

## **Simons Heart Board meeting - 12/5/23**

Virtual meeting - 6:30-8:00 pm

Time called to order: 6:34 pm

Time adjourned: 7:49 pm

### **Directors present (green)**

**Present:** Nancy Hunter, Mitch Bednoff, Darren Sudman, Phyllis Sudman, [Jeff Krawitz](#), Brian Brick, Eldwin Thay, Scott Brucker, Raj Kapur, Dom Folino, David Shipon

**Absent:** Jess Cook, Rayna Jones, Cheri

Corrections and amendments to previous meeting minutes - None

Additions to current agenda - None

Quorum Present - Yes

Motions taken: - None

### **Agenda**

- **Welcome All**
- **Minute for Mission - TBD**
- **How to communicate with impacted Families - Jess (deferred)**
- **Soiree 2024 Update - Jenn**
- **Walk-in items as time permits**

### **Meeting Minutes**

- Minute for Mission - Jenn
  - Anne Fitzpatrick

- Had Jenn go to her mother's township (Lansdowne) to discuss placing AED at park, Now doing 10 AEDs and will support funding for training of AEDs
  - Funding of AEDs through Simon's heart
  - Great way to establish precedent with other Twps
  - Simon's Heart will have 20% additional to cover overhead
  - Would not charge a fee for one-off, only for larger placements
  - Girl Scout troupe in DE wants large placement
- Donations 30% down from same time last year
- AED dollars are not paying for overhead - not funded
- Identify Corp partners that we could target, new relationships and help with donations
  - All hands on deck
  - Call to Action - tap our networks for potential introductions to Jenn
  - Jenn is asking for help
- Soiree invites do not really identify "Who we are"
- Sending out an impact report to all Life Time Donors who have given \$5k+
- Looking for someone in the host role this year to replace the Kyle's
- Nancy asked Jenn to provide a list of strategic donors to the Board
- Questions on what the ask is of the Board
  - Darren - are we appropriately adjusting down this year since we had a number of one-time donations last year. Jenn responded that she did adjust down. Working with

forecasting team to determine if further adjustment is required

- Soiree budget is \$500k for 2024
  - Jenn does not want our expenses to go over what we're actually capable of raising

Darren - shared other ways to find revenue (concepts)

- Activation Agency - find a national client and take CPR Jukebox on the road
  - Connected with several just haven't found the right one
  - Could be major \$ however learning that we cannot brand/sponsor with the Jukebox. Can use social media however makes it hard to get a sponsor.
- EITC - legitimate educational component that should assist with our application for the credit. 2024 should be the year.
- Darren - Oppty to use big sporting events to brag and find corporate sponsors
  - Highlighted Munich Re - Munich covers our costs
  - Insurance Co type of events
  - We need intros to companies that sponsor conferences
- Jenn - We are dialing for dollars right now.
- Don't have the time - Jenn is asking for assistance with intros/leads
- Jenn asked for 10 thoughts on potential guests - email them to her

Eldwin asked - can we receive a copy of the Impact Report

Jenn showed the group the Impact report

Eldwin

- Look at all the programs and determine if there is margin to fund operations
- Jenn
  - We are more than just supporting AEDs. We are education these groups.

Phyllis

- 2 year wait list to host heart screening due to high demand - can only handle 2-4 annually
- Due to staff required, Cardiologist availability on Saturdays
- The entire model may need to be restructured - what is the goal of the heart screening?
- Up to 25 volunteers to pull off a heart screening
- Nancy asked if we could do a BIG bang event?
  - Great idea and tried multiple times and people did not show up
  - Big event needs pre-participation physicals as a carrot
  - Digital divide is real
  - Having a parent attend can be a challenge
- IBC Study on behalf of Simons Heart on how to get kids to attend

Nancy suggested - Board members get your Soiree tix

- Last year
- 1,000 donors - \$40k
- 500 donors - \$35k

Revenue

2 other signature events

- CPR marathon March 23, 2024

- Location tbd
- Catherine confirmed it worked for all of the ambassadors
- (August 17, 2024) QCW Cycling - cycling event in Conshy
  - Potential for new revenue
  - Low expenses
  - QCW is race promoter
  - Boro is very interested
  - Nancy asked us to put dates on calendar now - stop by
  - Jenn to send an invite out to the board - invites have been sent

#### Discussion of Monthly report - Nancy

- Reminder to click on the report and links
- GotAED
  - Where was the sourcing of the AEDs?
  - Mix 20% campaign
  - 80% from funding of grant sources

#### JukeBox - no questions

#### Next board meeting Feb

- Let us know if there are conflicts
- Dom - discuss advocacy
- Raj - share survey results and action step proposal
- Jess - Impacted families? TBD

#### Reviewing meeting dates for 2024

#### Financials - no questions

Legislation - more from Dom / Darren in Feb meeting

Heart Screenings - challenging and time consuming

Social media report - no questions

Nancy asked for Walk-in items

Rayna asked about how to invite someone new to the Soiree

Jenn - best way is for warm intro

Could it be a sneaker soiree - messaging for dress code has been a challenge

Former Eagles kicker

Girls on the Run is using "Sneaker Soiree" in 2024

Rayna - come as your best self

Jenn asked for assistance for a one line descriptor

Jenn asked for help and wants us to grow - need to sustain our revenue.  
How do we determine our approach.

Lexi and Catherine are not seasoned fund raisers

Creative Cocktail

Darren - Are we honoring athletic trainers? If so, have we started targeting physical therapists and healthcare providers? I can create a list

Nancy closed out the meeting with reminder of February meeting and agenda

Cheri - are large sporting events (HS / College) good events to see if we could take CPR jukebox

- Jenn indicated yes

- Have we ever approached Dad Vail?
- First polo matches in Philly?
- Jenn asked for CPR hit list