



Salem Academy Charter School

Minutes

Development Committee Meeting

Date and Time

Wednesday March 5, 2025 at 8:00 AM

The Salem Academy Charter School Development Committee will meet on March 5, 2025 at 8:00 AM via Zoom.

Zoom Link:

<https://salemacademyics.zoom.us/meeting/register/tZMkcOmvpz8oGNzIYAKdIxO2KcJNHoyW2sLB#/registration>

Committee Members Present

Domina DiBiase (remote), Fallon Burke (remote), Laurie Kennedy (remote), Nohara Lopez-Okoli (remote), Stephanie Callahan (remote)

Committee Members Absent

None

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Stephanie Callahan called a meeting of the Development Committee of Salem Academy Charter School to order on Wednesday Mar 5, 2025 at 8:06 AM.

C. Approve Minutes

Laurie Kennedy made a motion to approve the minutes from Development Meeting on 02-05-25.

Domina DiBiase seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Development

A. January Development Report

Fallon Burke presented the February Development Report, highlighting that most new activity is related to the Reach for College Gala. She noted that the 2024 year-to-date total is nearly \$20,000 ahead of the same period in 2023.

Laurie suggested exploring a year-long sponsorship model that would package all fundraising efforts into a single sponsorship opportunity, with billing spread throughout the year rather than being tied to specific campaigns. The committee will consider this approach in the coming months.

B. Reach for College Gala Planning

Fallon provided an update on Steve Palmer, who has accepted our invitation to be honored at the Reach for College Gala. The committee also discussed opportunities to spotlight Salem Academy's community partners at the event, which will feature student performances, including the Dance Team, musical performances, and poetry readings.

The committee reviewed sponsorship opportunities and discussed prospective sponsors. The committee also noted the need for auction items, particularly travel experiences, getaways, and golf course access, and will work to secure these contributions.

III. Committee Goals

A. Trustee Engagement

B. Development Calendar

The committee discussed the development of a comprehensive development calendar. Fallon mentioned various resources that could be utilized, including a grant management calendar, a giving-at-a-glance overview, and a general development calendar. Laurie will share examples of calendars she has used in the past to help guide this process. Additional elements to consider include a communications calendar for newsletters and key messaging, as well as insights from the MCPSA Public Affairs Workbook to align development efforts with broader school initiatives.

C.

Trustee Recruitment

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:57 AM.

Respectfully Submitted,
Fallon Burke

Documents Referenced During the Meeting:

- Development Report as of 2/26/25