



ACBL Educational Foundation Minutes
153rd Meeting of the Board of Trustees
November 28, 2023 - 7:00 PM EST Atlanta and on Zoom

1. Call to Order - Robert Todd

Robert welcomed everyone and called the meeting to order at 7:15 PM EST. Foundation members attending were Jane Champion, Betty Starzec, Bryan Howard, John McAllister, Michael Berkowitz, Reese Koppel, Allison Freeland, Joel Kramer, Daniele Favre-Panayotatos, Ladawna Parham, Andrea Heuson, Robert Todd, Patricia Herrera, Mitch Dunitz and Barbara Clark. Guest members attending were Stephanie Threlkeld, ACBL., Amber Lin, 2023 ACBLEF Intern, Craig Asher, ACBLEF.

Robert introduced Executive Director Ladawna Parham and welcomed her to the board. He is excited to have her. He asked Ladawna if she wanted to say a few words. She said thanks to everyone. She is grateful for the opportunity to be at the table with all of us. She's excited about being a part of this organization to build the future of bridge. She's looking forward to working with everyone in this next stage of growth.

2. Approval of the 152nd Minutes of the ACBL Educational Foundation

Michael Berkowitz moved that the 152nd Minutes of the ACBL Educational Foundation Board of Trustees be approved. Betty Starzec seconded the motion. The minutes were approved with corrections.

3. Executive Director's Plans - Ladawna & Robert

- A. 2023 Goal - focus on "education about organization" and Annual Appeal
- B. Expense Review
- C. 2024 Budget
- D. Grant Process Update
- E. Facebook Fundraising Process
- F. 2024 New Position "National Bridge Coordinator - Youth and Young Adults"- Amber Lin

- 1. Junior follow-up, communication, and information
- 2. Spark Fund Spending Ideas
- 3. USBF, ACBL, and other local organization partnerships

Robert said that this is an opportunity for Ladawna to learn the process of operations. First thing talked about together were goals. Looking at every expense, is there a way to do it cheaper? Trim, eliminate, do better on the administrative side. Ensure that books, everything lined up as it should be. No proposed budget for this meeting. Will be developed closer to the end of the year. More time to assess grants, expenses, etc. in proposed budget. Primary focus, Annual Appeal. Making donor contacts. Marketing with emails, supplement with technology. Daniele and Robert shared FaceBook birthday fundraiser ideas, strategic planning. Mitch and John are involved with donors. Updated letters mailed. Patricia Herrera is in the process of revamping grant process.



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Youth and Adult Internship - Update by Amber Lin

“National Junior Bridge Coordinator” Role Created expanding scope to all “junior” players, under 31. Youth Adult Programs - Bay Area Pilot (18-30), two hour format, 8 - 10pm Fridays with food and drinks, located at the Palo Alto Bridge Club.

NABC “Young Adult” Event Series: Second event hosted in Atlanta on Saturday, 12/2. Dinner, panel discussion hosted by Zach Grossack; Georgia Tech vs. UGA match with board games, activities for juniors to enjoy throughout the evening. The goal is to turn this into an NABC “Young Adult” event and continue to improve the program.

Demographics Research & Strategy will be included in the “State of Junior Bridge in the US” report. New project to document, analyze and create a strategic plan for all junior bridge programs in the US.

Nationwide Junior Bridge Camp - New project to expand the bi - annual 2024 US Junior Trials with a few days of educational programming as a winter camp in 2025. Focusing on “intermediate +” players. The annual summer camp will be open to all including beginners.

USBF Liaison Proposal - Amber is to continue attending ACBLEF Board meetings which might also include her role serving on the USBF Board which is pending.

The entire Board appreciates Amber and her commitment, dedication and hard work. Currently serving under volunteer status. Amber was thanked by Ladawna and applauded by the board. Stephanie, ACBL School Bridge can support. Joel, increases in collegiate bridge and spending more money to get more kids in is great. Betty, helpful in offering 2 or 3 day bridge camps. Lots of good players got to play with Houston pros. Talk to Eddie Wold about hosting a camp in Houston. Mitch asked about retention rates in some programs. Jane, kids coming to summer camp in North Carolina. Potential in developing bridge camps, two-tier, east coast and west coast sectional. Long range, summer camps, beginner, intermediate. USBF training, serving as mentors.

4. Treasurer’s Report - Allison Freeland

A. Year to date financials

As of October 31, 2023, year-to-date revenues and expenses were \$540,953 and \$526,865 respectively. Both of these amounts are in line with our approved budget and we remain on track for the fiscal year ending December 31, 2023. It was discussed that consistent with most non-profits, the bulk of our donations come in November on National Giving Day as well as in December as donors review their



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charitable contributions prior to year end. Net assets were up \$14,088 for the ten months ending October 31, 2023.

B. Investment Update

Our investments are held at Vanguard and total just over a million as of October 31, 2023. We are following the current investment policy guidelines and will continue to review our portfolio allocations at subsequent finance committee meetings but no less than twice a year. Once Jennifer Webster, ACBL CFO, is authorized on the Vanguard account, she will notify us as she has the authority to execute transactions on our behalf.

Allison Freeland motioned that the Audit be approved.
Joel Kramer seconded the motion. The motion was unanimously approved.

Filing means we can function in every state in which we are fundraising.
Reviewing process in which we pay our teachers.

5. Program Committee Report - Michael Berkowitz

- A. Current Grant Update
- B. Patty Tucker Event
- C. Samantha Punch Program
- D. Update on Collegiate Social Event - Amber Lin
- E. BridgeWhiz
- F. Boost - Robert Todd

All current grants were reviewed and status discussed as approved or not approved with rationale for rejection provided. Betty raised the concern of her Teacher Grant running a deficit. She thanked Allison for providing access. Betty gave the figures at the beginning of the year, expenditures charged to the grant and expected expenses. Robert, two suggestions: Work with Ladawna, give summary documenting breakdown and summary of general budget. Jane, what people are applying for. Traditionally just approved grant. Allison advised we could budget and fund up to \$25,000 for Teacher Grant with annual draw down. The Teacher Grant received an additional \$25,000 to pay the Teacher Breakfast charges and to cover the costs of the Best Practices course.

Allison Freeland motioned that the Teacher Grant be funded \$25,000 with an Annual Draw Down. Daniele Favre-Panayotatos seconded the motion. The motion carried.

Michael raised the question regarding Starter Kits for school programs identified by Patty Tucker. Michael recommended that we create a fund by the Educational Foundation.



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Michael Berkowitz moved that a fund of \$10,000 be created for Starter Kits as recommended by Patty Tucker. Allison Freeland seconded the motion. The motion was approved.

Patty's success at the National Association for Gifted Children Conference was commended. An entire school district in Las Vegas was interested in starting bridge programs for their kids.

Michael provided updates on Program Committee's meeting and last board meeting regarding the need for language for scholarship players. Committed program. Taking money out to come to nationals. Travel component. Adding a service requirement. Not going to track down. Requires that an email address be provided. When needed to teach a class or mentor, they should be willing to help out. Most said they are already involved in those types of services. It was determined that 20 hours of volunteer service should be done. Amber can provide opportunities to play, buddy system, sign up for mentor program or community services. It was suggested that stories be posted in the Bulletin. Joel, classify spending yearly. Expanding bridge. Maintain a graph. Amber, different types of people in the funnel, novice, textbook and good players. Ladawna, Amber and Stephanie work on Youth and Adult spending. Sharing excitement. Top players giving back to the game. Advocate, Mentor, Promote.

Samantha Punch Program - Michael shared his screen for an in-depth review of the grant request submitted by Professor Samantha Punch, Faculty of Applied Social Sciences, University of Stirling, UK - Bridge: A Mind Sport for All, also known as BAMSA.

Purpose of Organization - BAMSA is an academic research project which will produce research findings to be used collaboratively with bridge organizations to: Transform the image of bridge, Increase participation of all ages and Enhance the sustainability of the leisure activity and mindsport. By supporting BAMSA's project, ACBLEF will enable 4 outcomes: Developing scientific evidence and marketing tools; Understanding the motivation of young people and why they currently do not play; Changing the image of bridge and increasing visibility so it gains similar status to chess; Opening up funding and lobbying avenues for bridge as a partnership mindsport. A toolkit of resources will be produced based on young people's, parents' and schools' perspectives.

Project Title - Bridge, Youth and Mindsport Education (January 2024 - December 2027)
Amount Requested: \$66,000 (\$36K in Year 1) to be spent between 2024 and 2024.
Mike Levine, Levine Family Foundation, will match-fund Year 1's \$36K (Years 2 -4, \$10K won't be match-funded).

Purpose - ACBL Educational Foundation, trying to promote bridge players. Increase youth participation in bridge. Wants to ensure that meets the needs of Foundation. Change image, case studies, stories around the world, social media, TikTok.



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We can help shape the program, what aspects will be useful to us?
Use of materials. Benefits of bridge. Deliverables. Quantitative aspects. Numbers before and after, double-blind study. Robert, not as robust but beneficial to us. Betty, change from her previous presentation to ABTA. Robert, great research. Chess has twenty years of academic research. This will be a push up in that direction. Needs - what is needed to support kids on the autism spectrum? Joel, certainly should support. Should be involved. How much will benefit bridge? Robert, fair concern. Deliverables, process.

School Bridge Program is started. Measurement of program, give us the information, standardized process. Jane, Patty meetings in Las Vegas, climate, virgin territory. Administrators, possibility to expand into general education population. Timing is everything. Two-tiered, original testimonials from the kids, why did I like the game? Michael, phases, select places. Double-blind correlation, big impact. Joel, test scores go up, just saying they benefited, does not have to be the cause. PR - Mind Sport for All, impact of bridge. Stephanie, teachers where no bridge allowed, outsiders in, could have bridge programs. Learn things, self study process, tools, Tricky Bridge, etc. Betty, she pointed out problems with Chris Shaw's research, good feeling about the whole program. Ladawna, want to build a future for bridge. Open the doors. Find out reasons and overcome. Huge part organizationally. Robert, get more bridge players, raise more money. Michael, vote on grant.

John McAllister motioned to approve grant submitted by Professor Samantha Punch: Bridge, Youth and Mindsport Education. Jane Champion seconded the motion. The motion was approved unanimously.

Bryan, too much emphasis on competitive bridge. Bronia, focusing not just on competitive phase. Joel, maybe we could change our website. Bryan, increase our mission. ACBL competitive for memberships. Jane, bridge education from our website. Get more people playing bridge. Who we are. Mission, objective under our bylaws.

Robert, final thing, donor management software. Daniele and Ladawna working to see what can be done for us, fees and recurring fees. Brochures, packages of information to share. Create micro space. Financial advisors. Planned giving, costs. Legacy giving. Here's the resource. Can go directly to website. Advertise in the Bulletin.

Stephanie, is bridge bowl funded? Allison, put a number on it. Definitely funded. Robert, local bridge, Georgia Tech, can they get a sanction? Private Regionals only. Inter-collegiate. Not in the codification. Main expense, director. Look at model, set up something. Joel, satellite tournaments. John, next year in the fall. Trans collegiate event. Meeting with Barbara Heller. Stephanie, ACBL Junior Sectional.



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Amber, as clubs grow, encourage to reach out to alumni, similar to sports. Collegiate programs in the Foundation. Put their name in lights, stories of interest, recognition.

Thanks to Amber, over 90% of meeting focused on youth bridge. Bryan, older people benefit. How to have better relationships. Developing and pathways to grow teachers. Daniele, general advisory board for youth. Joel, get some people on our board.

6. New Business - None
7. Adjournment - The meeting adjourned at 9:24 PM.
8. Executive Session - An executive session followed.