

Heroic Girls Foundation
Meeting Minutes: June 20, 2020

*This meeting took place over a Google Meet video conference due to the COVID-19 pandemic

I. Call to order

The meeting was called to order at 2:52pm.

II. Approval of the Agenda

John made a motion to approve the agenda. Patti seconded. All were in favor, none opposed.

III. Approval of the Minutes

- A. The May 18, 2020 Meeting Minutes were approved with a unanimous vote via email on June 11, 2020.

IV. Reports

A. President

1. G Suite: We now have G Suite which allows HG access to all Google documents, Google meet, etc. This should make it easy for Board members to have access to anything they need. We will do as much as we can which is offered for free for now. John will upload all documents we have received from the state and federal government.
2. Techsoup: gives non-profits free or discounted software. John would like to eventually look into Quickbooks.
3. Guidestar: website to list non-profits. John already added HG to Guidestar. This will help people find HG easily.
4. Charity Navigator: similar to Guidestar. We may need to wait until after the first tax return to be added to this site.
5. Facebook Non-profit, Amazon Smile: Facebook has a non-profit giving program. HG could be listed on there which would allow people to set up a fundraiser for HG. Amazon Smile allows individuals to put a portion of their purchases toward a non-profit. John is looking into adding HG to both.

V. Old Business

- A. Bank Account: Currently there is about \$774 at the Sacramento Credit Union. John would like to add additional signers, most likely Jen as she is the current

treasurer. We will also need a debit card for this account as many items or invoices may need to be paid with a card.

- B. Paperwork: All paperwork has been filed with the exception of the Attorney General. John will get that final filing completed as soon as possible. John is also looking into what is entailed for bulk mailings should HG wish to send anything out.
- C. Approval of New Bylaws: Gerine's friend who is an attorney had a lot of suggestions for the bylaws, specifically tailoring more to HG's needs. We will look into making changes and approving the final version in the future.

VI. New Business

- A. Need to start bookkeeping: Jen will start with an Excel spreadsheet, primarily to immediately start tracking any spending or incoming funds.
- B. Create a fundraising plan: John would like to have a plan for any fundraisers so we can have a specific program that we are funding for, for example, raising funds for "Half the Shelf" vs. all programs. Iris offered to help get fundraisers going; Jen mentioned she could help, though she will be busy with bookkeeping. Patti can help with merchandising. Gerine can help with fundraising and will check with her connections. Sarah will help with fundraising as well.
 - 1. Masks: option for fundraising merchandise.
 - 2. T-shirts: option for fundraising merchandise.
 - 3. Grants: Jen is experienced in grant writing and is looking into a program with Target.
 - a) Often want a specific purpose: see notes on "Create a fundraising plan".
 - 4. Fundraisers: perhaps partner with another group to raise funds for HG. For example, a comedy show with proceeds going to HG. Due to the current situation, perhaps something that can be done virtually. Jen suggested an online forum for teachers to give book lists for their classrooms which contain books promoting gender equality. Obtaining a grant to purchase those books would be ideal.
- C. Web Hosting: the site is currently being hosted on John's server. It is very slow and not a great place for HG. John is hoping to move the site to a place that is free for non-profits. He is also hoping to get an SSL certificate so the site is secure, however, we need our own IP address.
- D. Logo and Branding
 - 1. New Logo or existing: currently HG has the "Scout" logo and a banner logo. The original logo hadn't grown with HG. The Scout logo doesn't quite fit the message of HG. John is hoping we can find a graphic artist to create something that is very specific to the brand. Patti pointed out it needs to be very simple, super recognizable, and has longevity. Ideally it would look great in color and black and white. Iris and Gerine both have

contacts with graphic designers. They will connect with them to possibly get a new logo moving as soon as possible.

2. Business cards: John would like to have business cards so he can pass them out as he's making connections for HG. Jen suggested finding someone who could possibly do an entire marketing package. Iris thinks that the graphic designers would be a great source for all marketing.
3. Website Refresh: John would like to update the website once the new logo is set.

E. Programs

1. Legitimizing Recommendations: HG would like to create a reading list for teachers on how to promote gender equality. It has to come from a place of authenticity: perhaps an educator or child psychologist could guide the list. It would be good to create a type of focus group or advisory board to get different opinions and feedback. Iris mentioned there is research on gender inclusion that should be a part of this. Jen mentioned there are often students trying to obtain their PhD who may be willing to help. HG could apply for a grant to help fund their research.
2. Teacher's Kit to Promote Gender Equality: The kit would possibly be a website and/or reading materials available for download. What can we bring to teachers for the classroom that can help promote gender equality? Ideally it would be by grade or grouped by elementary, junior high, and high school. Patti mentioned hosting a forum or webinar to help teachers know how to bring this to their students. Is it possible to obtain a grant so teachers can attend the webinars for free or provide a packet for the classroom? Iris mentioned hosting these webinars quarterly to assist teachers educating their students on gender equality and to help answer student questions on gender. Patti mentioned John leading a panel of experts on these topics for the webinars. Gerine brought up the LCAPP funds that schools receive and could use those funds to host a parent engagement night.
3. #morethancute planning: John started this hashtag when he saw girls' Halloween costumes were overwhelmingly pink and ruffly. The hashtag was reposted thousands of times and John was interviewed multiple times on the topic. John would like to continue this hashtag and keep it going. The Board will brainstorm how to continue the campaign. Jen suggested having a separate brainstorm session dedicated to #morethancute and she will coordinate that.
4. Half the Shelf: The basic idea is for half of the books in classroom and/or school libraries to have half of the books have a female lead character. This will be the longest project as it requires many resources. To do this correctly, it will need money for programming a database so this can be a thorough resource for teachers (John estimates \$10,000). John thinks it

may be best to focus on some other programs first and have them be successful before getting this project up and running.

5. Podcasts: should we start a podcast again? It was previously monthly, but it should be more often, ideally weekly. John was contacted by a woman who is hosting a podcast about all the female superheroes in the golden age of comics leading up to Wonder Woman. She is looking at the different aspects of history through the prism of how characters of women have evolved. It would be great to promote her once a week. There is a second woman, Jenna Bush, who hosts a podcast called Her-styria that he would like to promote as well.
6. Book Club: technically not a podcast but a great forum. Jen and John did it the first time. Should it be a rotating group of people? From the Board or the community? Should this be a branded HG forum? Sarah mentioned it could be great to have different people to bring in different opinions. Iris agreed. Gerine suggested having it circle among Board members for now.
7. Video Series: we will table this for the next meeting.
8. HG Kids Investigate (Pink Tax, What % of shows star female characters, etc.): we will table this for the next meeting.

VII. Comments and Announcements

No additional comments or announcements.

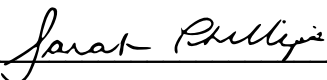
VIII. Action Items

Iris and Gerine will contact their graphic designer connections to start work on a possible new logo. Jen will look into grant writing opportunities. John will continue to ensure all filings are complete and work on adding Jen to the account and obtaining a debit card for the account. Jen will start on bookkeeping. Jen will coordinate a meeting in regards to a brainstorming session for #morethancute.

IX. Adjournment

The meeting was adjourned at 4:07pm. The next meeting has been scheduled for July 19, 2020 at 2:00pm.

These minutes were submitted and approved by the Board by a vote at the July 19, 2020 Board Meeting.



Sarah Phillips, Secretary

July 19, 2020
Date