

**White Plains Children's Center
Board of Directors' Meeting
August 17, 2015 @ 6:45 PM**

AGENDA

Call to Order - Welcome
Appointment of Secretary to take minutes
Invocation
Approval of Minutes

Chair/Vice Chair
Chair
Mike Williams
Board Members

Committee Reports

Nominations

Mike Williams

Finance Committee

1. Report as of July 31, 2015.
2. Canady Endowment

Kellie Haight/Wendy Partin

Policy and Personnel Committee

Jeanne Marlowe

Director's Report

Wendy Partin

Marketing & Fundraising Report

1. Status 2015 of online fundraising plan.
2. Status of or potential for grant applications.

Jenna/Madison/Wendy

PTA Report

Parent Representative

Old Business:

New Business:

White Plains Children's Center
Board of Directors meeting
August 17, 15 @ 6:45PM

In Attendance: Mike Williams, Madison Lewis, Wendy Partin, Kellie Haight, Sameer Pawa, Amanda Witting, Gary Benson, Dr. Heathcoat, Jenna-Marie Nelson, Leah Campbell, & Merrie Jenson

Absences: Bill Harris, Jeanne Marlowe, and Skip King

Proxies: Mike Williams for Jeanne Marlowe and Skip King
Gary Barnes for Bill Harris

Invocation- Mike Williams

Approval of July Minutes- Minutes approved.

Introductions of members

Committee Reports

Finance Committee- Kellie Haight and Wendy Partin

- See attached report.
- Report as of July 31, 2015
- Audit is complete and there should be a draft available by the end of this week.
- The auditor, Joe Turchetti, will not be able to present at our September board meeting. He will instead meet with the Finance Committee, and the Finance Committee will then present this report to the Board in September.
- 100% enrollment in two older classrooms (Chips and Bears).
- One part-time enrollment slot available in the Turtle classroom. The Panda class has 2 Tuesday/Thursday openings and 2 part-day openings.
- Two new WPCC scholarships were awarded in July and August of 2015.
- Canady:
 - \$400 monthly payment will go towards two \$200 scholarships for the entire Wake County school year (10 months). The two scholarships will go to two families who have a child with special needs.

Policy and Personnel- Jenna-Marie Nelson

- Completed Wendy's annual review.
- A hard copy of this review was passed around to board members to review

Director's Report- Wendy Partin

- See attached report.
- Completed the Developmental Day Case study
- Applied for a \$1000 grant through Wal-Mart
- Canady Scholarship has been announced (see above in Finance Report)

- The video production company will have the completed videos by the end of this week.
- Cary Chamber meetings: Madison has been attending these meetings monthly.
- Wake Tech and Meredith College students will be doing service learning projects this year in our classrooms.
- September 1st, 2015 we will have 60 children enrolled
- Playground committee report: Madison updated board members of the clean-up and progress the teaching staff has made on both playgrounds.

- Tuition increase has not created any issues with parents. We have not heard any concerns from our families.

Marketing and Fundraising Report- Jenna/Madison/Mike/Wendy

- Jane Youngin to review our Go Fund Me fundraising idea to be approved by WPUMC finance committee.
- Plan to launch fundraiser on Sept 1st through 30
- Graphic designer, Ashley, will refresh Nicole's work on the brochure. Ashley will charge us for her time, but then donate it back to the center.
- Brochure, social media, editorial writings (via Leah)
- Leah presented her ideas about editorials and other media outlets (see attached reports). News and Observer and Cary News were interested in doing a report on our fundraising event. Leah is waiting to hear back from both news sources.
- Wendy will do a video interview at Leah's law firm. This interview will also be sent in the firm's newsletter and posted on all of their social media outlets.
- Leah has edited our "Donation Request" letter (see attachment). She is very open to suggestions and comments on her edits. Leah will email out e-copies of her letters and asks that board members review these and provide commentary.
- We should still ask for corporate donors and contributors. Sending thank you cards to donors would be ideal. Leah has volunteered to send these letters out when the event is over.

-Fundraising:

-Sameer is interested in helping us do a fundraiser in October during Halloween with his chocolate business. 25% of the proceeds would go back to WPC. Sameer's business website: sweettreatsofnc.com

-Mike suggested that we do this fundraiser under the PTA banner.

PTA: No representative present.

Old Business: None.

New Business: None.

Meeting adjourned 8:00 PM.

Minutes respectfully submitted by Madison Lewis.

**White Plains Children's Center
Director's Report
August 17, 2015**

Overseeing Annual Operating Budget

- Developmental Day Cost Study has been completed. Copies are available if anyone is interested.
- Audit is completed.
- I have applied for a \$1000 grant through Walmart for playground expenses. I plan to complete 7 more through various other Walmart(s).

Community Relationships & Partnerships

- Canady scholarships began this month. The two families chosen will receive \$200 off their before/after school tuition for a total of 10 months. Ms. Canady has been notified and the families are acknowledging her gift with Thank you notes.
- Artauro Productions - Highlight video clip should be completed by the end of the week.
- Cary Chamber of Commerce is looking for presenters to inform businessmen of the importance of early childhood education and the impact it has on the K-12 years.
- NC ADD - The Child Care Commission voted unanimously in favor of the Developmental Day petition that we have been working on for over two years!
- We will be serving Wake Tech and Meredith College by hosting practicum students this fall.

Students/Families

- We will be holding a Back to School Orientation this Friday, Aug. 21, 2015 from 6:00 - 7:30. I will be doing a Q&A, families will get tour and meet their teachers, we will have a resource room and be holding basket raffles.
- As of 9/1/15 we will be serving a total of 60 children
- Committee Reports
 - Playground - Madison to report
 - Events - Organizing Orientation
 - Cultural Competency - "All about Me" puzzle pieces - added this to our electronic questionnaire
 - School Improvement - Nicole and I are meeting with Paula Brown - (NAEYC) to plan a course of action for the upcoming school year.

Employees – Maintaining happy,highly qualified staff

- Staff have jumped into their leadership roles full force and are making things happen!
- Foundations Training - Module 1 complete
- 2 Staff celebrating 5 years - Nicole and Wendy

August 17, 2015 – Finance Committee Report

- Finance Committee Meeting – Date: August 13, 2015
- Attendees: Wendy Partin, Kellie Haight, Mike Williams, Skip King

Cash Position:

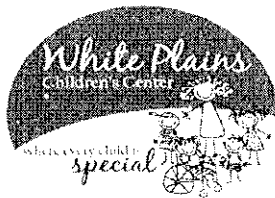
	<u>7/31/15</u>
Checking	<u>\$67,395</u>
Reserves	\$21,435
Scholarship	<u>\$ 1,055</u>
Cash Reserves	\$22,490
UMF	\$38,025
Endowment (Canady)	<u>\$17,990</u>
Total Reserves	\$78,505

Financial Review:

	<u>July 2015*</u>		
	<u>Projected</u>	<u>Actual</u>	<u>Budget</u>
Income	\$ 47,152	\$ 44,276	\$ 47,473
Expenses	\$ 52,414	\$ 51,442	\$ 54,053
Profit/Loss (less trans)	\$ -4,662	\$ -6,566	\$ -6,580

*The actual figures for July will change once we receive the final audit journal entries.

	<u>August 2015</u>		
	<u>Projected</u>	<u>Actual</u>	<u>Budget</u>
Income	\$ 44,251		\$ 45,712
Expenses	\$ 61,798		\$ 61,951
Profit/Loss (less trans)	\$ -16,647		\$ -16,239



313 Southeast Maynard Rd.
Cary, NC 27511

Date

Recipient
Address Line 1
Address Line 2

Dear ,

White Plains Children's Center is the only child care center in Western Wake County that provides care and education to children with special needs in an inclusive setting. It is a place where children with autism, Down syndrome or muscular dystrophy atrophy are developing daily – right alongside their typically-developing peers.

The Center was founded over 30 years ago on the belief that children with special needs make tremendous strides in development by interacting with their peers who are developing typically. Through this exceptional model, both populations have the opportunity to learn from each other. *Early intervention is the key.*

The support we receive from our community has made amazing things happen at WPCC...

- Our enrollment has increased by 25%.
- **100%** of our special needs students entering kindergarten will follow a standard kindergarten curriculum.
- **60%** of special needs graduates will go on to learn in regular education classrooms with typically developing children.

I'd like to offer you the opportunity to help.

State revenues cover only one-half of WPCC's costs of meeting the requirements of our children with special needs. Without the support of people like you, serving these children and their families would not be possible. *Please* consider contributing to our Center. Your donation goes *directly* to the children we serve, funding resources that include scholarships, specialized therapies, and instructor training.

This year, we are trying something new. We are using GoFundMe.com to raise funds. It is easy to make a contribution and allows you to choose how much and what you would like your funding to support. To make a donation, please go to gofundme.com.

If you have any questions or would like to tour our Center, I'd be happy to help: (phone # or email).

Sincerely,

Sender's Signature

Letter to the Editor

Say “special education” and many people think of children whose disabilities are beyond those of academic achievement – an image often reinforced by the media.

But data on special education students reveals a far different picture. Students who receive special services are highly diverse, with the vast majority fully capable of learning and being educated in a regular school environment and performing at grade level. **Early intervention and a supportive educational environment is the key.**

Unfortunately, state revenues are not available to fully support the services these children need early on -- resources that could positively impact them for a lifetime. Help from the public is necessary to insure that programs that help these students continue.

Now that the new school year has begun, please consider supporting programs to help our special needs students during their preschool years. Programs such as the one at White Plains Children’s Center provide care and education to children with special needs in an inclusive setting. WPCC is the only child care center in Western Wake County where children with autism, Down syndrome or muscular dystrophy atrophy are developing daily – right alongside their typically-developing peers.

The Center was founded over 30 years ago on the belief that children with special needs make tremendous strides in development by interacting with their peers who are developing typically. Through this exceptional model, both populations have the opportunity to learn from each other.

Without public support, serving these children and their families would not be possible. Your donation goes *directly* to the children we serve, funding resources that include scholarships, specialized therapies, and instructor training,

This year, we are trying something new. We are using GoFundMe.com to raise funds. It is easy to make a contribution and allows you to choose how much and where you would like your donation to support. To make a donation, please go to gofundme.com.

If you have any questions or would like to tour our Center, I’d be happy to help: (phone # or email).

Wendy Partin
Executive Director
White Plains Children’s Center

Media Outlets

Put together a media list of Features/News and Calendar editors for fundraiser and future events. Story ideas to editors to coincide with "Awareness" months.

Cary Magazine

Cary Living

Cary Citizen

Carolina Parent

CarolinaParent.com

Cary News

News & Observer

Indy Week

Local TV stations