



ACBL Educational Foundation Minutes
147th Meeting of the Board of Trustees
Saturday, November 27, 2021 - 9:30 AM EST on Zoom

1. Call to Order - Joel Kramer

Joel Kramer welcomed everyone and called the meeting to order at 9:32 AM. Foundation members attending the meeting were Barbara Heller, Joel Kramer, Kristen Frederick, Paul Cuneo, Sharon Anderson, Betty Starzec, Bryan Howard, Jane Champion, Michael Berkowitz, Mitch Dunitz, Reese Koppel, Robert Todd, and Barbara Clark. Guest members attending were Stephanie Threlkeld, Joe Jones, Peyton Dodson and Al Bender.

2. Approval of Consent Agenda - Barbara Clark

2021 Financial Statements through October 2021
146th Board of Trustee Minutes Approval

Sharon Anderson moved that the minutes of July 13, 2021 and the 2021 Financial Statements be approved. Paul Cuneo seconded. The minutes and financial statements were unanimously approved.

3. Executive Director's Report (Marketing and Development) - Kristen Frederick

Kristen's Executive Director's Report was provided before the meeting consisting of everything except the last five weeks of the year. She met with tech director of the ACBL and a Zoom meeting is scheduled in January with club owners and managers to promote Educational Foundation games in 2022. Board members were reminded of the opportunity to donate on Giving Tuesday. Post cards were sent to Robert for distribution in Austin through Reno. Mitch Dunitz will make a special presentation at the Hall of Fame Dinner in Reno. An excellent two page article written by Joel will be in the December Bulletin thanking donors and reporting numbers of registrations by state for BridgeWhiz.

In spite of COVID, we had a very good year with increased large gift donors including the general public in support of BridgeWhiz. Fundraising to date is as follows: \$107,500 in donations, 64 in major gifts of \$250 or more which includes 15 from last year, 133 from new donors compared to 30 in 2020, 89 in Tribute Gifts, and as of this morning, 195 donations compared to 114 last year. It's been a good year, the best is yet to come.



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Program Committee Report - Robert Todd

Robert stated that not many grants submitted in the past year. He discussed an
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impressive new model implemented by Patty Tucker in Kentucky that was a big success. Parent surveys and post surveys were very good. It was a hybrid teacher training project where teachers and kids were taught simultaneously. Adding Learn Bridge In a Day, teachers were able to assist in teaching the kids. A big plus of this model was the inclusion of parents and the community. Going forward, recruiting parents may be a category to peruse with BridgeWhiz. Robert stated that Al Bender, manager of BridgeWhiz was very proactive at making things happen.

Betty Starzec said that the project was funded by her Teacher's Grant. Stephanie elaborated further that the Kentucky group started with 4 kids and now have 43 in the program. An additional school will be started in the spring. An offshoot is also occurring with adults at a library with up to 16 people. It's very encouraging. It's a tiny rural community. She would like to see the model replicated to create more bridge in schools programs where there is often difficulty locating teachers.

BridgeWhiz - Al Bender

Al Bender was introduced by Robert as being involved in Bridge for Youth in Seattle. He volunteered to implement BridgeWhiz the first year. He gave an excellent slide presentation.

Pilot Program Successes and Challenges - Registered 2100 students, goal was 1,000. Had 49 classes including two in the UK due to expatriate grandparent who wanted program, also in South Africa. Samantha Punch, whom we know, recruited lots of kids from Scotland. As expected, there was some attrition. There were 1100 students week one, 800 week two and 634 week four. This was also the first time the program was offered while schools were in session.

Pilot Infrastructure - Implemented Google Work Space for communications, free for nonprofits. There are 32 teachers, trained 38 and 42 teaching assistants. Technology was daunting, will continue training. Youth Protection Program, as part of the ACBL Policy Agreement, must always have two adults in each class, all vetted, recording of all sessions and no chat. Expanded curriculum, like a text book, full write ups. Teachers can use highlighting tool where card turns yellow and can be seen by all. Every teacher is using a single shared data base, all Shark Bridge classes. Implemented Shark polls where kids can respond to questions from teachers.



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Students were recruited through ACBL Ambassadors, PeachJar, only middle schoolers grades 6-8, District/Unit websites, flyers, newsletters. Districts 6 and 19 gave funds to recruit from 100% of their schools. Crickets, only three students. Our kids Canada, Canada doesn't have PeachJar, 300 kids registered from Canada, very expensive. AI also sent out flyers through the Virtual Backpack program, 126 school districts have their own flyers, 308 students recruited.

Other accomplishments, promoted BridgeWhiz Brand, established websites, created registration portal.

Lessons Learned - Google mail goes to SPAM which resulted in many parents not receiving communications from us. Needs to simplify registration process, needs to be more related to creating classes. Teachers and teaching assistants struggling with technology, loss of pass words common occurrence. Implemented Saturday makeup sessions which were very successful. Needs activities to reduce attrition. 2022 program will be capped by teacher resources.

Scaling BridgeWhiz - Teacher resources and logistics. Automate the teacher role to audio or video clips which AI is working on now. Person in the classroom will be responsible for advancing or sequencing clips. His goal is to have this up and running for next year in October.

Benefits - Not teacher dependent, reduced cost, easy to do in other languages, students can enroll and take at anytime, or multiple times during the week.

Will need teachers as graduates go into improver classes. Hoping parents will pay to move kids to next level. Process to vet teachers not yet in place. Joel interjected that scholarships will be available for any kid who can't afford to pay.

AI was passionate about the need to create a safe place for kids to play bridge online, have tournaments, hold ACBL sanctioned games, win master points. Joe Jones said that master points can't be awarded except by BBO. Joe and Robert are having discussions with BBO.

Betty loved presentation. Asked if it can be expanded as an instrument to use for people to help fund the program. This is a wonderful document to share with potential donors. Requested an explanation regarding attrition, how program is expanding and how it will work in the future. AI will work with Kristen, Robert and Joel to do this.

Sharon thanked AI, said she was very grateful for what he is doing for the Foundation and she really appreciates it. Her question was how do we build succession plan when he wants to do something else. AI's response was that this is a small business with the magnitude of the program. Needs an entrepreneur, good administrator not enough for success.



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Joel stated that AI is an entrepreneur and wants him back next year.

Collegiate Initiative - Stephanie Threlkeld and Betty Starzec

Stephanie mentioned impact of pandemic on college programs, from 50 to 17 active programs. Budgeted for 2021. Hoping for things to return to normal. Expenses under \$10,000. Budgeted \$73,000. Northwestern recruiting, new kids enrolled.

Quite a few freshmen and sophomores, fourteen or fifteen colleges for spring tournament. Not 24 or 25 as in 2019 playing in person. Participation dropped off, attempted weekly free pairs but no interest. She is requesting \$30,000, same budget for 2022. Needs \$32,000 scholarships for Bridge Bowl Travel Package. \$73,000, teachers had run scholarships for Montreal. Could offer packages to 2021 winners. Two years out. \$41,000 if they all come. Larger budget for 2022, rebuilding year.

Robert, limited budget. Maybe can be done by first come, first served after winners. Joel, further discussion can occur. Cannot resolve in this meeting.

Betty Starzec - Digital Teacher Training

Betty said 184 participated. 115 have availed themselves of Start Up Kits. Balance of \$26,660 in grant will last couple of years. She will start Teacher's Breakfast in Reno. Total 86. Replace for TAP training, benefit, Best Practices at at NABC. Different Starter Kits, can have choice of cards, bidding boxes, or Starter Kits. Since 2020 over 1250 teachers completed 150 certifications. Will offer in January and April. Facilitator needed for modules one and two only, not needed for three and four which saves \$600 per course in facilitator fees. Stephanie and Betty will add BridgeWhiz to grant.

Jane Champion said a class should be added that exposes participants to teaching kids. Almost a separate class is needed. The class doesn't prepare one to teach BridgeWhiz, how to teach Shark Bridge successfully.

Stephanie clarified that the course isn't designed as a Shark training. Shark is a business and is obligated to train their people. Our training could not keep up with all the changes made when it isn't our platform.

Robert advised them to ensure that teachers know what BridgeWhiz graduates learned and are prepared to teach them.



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Joel asked Joe for comments. He said Stephanie is doing an excellent job on the education side. He needs to work on BBO to get movement. He will be meeting with them and Robert also.

4. Treasurer's Report - Paul Cuneo

Investments
Presentation of the 2022 Budget
BridgeWhiz Discussion

Paul provided the following financial documents to board members prior to the meeting:

Statement of Financial Position YTD for 10 Months Ending October 2021
Revenue Summary for the Year Ended - December 31, 2021
2022 Budget for Approval

Paul shared financial documents on screen. He stated that we were in really good shape. We made money on our investments. Finance Committee had warned of increasing vulnerability for remainder of the year which came to past. He's comfortable that we can increase the budget this year. Projected in 2022 very small loss overall. He anticipates this being offset with the increase in gifts over \$1,000. Up tick, to continue Development Committee regarding funding and meeting the budget for income. Robert said with the current design of the program (BridgeWhiz), money may come down, should not go up. Lot's of confidence in that part of the budget. Biggest risk is the Educational Foundation Month. Will have to see. Maybe they will have online week as last year. Little risk, plenty of assets to support program. AI's on the right track with automation. 2023 and 24 next year cost will be down. Joel, projecting small loss. If we bring in \$200,000, gifts over \$1,000 in 2022 that's good. If we fail to meet our goals we plan to continue BridgeWhiz. Not asking board to approve. Hoping to raise \$200,000 next year.

Approval of 2022 Budget

Paul motioned to approve the 2022 budget. Betty Starzec seconded. The motion was approved unanimously.

5. Development - Sharon Anderson and Mitch Dunitz



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Sharon stated that we need an agreed upon strategy to raise major funds. We need to be clear on making our ask. She proposed an Honorary Trustee Group for large donors, (\$800,000) with some of our prominent ACBL members providing matching funds, for every \$1,000 given, they match. Joel said that no vote was needed. He said these were important strategies to include for next year for BridgeWhiz.

Betty stated that that was the downfall before when a large donation was given. There was no increase in the number of kids that we have playing bridge. Program did not work, could not get it off the ground. She stated that the ACBL was not involved. We must be strategic in how we approach them. Program Committee can come up with some numbers, matching money. Joel said board members can also help in providing lists of names of potential major donors and willing to make contacts.

Robert stated that the Development Committee needs to raise money, individual calls. AI is doing a great job. Capture his story. AI will help. Create Venture Capital Funds. BridgeWhiz, a complete integration with youth bridge programs, camps, etc.

Adjournment - Joel Kramer adjourned the meeting at 11:14 AM.

Executive Session - An executive session followed.