

**Resolve New England, Inc.**  
**Meeting of the Executive Committee**  
**January 9, 2023 at 5 p.m. EST**

An Executive Committee meeting of the Board of Directors of Resolve New England, Inc., a Massachusetts nonprofit corporation ("RNE"), was held by Zoom at 5 p.m. EST on Jan. 9, 2023.

Upon notice duly given, the following Directors were present by Zoom or phone:

Board President - Jennifer Redmond; VP - Chrissy Hanisco; Treasurer - Lisa Rosenthal; Secretary/Clerk - Mary Zanol

Directors – N/A

Invited guests also present during the regular meeting was Executive Director Kate Weldon LeBlanc, Operations Manager Emily Lindblad, and Sarah Glatt and Firdus Faiz of Paper Crane Associates

Attendees at the meeting could hear, be heard and speak with each other throughout the meeting.

**1. Welcome from President**

**2. Strategic Plan**

- a. Feedback from EC and full board needs to be shared by 1.13.23; may be able to extend through the holiday weekend if needed
  - i. Lack of feedback by 1.13 will be an assumption that we are in agreement + this is a thumbs up to start writing and finalizing the plan
  - ii. Sarah and Firdus will begin writing full and final strategic plan the week of 1.16
  - iii. Additional meetings can be scheduled over next couple of weeks to answer questions if needed
- b. Full deck [here](#)
- c. Feedback can be shared via adding comments directly to the google doc or via email to Kate and/or Sarah (sarah@papercraneassociates.com)
- d. This process set out to answer the questions of who we are and what we do
- e. The following will REMAIN THE SAME:
  - i. New England based
  - ii. We do family building, not just infertility
  - iii. Committed to helping everyone on the family building journey (DEIJA)
  - iv. Personal stories, connections and relationships are our expertise
  - v. Emotional support remains at the core of our work
  - vi. We provide access to factual, unbiased information
  - vii. We'll continue to collaborate with industry experts and partner organizations
- f. Key Findings/Background:
  - i. Support groups remain the core but we need to broaden and deepen our reach, especially in New England – although groups will remain virtual so the reach could be beyond the region. Suggestion from Lisa to add quarterly special interest areas.

1. Note: Per Emily – even with the virtual reach, it’s still primarily New England participants; although there are some other pockets like NY and NJ; we’ve hit all 50 states, but most are still New England.
  2. We also don’t want to keep anyone local from being able to attend if we open it up further. We will revisit this if it becomes an issue.
  3. ~1300 attendees total for 2022.
  4. How are we measuring the success of the groups?
- ii. Challenge of peer leaders’ turnover (they may need to be paid vs. volunteer); attendees want support and community resources WHEN THEY NEED IT and not just when we have it available at a conference, etc. – need more evergreen content they can access anytime
  - iii. Would also like to add to diversity of support group leaders
  - iv. Lack of mental health services is also impacting everyone and how do we engage in that space
  - v. Staff doesn’t have the resources to do everything – how do we get more capacity? Fundraising consultant (Annie) is also moving on
  - vi. Live the life we advocate for: we don’t provide benefits and competitive salary to our own staff, so we need to practice what we preach
  - vii. Dedicated Board: members need to be added to reflect those who can be conduits into the add’l communities we want to serve as the organization grows
  - viii. Board role will move more toward strategy & fundraising and away from operations
  - ix. The budgeting process in recent years has been very conservative - projecting what is guaranteed rather than what is possible. That approach can be a challenge when trying to plan for investments and an increase in fundraising.
  - x. RNE is STILL being confused with Resolve National and the orgs are also in different places politically; time has come to transition away from Resolve National. We also want to go deeper in New England. **This will include a look at renaming the organization.**
    1. ***The renaming will be a second step after the strategic plan is delivered and as part of implementing it. Planning to have the logo, website and branding guidelines remain the same – ONLY the name will change.***

g. New Vision and Mission

- i. Vision: At Resolve New England, we want everyone who dreams of building a family to have access to the options, resources, support, and community they need on their family building journey.
  - ii. Mission: We are a caring community for all people struggling with fertility and family building. We provide the social/emotional support, resources, and advocacy they need on their family building journey.
  - iii. #FindYourPeople
  - iv. **Note:** Lisa Rosenthal expressed concern about this being too similar to national Resolve’s vision and mission.
- h. Replace EDUCATION with RESOURCES: this is less narrow
- i. Describing Our Work and Circles of Impact

- i. Helping other organizations and family-building professionals with professional growth, networking, and how they support their patients/client
- j. Core Beliefs: this was an opportunity to codify these
  - i. **Support for all**
  - ii. **Keeping it personal**
  - iii. **Community led**
  - iv. **Unbiased information**
  - v. **Equitable access**
  - vi. **Autonomy for all**
- k. Five Top Goals for 2023 and Beyond (Next Few Years)
  - i. Continue to offer support and community to individuals and families throughout their family building journey
  - ii. Increase the resources available and generate our own content
  - iii. Strengthen our broader community through partnerships with community-led groups and family building professionals
  - iv. Advance and protect fertility and family building for those who need it
  - v. Build the capacity and sustainability of the organization (main gaps are around fundraising and events)
  - vi. (Following slides explain each of these goals further)
- l. Open Discussion and Q&A

### **3. Board Project (Employee Comp and Benefits)**

- a. Jill Kniebel will be leading an ad hoc committee to do an employee compensation study and to research potential employee benefits. Please email Kate and/or Jill ASAP if you are willing to serve on this short-term project, which is open to board members and non-board members.

### **4. Treasurer's Report**

- a. Current balances are: \$15,373 in Checking and \$113,910 in Savings.
- b. "The books" are not closed on 2022 yet, as December financials are still being finalized.
- c. However, we know that RNE will once again exceed the \$200,000 revenue threshold for 2022 so will need a financial review. (Next threshold is \$500,000.)
- d. We already budgeted for this for 2023. It should be easier and a shorter timeline this year since we already have done one. Last year we had an extension but this year we aim to complete our taxes and review prior to the deadline of May 15th.
- e. Our Finance committee, now 4 members strong, plans to meet at least once before each full Board meeting.
- f. We remain thrilled that we are starting the year with a board approved budget!

### **5. Development/Fundraising Update**

- a. 2022 was a successful year for RNE in individual fundraising. We had budgeted for \$40,000 in individual donation revenue for the year, but the actual individual donation revenue will be over \$55,000 for 2022 (which does not include the Walk!).
- b. Approximately \$27,000 of this was in year-end fundraising alone (from Giving Tuesday to 12/31).

- c. We are excited that Dana Solomon is now the Chair of the Development Board Committee, which meets every other month. Dana and Kate will be meeting in the intervening months.
- d. Annie will not be able to continue working as a consultant with RNE this year. The 2023 approved budget includes funding to hire a grant writing professional for 3 months, and the Development committee decided to contract with Tracey Merrill, which will begin this month.
- e. With help from Annie and the Development committee, RNE has a 2023 Fundraising Plan, and a Q1 fundraising project management calendar. Annie also made introductions to Common Great, a potential resource if we decide to engage additional fundraising support.

**6. June Board Meeting (June 3)**

- a. Looking at holding in-person – location TBD – ideally not hybrid and having as many Board members as possible there in person
- b. One per year but perhaps for 2024 and beyond, have the one in-person meeting in a different timeframe vs. busy spring/summer period
- c. Could even ostensibly add to the Conference or Walk weekend

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Meeting adjourned at 6:04 p.m.