

APPROVED



Salem Academy Charter School

Minutes

Development Committee Meeting

Date and Time

Wednesday December 3, 2025 at 8:00 AM

The Salem Academy Charter School Development Committee will meet at 8:00 AM via Zoom:
<https://salemacademy.zoom.us/join/91234567890>

Committee Members Present

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

Committee Members Absent

Nohara Lopez-Okoli

Committee Members who arrived after the meeting opened

Laurie Kennedy

Committee Members who left before the meeting adjourned

Stephanie Callahan

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 Dec 3, 2025 at 8:05 AM.

C. Approve Minutes

Domina DiBiase made a motion to approve the minutes from Development Committee Meeting on 11-05-25.

Giselle Ortega seconded the motion.

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

II. Development

A. Development Report

Fallon Burke reviewed the Development Report as of December 3, 2025, noting that GivingTuesday performed strongly. The campaign successfully engaged parents and families in a new way, contributing to its overall success. Next steps include analyzing donor data to better understand the mix of repeat donors versus first-time supporters and inform future engagement strategies.

B. FY26 Campaign Updates

Fallon provided a GivingTuesday update stating that we had raised over \$7,000 as of 12/3/25.

C. RFC Gala 2026 Planning

The committee received an update on planning for the Reach for College Gala, including a review of sponsorship levels. Members agreed to keep the same sponsorship tiers used last year. Next steps include reviewing the development tracker, identifying and recommending two new potential sponsors, and flipping the auction tracker to begin outreach. Point people and liaisons will be assigned to support auction item solicitation and coordination.

D. Progress Toward 2025 Committee Goals

One-on-one philanthropic engagement conversations have been completed with the majority of trustees; two trustees remain to be engaged to fully meet this goal.

Laurie Kennedy arrived at 8:29 AM.

E. 2026 Development Committee Goal Setting

The committee reviewed draft 2026 Development Committee goals proposed by Laurie Kennedy:

1. By June 30, 2026, the Development Committee and the Salem Academy Foundation Trustees will create an initiative (event, campaign, or other) to recruit new support for Salem Academy.
2. By December 31, 2026, 10% of SACS trustees will become sustaining (monthly) donors.
3. By June 30, 2026, Salem Academy will raise a minimum of \$125,000 to support the Annual Fund.
4. By December 31, 2026, the Development Committee together with the SACS development staff will develop a prospect list that increases the prospect number on January 1, 2026, by 10%.
5. The Development Committee will continue to recruit for trustees that can support the fundraising and advocacy efforts of the Board of Trustees and the school.

The committee agreed to pause further discussion on the recurring donor goal until there is more clarity on trustee interest, noting that a smaller, habit-building approach may be more appropriate. Members also noted that the trustee recruitment item reads more as a standing priority than a measurable goal. For the prospect development goal, the committee emphasized the need to first organize and segment prospects—individuals, sponsors, and foundations—and better understand giving history and gaps in support, particularly for the Annual Fund and event-related fundraising.

Stephanie Callahan left at 8:30 AM.

III. 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 8:47 AM.

Respectfully Submitted,
Fallon Burke

Documents used during the meeting

- Development Reports FY26 - As of 12_3_25.pdf