

APPROVED



Salem Academy Charter School

Minutes

Development Committee Meeting

Date and Time

Wednesday November 5, 2025 at 8:00 AM

The Salem Academy Charter School Development Committee will meet at 8:00 AM via Zoom:
<https://salemacademy.zoom.us/j/92258600000>

Committee Members Present

Domina DiBiase (remote), Fallon Burke (remote), Giselle Ortega (remote), Laurie Kennedy (remote), Stephanie Callahan (remote)

Committee Members Absent

Nohara Lopez-Okoli

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Laurie Kennedy called a meeting of the Development Committee of Salem Academy Charter School to order on Wednesday Nov 5, 2025 at 8:05 AM.

C. Approve Minutes

Domina DiBiase made a motion to approve the minutes from Development Committee Meeting on 10-01-25.

Giselle Ortega seconded the motion.

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

II. Development

A. October Development Report

Fallon Burke reviewed the October Development Report with the committee. She noted an increase in restricted giving activity and shared that the Community Emergency Fund has been successfully relaunched.

B. FY26 Campaign Updates

The committee discussed early momentum for FY26 fundraising efforts. The Community Emergency Fund has been relaunched, accompanied by a new form for families to request support when needed. For GivingTuesday, the team explored framing the campaign around community participation, highlighting collective impact—for example, setting an internal goal tied to student enrollment (e.g., 480 students = \$4,800, or illustrating what 40% family participation could achieve). The committee also discussed leveraging families' broader networks by encouraging them to share the campaign widely, especially while students are already engaging the community by selling calendar raffle tickets. Messaging will emphasize themes of connection and togetherness during the holiday season, encouraging families and students to come together in support of Salem Academy.

C. Progress Toward 2025 Committee Goals

D. 2026 Development Committee Goal Setting

The committee began outlining development goals for 2026. The primary goal identified is to raise \$125,000 for the Annual Fund by June 30, 2026.

Additional goal areas were discussed, including clarifying the roles and responsibilities of the Foundation Board versus the Development Committee. As a tactical step toward stronger alignment, the committee proposed holding a joint meeting with the Foundation Board by March 2026.

The committee also explored ways to expand the school's institutional donor base, suggesting the development of a more robust foundation pipeline by 2026, paired with a goal to increase the number of foundation supporters by 10% (measured by funders, not dollars) by the end of the fiscal year.

Laurie will draft the full set of proposed goals and share them with the committee for review.

E. RFC Gala 2026 Planning

The committee discussed preparations for the 2026 Reach for College Gala. Fallon shared that Saphier Events will be re-engaged this year, continuing their support with event coordination and logistics. Instead of forming a full Gala Committee, the team will pilot an Auction Committee to focus specifically on securing and organizing auction items. As the event approaches, the committee plans to define and communicate a clear purpose for auction proceeds, ensuring donors understand the impact of their contributions. Additionally, the online auction will launch 5–7 days prior to the event to build momentum and increase participation leading up to the Gala.

III. Other Business

A. Foundation Board Update

The Foundation Board held its retreat in October. During the retreat, members engaged in vision and mission-setting exercises and spent time deepening their understanding of the Board's roles and responsibilities.

The committee discussed opportunities for closer collaboration between the Foundation Board and the Development Committee, particularly around broadening networks and expanding outreach, to strengthen fundraising efforts and increase community engagement.

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 8:51 AM.

Respectfully Submitted,
Fallon Burke

Documents used during the meeting

None

Documents Referenced

- October Development Report as of 10.31.25