of Taiwan and has raised an additional \$32,000 for construction. We need to raise an additional \$57,000 by May 2017 to start construction on schedule in May.

So, how can you help me help the children of Engaruka? You can donate and solicit funds for the project. The Foundation has applied for IRS 501(c)3 public charity status but that will take 6 months or more. In the meantime, you can make tax deductible contributions through our partner Service without Borders' Virginia Tech Foundation account.

Secure Online Donations can be made through Virginia Tech's Secure Online Giving Form at:

<https://webapps.es.vt.edu/givingto/academic/gift>

Enter the amount of gift and select "Enter your own."

Then enter **RSO Private Gift #876916 Service without Borders – Engaruka**

If your donation is eligible for a corporate match, please note on the online form.

Gifts by Phone

You can also call the Virginia Tech Foundation at (540) 231-2828 to charge your gift using MasterCard, Visa, American Express or Discover Card. If you call, indicate that your gift is for **RSO Private Gift # 876916 Service without Borders – Engaruka** and in my honor.

Gifts by Check and Mail

Just mail your check made out to the "Virginia Tech Foundation" to me with your contact info and I will complete the required paperwork for you and submit your check to the Foundation. My address is Theo Dillaha, 345 Woods Lane, Newport, VA 24128.

Receipts for tax-deductible gifts will be sent by the Virginia Tech Foundation.

If you have any questions or suggestions concerning the project or donations, please call me at: 540-922-2971. There is also a wealth of info on the project on the Foundation website at <https://maasaieducationfoundation.org>.

Thank you for considering my request,

