



ACBL Educational Foundation Minutes
152nd Meeting of the Board of Trustees
July 18, 2023 - 7:45 PM EST Chicago and on Zoom

1. Call to Order - Robert Todd

Robert welcomed everyone and called the meeting to order at 7:58 PM EST. Foundation members in attendance were Jane Champion, Betty Starzec, Bryan Howard, John McAllister, Michael Berkowitz, Reese Koppel, Allison Freeland, Daniele Favre-Panayotatos, Kristen Frederick, Joel Kramer, Andrea Heuson, Robert Todd and Barbara Clark. Guest members attending were Stephanie Threlkeld, ACBL. Amber Lin, 2023 ACBLEF Summer Intern, Tracey Clifford and Bob Ives.

Robert introduced new board member Andrea Heuson and welcomed her to the board. He is excited to have her. She is a finance professor who has done lots of work with Allison. Robert thanked Allison for the recommendation and asked Andrea if she wanted to say a few words. She said she does lots of volunteer work. She's a bridge player and is very glad to be here.

2. Approval of the 151st Minutes of the ACBL Educational Foundation

Joel Kramer moved that the 151st Minutes of the ACBL Educational Foundation Board of Trustees be approved. Jane Champion seconded the motion. The minutes were approved unanimously.

Approval of the BridgeWhiz Annual Meeting Minutes. Joel Kramer moved that the BridgeWhiz Minutes be approved. Jane Champion seconded the motion. The BridgeWhiz Minutes were approved unanimously.

3. Executive Director's Report - Kristen Frederick

Kristen stated that all have her report. Thanks to everyone for lots of good years and growth. Robert said he could probably spend hours talking about all of the good things she's done. Glad we had her. She is the first Executive Director of the Foundation. Has worked incredibly hard. She created the infrastructure, legacy donations, donor and email lists to make the organization move forward. It's the little things that are important. Little comments from people about her. He's appreciative of all that she has done.

Joel was President during Kristen's first three years. He praised her highly saying that they had a close working relationship. He was impressed with her fast learning curve. She created the structure of how a foundation should work. She was a steward of new donors. Donations rose every year. She had great integrity, how we should work, ethics, the right way to do things. She was a pleasure to work with. Betty also acknowledged her as a fast learner, lots of bridge questions, she appreciates her, and congratulations.

"Growing the Future of Bridge", the impressive ACBLEF 2022 Annual Report, is on hold pending financial documentation from the ACBL.



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4. Treasurer's Report - Allison Freeland

Year to Date Financials
Investment Update
Resolution - Vanguard & Endowment
Resolution to Establish the ACBL Program Fund
Resolution to Establish the Spark Fund
Update on Audit

Allison provided her report to all board members. Robert discussed briefly the status of finances and asked if there were any questions? Although there were none, he advised that questions could be emailed to Allison. A copy of Allison's report is attached.

Robert discussed the Resolution - Vanguard & Endowment, a resolution to remove former employee Peyton Dodson as a signatory on the Vanguard Brokerage Account and Vanguard Life Strategies Growth Fund. Also, to add Robert Todd, Allison Freeland and ACBL CFO Jennifer Webster.

Michael Berkowitz motioned that the resolution removing Peyton Dodson as a signatory on the Vanguard & Endowment account be approved. Betty Starzec seconded the motion. The motion was unanimously approved.

Resolution to Establish the ACBL Program Fund

Joel Kramer motioned that the resolution approving establishment of the ACBL program fund be approved. Jane Champion seconded the motion. The motion was unanimously approved.

Resolution to Establish the Spark Fund

Michael Berkowitz motioned that the resolution establishing the Spark Fund be approved. Betty Starzec seconded the motion. The motion was approved unanimously.

Resolution of the Board of Directors of The American Contract Bridge League Educational Foundation, Inc. Grants to Individuals and Competition Teams

After discussion of the resolution, the resolution was tabled.



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5. Program Committee Report - Michael Berkowitz

6 - Month Update: Grant Making

Policy Statements RE:

Grants to Individuals

Service Expectations for Grants to Individuals

Resolution for Grants to Individuals

Update on Collegiate Social Event - Amber Lin

BridgeConnect - Grant #2316

BridgeWhiz

Collegiate Initiative - Stephanie Threlkeld

Michael advised of our grants approval process and discussed the approved grants. One had not been approved. Travel grants, sending people to international events, scholarships, the process might require a service component. Our goal is to create and maintain bridge players. Having email they can assist in programs. Signed on to help. Joel, good idea. Put in writing. Requirement in future grants, conditions agreed to be part of grant. Right language, community oriented bridge activity.

BridgeConnect - Robert - Advertise Bridge Clubs, Teachers. Revamping. Independent site. Stephanie, hard to search. Click on each individual. Filter by what you are looking for, what's available in your area. Online. Boost, Market Place. A place for teachers to advertise their programs. Can advertise specific class, qualifications. List of classes. Criteria. Market to everyday player. Minimum contract, funded for two years. Buy out clause in contract. What constitutes success? Platform - focused on teachers. Narrowed down to three vendors. Joel, do we contract everything, \$96,000? Reese - how comparable is it to what we always do? Suggested simple pilot model to Beta Test before sinking in a \$100K. Robert, manual manipulation isn't manageable. Maybe a pilot prototype but not long range. Software company will develop and manage. Will determine parameters of contract. Bronia can give quick presentation to board of details.

ACBL, has not sought a lot of grants from us. Bronia - what can we pay for? ACBL collaboration. Create process to raise money; apply for grants that fit our budget. They can apply for grants. Pilot programs. Incubation. Apply through normal process for programs that fit within our mission. Start off small. Pickle Ball partnership. Small grant. Growth. Needs to raise money to spread program. Successful pilot. Bring in new people. Scale it larger. Small ACBLEF, medium collaborative, large ACBL.

Second - Create a Restrictive Fund. Fund programs. ACBL partner to raise money. Start out small, have \$100,000 seed money. Daniele questioned this process with nonprofits. Liability for board members. Robert - can't fund infrastructure. Very specific things explicit to 501 (c) 3 can be funded in this structure. Key components that make it a grant. Lawyers consulted and will be involved. Metrics for success, reporting.



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Jane's observation was that the executive director lacked knowledge of the educational foundation. Need greater recognition to attract legacy donations. Make changes. Get the word out to make us better known. Encourage people to contribute, units, clubs. Donation can't be given and funneled back to the ACBL.

Andrea - organizations spend money on principal, what works with IRS. Purpose, what you would be giving funds for. Can't believe it's their money. Mission and structure. Legal solution. Joel, they can donate. ACBLEF makes decisions about the money. Kristen mentioned how our Spark Fund was created. Good idea. Have Foundation address part of program.

Michael asked about \$96,000 transfer. Where does that money go?
Can't direct where it goes. Restrictive Fund. Programs ACBL will be running. Cannot guarantee a grant until she applies. Will say no if it doesn't comply with IRS. Stephanie - Bronia wanted to put the grant in. Must go through the process. Not voting on it now. Policy - \$50,000 minimum to do Restrictive Fund.

Junior Programs, 8 - 21, Amber Lin. Amber's grant is compelling. Young adults involved in game. Helping to build relationships.

Amber provided a program update. Working on the 18 - 31 age group roughly. Young Adult Program. She's been interning with us May - September, about one third of the way. Create more social events at NABCs.

Part 1: Demographics Research - Goal: Understand most popular areas in North America for young adult bridge players using ACBL and CBO database. Summary: A breakdown was provided of the 5,800 ACBL members by state with the percentage of their memberships. Next Steps: California and Georgia had the highest numbers. Leverage CA data to recruit members for Bay Area pilot. Use data to determine locations for next young adult bridge pilots.

Part II: Local / Casual Bridge Programs - Goal: Pilot and build model for (1) local young adult games and (2) corporate clubs. Completed: Ran a "U31 Bay Area Summer Party. Built case study on Pure Storage corporate club (led by Kevin Rosenberg).

Next Steps: Develop and run weekly casual games for young adults, September, supported by Reese and Eric Lou. Establish additional corporate bridge clubs.

Part III: Tournament Bridge Programs - Goal: Enable young adult bridge players to connect at NABCs / Regionals. Completed: Collegiate bridge social, Chicago NABC. Next Steps: Run event and collect data. Plan events for Atlanta, Santa Clara.

Part IV: Digital Platform - Goal: Establish digital platform for young adults to connect. Completed: Set up model Discord server. Next Steps: Pilot Discord server.



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Collegiate Bridge Bowl - Stephanie

Eight teams travel packages, six paid by ACBL and 2 by ACBLEF. Twelve pairs travel packages, six paid by ACBL regular 2022 winners, six paid by ACBLEF, \$12,000 approximately. Scholarships - Teams \$20,000 ACBLEF : 1st place - \$10,000, 2nd place - \$5,000, 3rd place - \$3,000, 4th place - \$2,000. Pairs \$12,000 ACBLEF, Open - 1st \$3,000, 2nd \$2,000, 3rd \$1,000. Strat B - 1st \$2,000, 2nd \$1,000. 99er - 1st \$2,000, 2nd \$1,000.

Teams - Had first travel package tournament in February and April, four travel packages were awarded at each tournament. The February tournament had 23 teams from 17 schools and the April tournament had 15 teams from 10 schools. Between the two tournaments, 20 schools fielded teams.

Pairs - A stratified pair tournament with 30 pairs from 21 schools held in April awarded six packages. Additionally, another six were awarded in the participation event which attracted a total of 26 pairs who registered in total, 26 schools fielded pairs.

Collegiate Initiative - Year to date we have spent \$8750 for the Collegiate Initiative. Stipends for Spring 2023 programs were \$5200 plus a couple of late Fall programs who submitted in January for an additional \$1500. Materials (books and bridge supplies) for the program YTD have been \$2000.

Youth NABC - Approximately 90 kids registered. Goal: To surpass last year's total, 110 kids over three days. ACBLEF sponsored the \$4000 team scholarship last year. Other scholarships - Baron Barclay pairs and the Master Point sportsmanship award.

I/N Speakers - The celebrity speaker program in the I/N room at NABCs is very popular. Usually two speakers daily, total of 16 per event. Speakers are paid \$75 per 30 minute lesson with second speaker daily funded by ACBLEF, maximum cost \$600 per NABC.

LBIAD - Since 2013 ACBLEF has sponsored Learn Bridge in a Day? events at the NABC covering \$1800 presenter fee per class. Historically, 19% of participants have joined the ACBL.

Betty - old Tap Program, any Junior who applied was free. Anyone who has taken the old Tap receives a \$75 rebate after taking the class. For funding each Best Practices at the NABC's (\$2500 each) all juniors can take the course for free. Robert - Betty's Teacher Grant will be replenished as needed.



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Charity Auction - Tracey Collins - Spark Fund

Second Annual Charity Auction - Tried to connect all organizations, USBF, ACBL, ACBLEF. All organizations working together. Used lots of AI technology. Videos. Was able to accomplish a lot more because of USBF backing. Videos from Pro/Am on YouTube. Great clips of Bronia speaking. Larry Cohen's webinar, chat to talking through the tables with Q & A from kibitzers. Connecting the bridge community. Every social economic level can take part. Start low. Participants bidding on others, 178. Thirteen donors gave over \$1000 each. Allison was thanked for her generosity and her contribution to the event. Five Golden Tickets, \$500 donations. Postmortems, top bridge players, pros, explained their thought processes, analyzed hands for two hours. Lots of time with pros. Amount raised currently, \$67,000 but expected to go higher. Lots of work. More lead time is needed.

Amber was recognized for her valuable assistance and organizational skills, very helpful. Marketing outreach to units, districts and clubs. ACBLEF website to Spark, flyers. Regional flyers. Bridge Pros - 300 participants. Robert responded about the enthusiasm of Pros with Ams. Tracey was thanked for coming.

BridgeWhiz - Robert provided update of BridgeWhiz. No longer a full time director. Looking at teachers to see if there is a relationship to student retention. Also reviewing the length of sessions. Opportunities to play with WhizKids. PeachJar not good for recruitment. Put in place a beginning plan with three goals:
1. Place for kids to play. 2. Supervised by teachers 3. Put in place leader boards. Not just for our group. Other youth organizations. Hopes it becomes a learning place. Youth cannot play on BBO. Partnership with Youth Bridge Association, West Coast. Also provided on the East Coast, clubs. Digital online programs for kids. Shorter introduction to bridge. Kids learn a little while and get out and play. Reduced cost, software development to our management system.

Development / Fundraising - Daniele

Daniele's report had been given to board members. Daniele is passionate about empowering and inspiring the board to make a greater commitment to soliciting donors, sponsors and gifts for the foundation. Although she has the expertise, she does not consider herself recognizable among potential donors in the bridge community. She recommends that lists of donors be provided with contact information to facilitate personal contacts. She also reinforced our commitment as board members to lead by example in terms of our board obligations and giving. Daniele provided guidelines for attracting Major Donors. Fundraising Tips for Larger Gifts, a plan, approach techniques were outlined. A detailed listing of Donors by category and how they give was also discussed.

Robert concurs with Daniele and supports her recommendations. He proposes greater action and involvement by the Development Committee.



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6. Adjournment: Motion was made by Betty to adjourn. Motion was seconded by Allison. Meeting adjourned at 10:10 PM.

7. Executive Session: An executive session followed.