

# The Family Tree

## Nominating & Governance Committee

Wednesday, September 30, 2020

**Steve Shaw, Co-Chair**

**Kyle Gore, Co-Chair**

### AGENDA

- I. Welcome and Approval of Minutes – Steve
- II. Mission Moment – Pat
- III. Approval of Job Description – Kyle
- IV. Board Orientation – Steve
- V. Review of Composition of Current Board of Directors – Mary
- VI. Determine Goal for the Year – All  
Goal: TBD
- VII. Review and Expand Upon Board Prospect List – Steve
- VIII. Next Gen Network Update – Allie
- IX. Announcements – Mary
  - A. Board Solicited Appeals & Board Fundraising Plans
  - B. Prospect Pipeline
  - C. Lace Up to End Child Abuse
- X. Next Meeting: Wednesday, November 11, 2020

### ***Important Dates***

General Board Meeting - Tuesday, October 20, 2020 – 5:30pm – Zoom Meeting

Lace Up to End Child Abuse Virtual 5K – October 24- November 1, 2020

Next Committee Meeting - Wednesday, November 11, 2020 – 8:00 am – The Family Tree

An Evening to Give Thanks – Thursday, November 19, 2020 – 6:30pm



# The Family Tree

Nominating & Governance Committee Meeting  
Tuesday, May 21, 2020  
Minutes

**Members Present:** Sally Bauer, Charles Roebuck, Doug Binkley, Lois Shofer, Hunter McIntyre, Steve Shaw, Kyle Gore

**Members Excused:**

**Staff Present:** Pat Cronin, Mary Francioli, Allie Cook

## Agenda

- |   |       |
|---|-------|
| I. Welcome & Approval of Minutes        | Steve |
| II. Approval of New Board Terms FY21-23 | Kyle  |
| III. Approval of Class of FY21          | Steve |
| IV. Approval of Leadership Slate FY21   | Kyle  |
| V. Next Meeting TBD                     |       |

## Important Dates

General Board Meeting – Tuesday, June 2, 5:30 pm, Zoom

**Recorder:** Allie Cook

**Issue #1: Welcome, Introductions and Approval of Minutes**

**Summary of Discussion:** Steve asked for a motion to approve the minutes, Lois moved and Sally seconded.

**Issue #2: Approval of New Board Terms FY21-FY23**

**Summary of Discussion:** We have not heard from Ellen Macks yet, but she often takes a while to respond. Doug said we should assume she is set to renew. Approval to accept the new board terms as presented, Lois motioned to approve and Sally seconded.

**Issue #3: Approval of Class of FY21**

**Summary of Discussion:** Rich Barth is the only one confirmed and we already approved him. We are still talking with Bill Corey, he has not said no but thinking about how to manage a few things he has going on and if he wants to join we will bring him in in October.

**Issue #4: Approval of Leadership Slate FY21**

**Summary of Discussion:** Fiscal Year 2021 leadership slate. Lois asked what is going on with the 2<sup>nd</sup> VP. Mary responded, she doesn't know that is why we want to talk about it. Pat said we are not sure; committee needs to decide how they want to handle. Do we want to leave it blank or recruit a past president? Kyle is still thinking about it but cannot commit yet. Sally wants to figure out what the exact game plan is, someone who mentors with Sally? Or someone who just assumes the role of president. Pat says it would be preferable to her to have the second VP. We need to be clear that the person who is taking over after Sally, regardless of what their role is today, they need to know who will be next. Can we approve the slate with the caveat that we will get a second vice president and they will ascend to become president. Doug said we do need to get the word out, but it is an honor to serve in that role. We do not want the board/public to think we are scrambling to find a new president. It might take time to figure out who the right candidate is. We can vote this person in in September or October. Kyle thinks that it is important this person knows that Sally will still be around to help and might be an option to serve as third year with them. Sally reminded the committee this person has to stick around after the year, we do not want an interim. Charles reminded them that there is a full year before the person would become the president. This will not be disused at the June meeting. Steve wanted to confirm what is public and what is private to the committee. If we are asked, we will say we are working on the board succession planning for the next few years. Kyle thinks it should be completely private. The executive committee will know that Charlene is not stepping up and neither are Tom and Chris Johnson. Tom Peltier asked Kyle if Charlene was planning to never be president and if she is staying in her role. Kyle explained that she is still committed to TFT and her role as head of the HR committee, but just does not think that she can fill the president role. This is what we will explain when we are asked. We will add a second VP when we figure out who it should be. September we should have a person identified, and present at October board meeting. Doug said we are discussing this with the Executive Committee, but not a topic for the

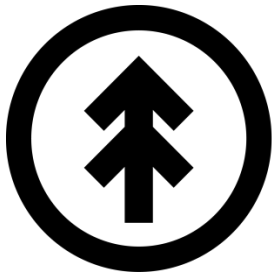
full board just yet. Charlene will be on the executive committee call and we will discuss this. Steve asked if anyone has asked Josh, Kyle said he will consider at some point but he is not ready yet.

Mary pointed out we need to give an opportunity to new leadership for chairing a committee. Andrew Michael comes to mind. We should also keep Hunter in mind for the future. Mary said we are approving the slate as presented without a second VP. We should make sure we let people know this was a choice made by Charlene and she is 100% committed to TFT and staying on the board. She is the largest planned gift for the organization.

Doug said maybe we should ask Charlene if she wants to announce to executive committee or if we should speak for her, Hunter said we should encourage her to make the announcement personally.

Pat and Mary thanked everyone for coming.

This meeting adjourned at 8:30am.



# The Family Tree

## Nominating and Governance Committee Fiscal Year 2021

**Chair:** Steve Shaw & Kyle Gore  
**Staff Lead:** Mary Francioli, Director of Development

### Committee Members:

Doug Brinkley, Kyle Gore, Hunter McIntyre, Charles Roebuck, Lois Shofer, Sally Bauer (ad hoc)

### Nominating and Governance Committee Job Description:

As per Article III of the By-Laws:

- The *Nominating and Governance Committee* shall develop and maintain a roster of potential members of the Board of Directors in order to sustain the Corporation's activities and growth.
- The Committee shall deliver not later than May 1 of each year a report to the President and the Secretary setting forth a slate of officers and Directors for election at the annual meeting of the Board of Directors to be held in June of that year. The Secretary shall mail a copy of such report to each member of the Board of Directors with the written notice to that meeting.
- The Committee shall be responsible for reviewing and advising the Board of Directors with respect to any proposed amendments to the charter of the Corporation or these Bylaws and other matters of governance and for monitoring the performance and effectiveness of the Board of Directors.
- The Committee shall assist with the development of policies as needed for accreditation or other best practices models.
- Provide oversight to required policy development activities, including the review of the organization's annual 990 prior to its file date.

### FY 2021 Goals:

- To identify and confirm new members of the agency's board of directors. Special emphasis must be made to increase diversity on the Board and support the goals of the Strategic Plan.
- Review Conflict of Interest documents and Bylaws.
- Review Board's self evaluation and recommend any actions to Executive Committee
- Assist the Executive Committee in any planning functions for the Directors including orientation, retreats, etc.
- Continue to improve upon Board Participation and Engagement.
- Establish a strategy to increase geographic diversity to help improve statewide impact.
- Enhance commitment of Board through engagement activities that deepen their understanding of TFT's mission and vision.
- Provide guidance to the Next Gen Network.

### Scheduled meetings:

Wednesday, September 22, 2020 8:00 AM  
Wednesday, November 11, 2020 8:00 AM  
Wednesday, February 17, 2021 8:00 AM  
Wednesday, May 12, 2021 8:00 AM

### Section 5, Article III Term of Office.

Each member of the committee shall continue in office at the pleasure of the Board of Directors.

Revised July 2020

The Family Tree Board Profile Matrix - FY21

Board Member	Total	Minorities	Women	500 Company	Business	Financial/ Banker	Lawyer	MD	Higher Ed	Cause Expertise	Social Service	Mktg. &Media	Public Service	Natl. C. Regi.	A.A. Cty.	Howard Cty.	Facil. Contact
Aarsand, Jeanne	1		1		1							1					
Adler, Stephanie	1		1														
Barth, Rick	1									1	1						
Bauer, Sally	1		1														
Brinkley, Doug	1				1												
Cooper, Paul	1				1												
Downs, Brad	1				1							1					
Fillat, Peter	1				1										1		1
Gore, Kyle	1				1	1											
Graul, Dennis	1				1												
Hauser, Tom	1				1		1										
Hayes, Charlene	1	1	1						1								
Johnson, Adrian	1	1			1	1											
Johnson, Chris	1						1										
Kahl, Sarah	1		1				1										
Kirk, Pat	1		1														
Macks, Ellen	1		1														
Marino, Gary	1				1	1											
McCormick, Stephen	1					1											
McDonald, Tom	1				1	1											
McIntyre, Hunter	1				1		1										
Mediner, Mike	1				1	1											
Meyerhoff, John	1							1									
Michael, Andrew	1				1	1											
Murphy, Sean	1				1										1		
Nachbahr, Erik	1				1												
Peltier, Tom	1					1											
Robeson, Linda	1		1		1										1		
Robinson, Scott	1	1		1	1							1				1	
Roebuck, Charles	1				1							1					
Rosenberg, Ann	1		1			1											
Shaw, Steve	1				1												1
Sheckells, Sarah	1		1	1	1	1											
Sherman, Betsy	1		1														
Shofer, Lois	1		1						1	1					1		
Slater, Josh	1					1											
Waesche, Xandy	1		1														
Weatherford, Brian	1			1	1	1											
Woodhouse, Stefani	1		1	1	1							1					
Woods, Sarah	1		1									1					
Wurster, Liz	1		1		1	1								1			
<b>TOTALS</b>	<b>41</b>	<b>3</b>	<b>16</b>	<b>4</b>	<b>23</b>	<b>12</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>2</b>
<b>Percentages</b>		7.32%	39.02%	9.76%	56.10%	29.27%	9.76%	2.44%	4.88%	4.88%	2.44%	14.63%	0.00%	0.00%	9.76%	0.00%	4.88%



# The Family Tree

Working list of Prospective Board Members - FY21				
Priority	Company	Contact	Assigned	Status
	Lifebridge	Scott Krugman	Roebuck	9/2020: Not sure he can join this board give BCAC/Lifebridge. Should we ID another Dr.
	Johns Hopkins, School of Public Health	???	Cronin	9/2020: Need to ID who?
	Merrill Lynch/Bank of America	Jeff Lubin, Janet Curry	Gore	9/2020: Next steps? Kyle will meet with Jeff Lubin.
	Scroggins, J. Keith		Gore	9/2020: Former Baltimore City School COO. Boy's Latin alum. Kyle will connect with him to talk about TFT. Check back in early January
	Sinclair Broadcasting	Fran Smith, Duncan Smith	Gore, Shaw	9/2020: Kyle to set up a meeting?
	Transamerica	Mark Mullin, Jay Orlandi	Aarsand	9/20: I will see if Jeanne has seen him recently.
	Verdence Capital Advisors	Leo Kelly, Rich Rosa, Matthew Moore	Shaw	9/20: Steve Shaw and Mary Francioli met with Rich Rosa and others. Will start with involvement with our holiday Shop and then approach for support in the new year. Board Member?

	Webb Mason	Warner Mason	Bauer	9/20: Byron Hoffberg might be interested.
	Franklin Templeton			9/2020: Would like to find a contact.
	Atlas Restaurant Group	Erik Smith/Alex Smith (or Alex Smith's wife)	Gore, Shaw	9/20: On hold. Need to see were things are at in the fall. GC?
	Bisciotti, Jason		McIntyre	9/20: Jason is overseeing a lot of his family's philanthropic efforts. Hunter will start the converstaion about TFT. Invite to GC
	Blue Ocean Properties	Evan Gallant, Jonathan Ehrenfeld	????	9/20: Founded in 2004, Blue Ocean is a real estate investment and management company headquartered in Baltimore, MD. Blue Ocean is active in a variety of sectors within the real estate industry including multifamily, office, retail, industrial, hospitality, and self-storage. sectors.
	Brown Capital	Maurice Haywood	Gore	9/20: Kyle will reach out.
	Campbell & Company	Will Anderws	Brinkley	9/20: Supporters of GC.
	Capital Funding Group	Jack Dwyer, Dan Beard	Brinkley/Gore	9/20: Jack is still invovled. In Baltimore from time to time. Dan Beard is next in charge. Kyle and Doug to help make connection.
	Gilbane	Greg Permison	Brinkley	9/20: Doug to set up. They renovated M&T Bank Stadium and the Enoch Pratt Library. Interesed in investing in Baltimore
	Greenspring Associates	??	Aarsand	12/2020: Jeanne will think about David. Her only concern is that he is in SF half the year. She will get more information.



	H&S Bakery	Bill Paterakis, JR Paterakis		9/2020: Need to find a connection with him. His father supported TFT but we have not been able to get support since he passed away.
	MCB Real Estate	David Bramble	Gore	9/2020: ?
	Maury, Donnelly & Parr	Leigh Brent	Bauer	9/20: They supported FY20 GC. Sally is talking to him
	Players Philanthropy Fund	Seth McDonnell, Matt Stover	Gore	9/2020: Kyle will set up a meeting in the new year.
	Pandora	Michael Lund	Shaw	9/2020: Steve will talk with Mike Hudak.
	PNC	Laura Gamble, Will Backstrom, Laura Rutherford.	Meyerhoff	9/2020: They are a good fit for us. I am working on finding a stronger connection. Will controls which events they support. Need to get him to invite us to submit for GC. JM is setting up a meeting with Will.
	Truist (Sun Trust & BB&T)	Greg Farno		9/20: Any contacts?
	Wal-Mart Stores, Inc	Michael Collischan		9/2020: PC to talk with Lisa Harris Jones.
<b>Not Board Prospect but Keep involved</b>				
	COPT	Steve Budorick, Kathy Ward, Paul Adkins	Brinkley	12/18: They will support. Doug does not think they are prospects for the board.
	Beatson, Will		McIntyre	12/18: Ron Shipiro's step son. Moved back from NY where he worked for the Yankees and NFL, and Excel (sports agent). Invite to GC. He is involved with Peace Players International - brings children together through sports. Maybe we could work together on an event in Sandtown.
	Highsmith, Courtney		McIntyre	1/19: Governor's Chief Policy Advisor. Attending an Evening to Give Thanks. Will help us. Came to our Advocacy Day.
	Pandora	Michael Lund	Aarsand	11/19: Keep involved in GC
	Mile One	Steve Fader, Micheal Fader	Shaw	11/19: Steve will get to GC

	Maryland Center for Developmental Disabilities, Kennedy Kreiger; Project Heal.	Maureen Van Stone	McIntyre	11/19: Member of our program committee.
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**The Family Tree**

Raising families up.

## **FY21 Communications Update**

### **Important Metrics to Notes:**

- Audience is continuing to grow
  - Facebook – 2,309, 74% to goal of increasing by 25%
  - Instagram – 701, 22% to goal of increasing by 25%
  - Twitter – 1,357, 0% to goal of increasing by 25%
  - LinkedIn – 402, 1% to goal of increasing by 25%
- Number of “impressions” (people who saw our posts in the last 30 days):
  - Facebook: 12,759
  - Instagram: 2,377
  - Linked In: 638

### **Blog Updates:**

Check out our blog: [www.familytreemd.org/blog](http://www.familytreemd.org/blog)

- Published 13 Blogs from May 18 – September 3
  - 5/18: Coping with Stress as a Parent – 398 people reached
  - 5/27: Understanding Children’s Emotional Wellbeing – 238 people reached
  - 6/5: Our Family is Mourning – 408 people reached
  - 6/8: Single Parenting in an Unprecedented Time – 363 people reached
  - 6/18: Communicating with Teens - 144 people reached
  - 6/26: How to get Children Comfortable wearing masks – 386 people reached
  - 7/7: Talking to Your Kids About Race – 419 people reached
  - 7/16: Getting Young Children to Nap – 167 people reached
  - 7/23: Cyberbullying – 177 people reached
  - 7/31: When you teen is hanging out with the wrong crowd – 290 people reached
  - 8/13: Together, we can prevent child abuse – 229 people reached
  - 8/20: Talking to your kids about sex – 144 people reached
  - 8/31: Back to school – 124 people reached

### **Friday Parenting Break:**

- 7/17: Lindsay Jacks, 958 people reached
- 7/24: STEMcx,
- 7/31: Odeja Hall – OneLove, 484 reached
- 8/7: Irvine Nature Center, 1,056 people reached
- 8/14: Dani Emerson, TFT mental health, 436 people reached
- 8/21: Wendy Lee, Baltimore Visitation Center, 557 people reached
- 8/28: Monica Boddie, Transformation Health, 656 people reached



**The Family Tree is hosting the inaugural Brent A. Rosenberg Lace Up to End Child Abuse 5K from Saturday, October 24th through Sunday, November 1. This year will be a virtual event, but in future years we look forward to a live run/walk.**

We recognize these are challenging times for all of us, but the families we serve are struggling now more than ever. Research demonstrates that due to social isolation, the economic downturn, a sharp rise in unemployment, and high stress, our communities are experiencing an increased risk of child abuse and neglect.

All proceeds from this race will support our child abuse prevention services and programs. Though our offices remain closed, our work continues, as we transitioned our programs to online platforms providing parenting classes, home tele-visits, workshops, professional training, one-on-one tele-counseling, and more. Plus, our 24-hour Parenting HelpLine and online chat continue to provide help and vital information to parents in need.

This is also a time that we can gather our closest friends and safely run/walk in support of Maryland's families. Lace up your tennis shoes, choose your course, and cross the finish line in support of families and children.

## LOGISTICS

- Run or walk anytime on Saturday, October 24th - Sunday, November 1, 2020.
- Location: You choose the route
- Distance: 5K Run or 1 Mile Walk

## GET INVOLVED!

- Sponsor the event
- Create a team
- Share your results on social media
- Tell your friends and family to donate!



[familytreemd.org/laceup](https://familytreemd.org/laceup)



# The Family Tree

## The Family Tree

### Lace Up to End Child Abuse 5K Sponsor List

#	Sponsors	Amount
1	The Henry and Ruth Blaustein Rosenberg Foun	\$15,000
1	McCormick & Company, Inc.	\$2,500
1	Fundamental	\$2,000
1	H.G. Roebuck & Sons	\$1,500
1	CGA Capital/W. Kyle Gore	\$1,000
	<b>TOTAL RAISED Gross</b>	<b>\$22,000</b>
		\$0
	<b>TOTAL</b>	<b>\$22,000</b>



### Lace up to End Child Abuse Directions

1. Go to: <https://familytreemd.org/laceup/>
2. Click "Register today"
3. Click "Start Fundraising"

The Family Tree Inc

## Lace UP to End Child Abuse 5k

The Family Tree is hosting the inaugural Brent A. Rosenberg Lace Up to End Child Abuse 5K on Saturday, October 31st and Sunday, November 1. This is a virtual event.

**\$100**  
raised  
by 1 supporter

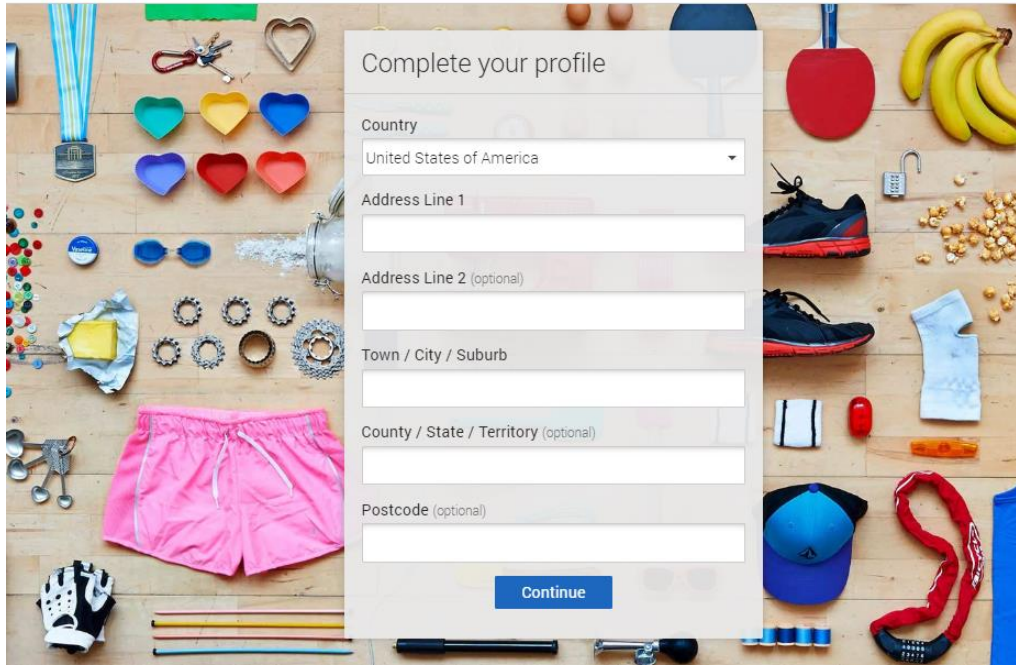
Donate

Share on Facebook

Be a fundraiser  
Create your own fundraising page and help support this cause.

Start fundraising

4. Sign up
  - a. Create an account with an email and password you will remember or log in with Facebook!
  - b. Complete your profile



### Complete your profile

Country  
United States of America

Address Line 1

Address Line 2 (optional)

Town / City / Suburb

County / State / Territory (optional)

Postcode (optional)

[Continue](#)

c. Set up the rest of your account & click “create your page”



**Lace UP to End Child Abuse 5k**  
run by **The Family Tree Inc**

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## 1. Your event

Lace UP to End Child Abuse 5k

I'm doing this in memory of someone

## 2. Choose your fundraising page web address

www.justgiving.com/fundraising/

Allie-Cook3

## 3. Choose your fundraising page settings

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I'm happy for The Family Tree Inc to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

- Yes please, opt me in  
 No thanks, opt me out

NOTE: The Family Tree Inc will receive your details and may need to contact you to support you in this fundraising effort. You can update your preferences directly with The Family Tree Inc.

Create your page

## How to create a team page

- On your page click the link called 'create a team'





\$0  
raised of \$400 target

Donate



Facebook



Allie Cook

## Lace UP to End Child Abuse 5k

Fundraising for The Family Tree Inc



### Lace UP to End Child Abuse 5k

run by The Family Tree Inc  
The Family Tree is hosting the inaugural Brent A. Rosenberg Lace Up to End Child Abuse 5K on Saturday, October 31st and Sunday...

Charity Registration No. 521110645

Event: Lace UP to End Child Abuse 5k, from October 31, 2020 to November 1, 2020

Create a team

- Next up, you can give your team a name
- You'll be asked to confirm the charity you're raising money for and the event you're participating in
- Provide the story behind your reason to fundraise together and add a cover photo
- Set the team's fundraising target
- You can set targets for individual team members by using the drop down
- Choose your team's web address and hit 'create a team'



## **Sprint Sponsor ..... \$5,000**

*This sponsorship provides free 24-hour Parenting HelpLine support to 150 families in crisis.*

- Logo and link featured on The Family Tree website & event registration website
- Recognition during Virtual Opening Ceremony
- Logo on Run/Walk T-shirts
- Recognized in social media, e-blasts, promotional flyers, and press releases
- Opportunity to provide promotional item in Thank You Packet for participants
- Recognition in The Family Tree's FY 2021 Annual Report

## **Jog Sponsor ..... \$2,000**

*This sponsorship provides 6 months of weekly support groups to families at-risk for child abuse.*

- Logo and link featured on The Family Tree website and event registration website
- Logo on Run/Walk T-shirts
- Recognized in social media, e-blasts, promotional flyers, and press releases
- Opportunity to provide promotional item in Thank You Packet for participants
- Recognition in The Family Tree's FY 2021 Annual Report

## **Walk Sponsor ..... \$500**

*This sponsorship provides 5 classes to a new parent in need of support and education.*

- Recognition on The Family Tree website & Registration website
- Name on Walk T-shirts
- Recognized in social media, e-blasts, and promotional flyers
- Recognition in The Family Tree's FY 2021 Annual Report

