SIMON'S Heart

Board of Directors Meeting Minutes
Q3 Meeting
March 23, 2026 | 7:00 PM | Zoom

1. Call to Order: 7:00pm

2. Roll Call/Attendance
   Present: Mitch Bednoff (late), Brian Brick, Scott Brucker, Dom Folino, Rayna Jones, Raj Kapur, Jeff Krawitz, Kristin Morris, Venkat Ramamurthy, Joe Secoges, Darren Sudman, Phyllis Sudman, Justin Will.
   Absent (reported): Annie Kelly, David Shipon.
   Guests: WCPG | Harrie Bakst, Jeff Jarboe, Jami Weintraub.

3. Approval of Previous Meeting Minutes
   Consent agenda, including December board meeting minutes.
   Motion to Approve by: Scott Brucker
   Seconded by: Mitch Bednoff
   Vote: Unanimous approval

4. Welcome
   Darren welcomed everyone and introduced Kristin Morris as a new board member. Kristin played a key role in the Philadelphia Magazine campaign.

   Mission moment: Lucy Whitson, a 2026 Miss Teen Virginia contestant, shared her Project Care initiative, aimed at raising awareness of sudden cardiac arrest. Inspired by her father's survival thanks to CPR and an AED, she plans to fundraise with GotAED and bring the Jukebox to her community.

5. Just a Ball Campaign Overview
   - The WCPG group presented on Just a Ball.
   - Partners: Babe Ruth League, Phield House; other potential partners include Rush Soccer, Harlem Globetrotters, RCX.
   - Campaign amplification via social media and in-person events; talent ambassadors may create content and participate locally.
   - Potential talent: Kirk Herbstreit, Shaun White, Tina Charles, Greg Olsen.
   - Talent involvement: use of name/image/likeness, social media promotion, local events; some donate time or to charity.
   - Starter Circle: $1,000 minimum; converts awareness into support; recent example: $50,000 donation.

6. Board Discussion (Key Themes)
   Game of Chance Policy

- Policy approved to prevent any perception of impropriety in raffles and similar activities.
- Board members and immediate family members will not be eligible to participate.
- Discussion acknowledged potential loss of insider participation but emphasized transparency and public trust.

Strategic Plan Progress

- Brief update shared on progress approximately eight months into the strategic plan.
- Continued tracking and alignment with organizational priorities emphasized.

Sponsorship Lead & Compensation Structure

- New role discussed in context of compensation approach and timing.
- Consideration of alignment with Association of Fundraising Professionals guidance on commissions.
- Focus on structuring the role around sponsorship (marketing revenue) rather than traditional fundraising.

7. Motion + Votes
   Game of Chance Policy
   Motion to approve: Rajat Kapur
   Second: Brian Brick
   Vote: Unanimous approval

8. Action Items + Next Steps
   - Board members to submit potential contacts and categories for outreach by Friday.
   - Coordination with WCPG to avoid overlap in outreach and activation.
   - Early-mid April target for campaign rollout with ambassador videos and local activations.
   - Continued refinement of board activation guide based on feedback.
   - Board reminded to review activation guide and participate in follow-up actions.

9. Next Meeting: Monday, June 1 at 7:00 PM.

10. Adjournment: 8:30pm by Darren Sudman.