



ACBL Educational Foundation Minutes
155th Meeting of the Board of Trustees
March 19, 2024 - 7:00 PM EST Louisville and on Zoom

1. Call to Order - Robert Todd

Robert welcomed everyone and called the meeting to order at 7:08 PM EST. Foundation members attending were Bryan Howard, John McAllister, Michael Berkowitz, Reese Koppel, Allison Freeland, Joel Kramer, Paul Cuneo, Daniele Favre-Panayotatos, Ladawna Parham, Andrea Heuson, Robert Todd, Mitch Dunitz and Barbara Clark. Guest members attending were Craig Ascher and Amber Lin, ACBLEF, Stephanie Threlkeld, ACBL.

2. Approval of the 154th Minutes of the ACBL Educational Foundation

Bryan Howard moved that the 154th Minutes of the ACBL Educational Foundation Board of Trustees be approved. Daniele Favre-Panayotatos seconded the motion. The minutes were approved.

3. Treasurer's Report - Allison Freeland

The financial results for the year ended December 31, 2023 were included with the Board package. Revenues (including investment gains) totaled \$809K. Fundraising, donations and income from tournaments totaled \$51K. The 2nd annual SPARK fundraiser provided \$81K in gross proceeds. Program expenses totaled \$360K. Expenses related to BridgeWhiz declined due to reduced labor costs. School bridge programs, teacher programs and collegiate programs were all higher due to increased participation in all three. Management and administrative costs totaled \$268K. The foundation ended the year with \$161K in increased assets for investment. Total assets were \$2.226M.

Robert provided overview of Foundation's funding/program, funding history and next stages. How are we evolving with our spending since COVID, teacher grants, school bridge, BridgeWhiz, biggest expenditures? Allison asked about the status of the BridgeWhiz LMS. Brief discussion held about BridgeWhiz. Robert indicated that the curriculum may be adapted to allow for shorter sessions held more often.

Comparison of 2022 vs 2023 budget. Pre-funded military, Betty's Teacher grant, lots of areas partially. Fewer grants last year's spending, more programmatic, BridgeWhiz, College Bowl, big expenses. Mitch provided additional money. Mitch presented perspective that more funding should be given to Amber Lin for at-will initiatives targeting youth engagement. Significant discussion was held.

Robert and Ladawna presented the proposed FY 2024 Budget and reviewed changes to formatting, categorization and totals, including moving Teacher Assistance, Youth



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Bridge and Collegiate Program line items (Spark, Youth and Collegiate) vs Other grants. Joel Kramer moved to approve the budget. Paul Cuneo seconded the motion. The motion was approved. Mitch Dunitz abstained expressing his desire to put more money in Amber Lin's grants.

Allison, Finance Committee meets on a quarterly basis. Issues with Vanguard complicated, need to change accounts. Allison presented ACBL Educational Foundation Resolution for Approval of Change in Our Investment Accounts from Vanguard to Fidelity. Jennifer Webster, Paul Cuneo, and Allison Freeland to be authorized to execute transactions.

Resolution: Whereas the Finance Committee makes a motion to move our Investment Accounts from Vanguard to Fidelity. Now, Therefore, Be It Resolved, That our Investment account is the New Fidelity Account. (See Attached.)

Mitch Dunitz seconded the motion. The motion was approved unanimously.

Allison, February, preferred stock position, to get stock back into preferred position.

4. Development Committee - Mitch Dunitz

Mitch, increase spending for Amber. Advocating for more funding for youth, young adult and collegiate programs. Strongly supports these initiatives. More kids to Toronto. Planned giving. Discussion of donors, matching dollars. Daniele reviewed the concept of Parlor Meetings and suggested the board Identify potential meeting hosts, with a goal of having 2-3 parlor meetings this year to raise funds and build connections. Daniele distributed a flyer, Raising Money Via Parlor Meetings. Ladawna, reminded everyone that the Planned Giving Microsite is live on website and to make use of that tool as appropriate to share with connections. Tiers of Giving have been updated on website and will begin being incorporated into donor recognition. Ladawna shared copies of large postcards for board members to disseminate. Daniele shared a success story of recognition during the Bermuda Regional while wearing her ACBLEF pin that led to a meeting with herself and Robert with a very generous Long Island, NY donor.

5. Program Committee - Michael Berkowitz

Grant submissions have moved to an online based Google format consistent with our needs. Applicant asked to first select that they have spoken to us prior to completing application. Lots of work. Thanks to Patricia Herrera. Better presentation of values, much better information, easier for applicants to apply.



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Few new applications, two just came in. Board Approved Grant. Phases 1- 3 of Patty Tucker's JumpStart Bridge targeting primarily gifted teachers and their cohorts. Phase 4 of Patty's grant to conduct JumpStart regional gifted conferences, grant to support Youth Attendance at Transnationals and grant to support USBF Summer Camps need to be approved.

Mitch, Program Committee has the ability to make grants to anyone with good ideas up to \$100,000. Robert, don't have to go beyond the budget. Raise the number that Program Committee can approve, \$50,000. Joel agrees with Mitch, amount Program Committee can approve \$25,000, \$30,000. Paul agrees, raise the amount. Executive Committee can approve quickly. In the end, must be able to report results. Can start a lot of things. John McAllister, more proactive. Reassess structure for \$25,000 up to \$50,000 approved by the Executive Committee. Bryan, multiyear programs, full year budget.

Robert Todd made a motion to raise the grant approval level to the amount of \$50,000 for approval by the Program Committee. Grants beyond \$50,000 require approval by the full board.

Joel Kramer seconded the motion. The motion was approved.

Board approved increase in funding to Collegiate Program support to ACBL. Mitch Dunitz has agreed to provide supportive funding and John McAllister .

Common sense effort to get more young people to play. Broaden the base. Reese, lack of opportunities. Joel, spend money on things to show results. Spend money, \$100,000 really good. Spending on things that produce results. Create RFP process, marketing and recruitment. Robert, things explainable to donors. Small grants. Hard to measure. Amber, collecting good data. Measuring the impact. Children of bridge programs, Patty Tucker. College students, advocates, volunteers. Go into their communities. Joel, Mitch, how do we assess whether it's working? Keep program alive. Paying people to become teachers. John, filming. Promote bridge.

Michael, Phase 4 of Patty Tucker's grant to conduct JumpStart at regional gifted conferences requires board approval. Patty's total exceeds, \$50,000. \$50,000 is at the discretion of the Program Committee.

Joel motioned that the Phase 4 grant submitted by Patty Tucker be approved. Paul Cuneo seconded the motion. The motion was approved.



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Amber Lin - Programs/Grants

Amber presented two grants/programs. The first is sponsoring young players to go to the 2024 World Youth Transnational Bridge Championships. The ACBLEF previously supported players at the 2022 version of this event in Italy. This tournament was the impetus for the 2022 ACBLEF Online Charity Auction. Our purpose is to help develop our more advanced players who are likely to become the greatest advocates of the game. About 20 players attended. Stipends of \$1,000 were provided with a provision of applying for another \$1,000 based on demonstrated need. This was a very measurable experience. Transnationals stipends, this is now an official ACBLEF program that Amber will manage.

The second is to support the 2024 Sam Amer Junior US Bridge Camp and Championships. The purpose of the event is to provide an intensive, in-person bridge experience for “serious” junior bridge players in the US. The USBA to host the entire event. Open to anyone who qualifies to represent the USA. One hundred players last time. ACBLEF will cover the “camp” portion which includes community service activities.

Robert, most excited about teaching bridge, motivation of USBA online Junior Training Program. Mentoring. SIVY messaging points.

Bryan Howard motioned that 2024 Sam Amer Junior US Bridge Camp and Championships and the 2024 World Youth Transnational Bridge Championships be approved.

Daniele Favre-Panayotatos seconded the motion. The motion carried.

Amber Lin - Updates

Role as Junior Coordinator, smaller program. Collegiate, partial stipends. NABC Junior Nights. Over 50 participants in Chicago and before. Meet other players, Swiss Team games, USBF mentors. Saturday, University World Championships, College students. World University Mind Sport, marketing, social media support. Silicon Valley Youth Bridge Board, BridgeWhiz, learning bridge, in person play. Seattle, BridgeWhiz, Casual Friday, Saturday classes. SIVY, keep alive, high level of intellectual players. Good partner organization, focus on high level promotion.



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Stephanie Threlkeld - Collegiate Update (Approved for 2023)

Ed Foundation support for the Collegiate Initiative, as well as Bridge Bowl scholarships and travel packages.

Collegiate Initiative - Stipends and Materials up to	\$30,000
2024 Bridge Bowl Scholarships*	\$32,000
Pair Travel Packages (6 Pairs)	\$12,000
Total Up to	\$74,000

Collegiate Initiative - Stephanie Threlkeld

At the New Orleans meeting in 2023, the ACBLEF voted to add 2 more teams to the bridge bowl, up from the six paid for by ACBL. This added approximately \$12,000 to the budgeted 2023 Bridge Bowl expenses bringing the total up to \$86,000.

Because of the increase in the cost of travel and lodging, I have bumped up the estimated cost of sponsoring the six pair packages (\$1500 per player vs. \$1,000)

Proposed Investment for 2024

Collegiate Initiative - Stipends and Materials Up to	\$30,000
2024 Bridge Bowl Scholarships	\$32,000
Pair Travel Packages (6 pairs)	\$18,000
Total Up to	\$80,000

If the ACBLEF would like to again sponsor two additional teams, it would add approximately \$18,000, bringing the total up to \$98,000.

Breakdown of Scholarships funded by ACBLEF

Team Championships	1st \$10,000	\$2,500 (4 players)	\$1,667 (6 players)
	2nd \$5,000	\$1,250	\$833
	3rd \$3,000	\$ 750	\$500
	4th \$2,000	\$ 500	\$333

Pair Championships

Open	1st \$3,000 (Pair Total)	\$1,500 (Each Player)
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	2nd \$2,000	\$1,000
	3rd \$1,000	\$500
Strat B	1st \$2,000	\$1,000
	2nd \$1,000	\$ 500
99er	1st \$2,000	\$1,000
	2nd \$1,000	\$500
Total	\$12,000	

The collegiate program is approved.

6. Marketing Committee - Joel Kramer

Marketing, no meetings, Shifting marketing strategy from exclusively fundraising focused to communicating the ACBLEF's work and value. Viewed as a more solid foundation for growth and long-term fundraising. Asks for money combined with this is what our program does. Brochures, post cards, importance of social media. Ladawna reviewed the importance of Social Media. Noted that Instagram accounts have been created for ACBLEF and BridgeWhiz. Increase in Facebook followers, LinkedIn Profile created. Ladawna requested all board members like and follow all social media for ACBLEF and to share posts.

All marketing materials had been expended. New brochures created and printed. New lapel pins acquired, new bridge-size playing cards ordered.

Ladawna, Annual Report in Process. Digital version with linked videos; dynamic and easily shareable.

Spark Auction July 15th, same time frame. Tracey Bauer worked for people's schedules. New platform. Automated to make it easier to get to people. Broader platform. Software package used in her industry. Our donor and email lists not shared. Careful with data. Limited time. Marketing, doing a good job. Many of the pros are doing it again.

Bronia, commentary in Toronto. Thank you reception for our Pros.



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Scholarships - Policy 5 year timeline. Program Committee, create a policy.

7. New Business - None
8. Adjournment - The meeting adjourned at 9:45 PM.
9. Executive Session - An executive session followed.