



Board Of Directors Monthly Meeting Minutes

Sunday, December 8, 2024

Call to Order and Identification of Public Attendees

Sue Betts called the meeting to order at 9:00 AM Pacific Time.

Board Members	Present	Absent
Sue Betts	√	
Bobbi Campbell	√	
Monica Foy	√	
Joe Franklin	√	
Michael Anderson	√	
Mary Beth O'Connor		x
Njon Sanders	√	
Robert Stump	√	
Lisa Swing-Corney	√	

Non-Board Members Present:

- Ewa C.
- Jodi E.
- Lorraine H.
- Gregory P.

Approval of Consent Agenda

November 2024 Minutes

Sue made a motion to adopt the November 2024 Minutes as presented.

Monica seconded.

VOTE: Sue confirmed a unanimous vote to adopt the November Minutes as presented.

November 2024 Financial Report

Monica made a motion to adopt the November 2024 Financial Report as presented. Michael seconded.

VOTE: Sue confirmed a unanimous vote to adopt the November 2024 Financial Report as presented.

Ongoing Business

Website Redesign

Bobbi: No new updates.

New Business

Online Convenor Recruitment

Sue reports that Michael A. has agreed to take on the newly formed part-time volunteer position of Online Convenor Recruiter with the goal being to increase the number of online meetings. Michael will be going to online meetings in an effort to recruit convenors.

Fourth Annual Thanksgiving Meeting

Thank you to all who participated in the 2024 Thanksgiving social gathering.

Sue reports that the gathering was successful with 296 visits from around the world and a high approval rating by attendees. Eleven convenors and co-hosts provided twenty hours of continuous meetings on Thanksgiving day.

LifeRing will be hosting winter holidays and New Year's Eve social gatherings as has been done in previous years.

Pop-Up Meeting Proposal

No new updates.

Reports

Treasurer's Report

Monica presents the income and expenditure information in its new visual graph form. November was a good month with a significant increase in assets.

Monica suggests that it may be useful to pursue a monthly donor base, or “sustaining members” in order to have more steady income over the year. The Finance committee is working on end-of-the-year tax planning and Monica will be trialing Quickbooks’ budget forecasting tool.

Sue adds that there is a new feature on Zoom, a pop-up that includes a dedicated donor page as people leave the meeting. The pop-up provides a QR code individuals can click on which takes them directly to the donor page. It also tracks all donations coming through online meetings and provides the opportunity for people to sign up as recurring or sustaining donors. Sue reports that overall fundraising increased by 5.4% YTD over the past year.

LifeRing Book Sales Report

No new updates.

LifeRing Giving Tuesday

Lorraine reports that Giving Tuesday raised more in donations compared to last year. May be useful to have convenors promote Giving Tuesday at their meetings in the future.

LifeRing Development Report

Lorraine reports that she has invited Katie Georgitis and her brothers (Comeau Foundation) to lunch in December which will provide an opportunity to share LifeRing’s progress.

Lorraine continues with her ongoing search for other secular minded philanthropic organizations for grant funding opportunities. She has also attended a couple of webinars about grant writing: The Philanthropic Heart Model and The Influential Non-Profit. Her meeting with Raquel, CEO of Hard Beauty, was rescheduled to later this week.

Lorraine has recruited several LifeRing members to write appeals for donations on a twice weekly basis through the month of December.

The Fundraising/Marketing/Communications committee continues to meet on a weekly basis.

LifeRing Teams Updates

Social Media

No new updates.

Community Outreach

Sue reports that LifeRing received a strong endorsement from someone in the healthcare industry, an MD from the UCSF alcohol-related liver department, who provided an enthusiastic quote about LifeRing with permission to use it as leverage in the effort to establish LifeRing in other hospitals and health-care settings such as CPMC and Stanford.

Adjournment of Board of Directors Meeting

Sue made a motion to adjourn the meeting. Monica seconded.

VOTE: Sue verbally confirmed unanimous approval to adjourn and the meeting adjourned at 09:47 AM Pacific Time.

Public Forum

Greg expresses gratitude for LifeRing. Jodi has started a new meeting which went very well.

Executive Session