

**Genesis of Pittsburgh**  
Board of Directors Meeting Minutes  
July 8, 2020

**Opening**

The Board of Directors (BOD) virtual regular meeting for Genesis of Pittsburgh was called to order at 6:04 PM on July 8, 2020 by Board President Marilyn Planinsek.

**Present**

Laura Bisbey, Selene Cerankosky, Marilyn Planinsek, Crystal Turner, Nancy Egbert, Erin Masagila, Cheryl Daddi, Megan Frenz, Meghan Widmar, Jackie Kita

**Absent**

Joy Allen

**Open Issues**

1. Financial
    - a. Balances are sitting pretty even
    - b. Meet with Brett and Tyler tomorrow for the \$600,000 investment the BOD previously approved
    - c. Not paying off the mortgage on the building
    - d. Expenses are down and payroll is down
    - e. PPP loan; 8 weeks are over
      - i. It was satisfied in the 8 weeks and they are in the process of the forgiveness application
    - f. 990 was presented in a different fashion this year, timeline can be confusing, we had a lot going on this year
    - g. They can't pull the RA reports; they contacted Bill and will wait for his help
    - h. Final was submitted; operating is up and expenses are down
    - i. 2019 Audit
      - i. No negative feedback and they are happy with the new tracking system
      - ii. BOD member asked if we lost an employee from 2018 to 2019 due to the change in payroll; the executive directors changed which accounts for the change in numbers
      - iii. Professional fees for fundraising is up
        1. 2018: \$500-Megan helped as a contractor
        2. 2019:\$5,000-Megan hired as an employee
- ✓ Marilyn made the motion to approve the 2019 audit
- ✓ Megan 2<sup>nd</sup>, all in favor

**New Business**

1. Patience Bronson presentation-answers to Joy's Questions below in order they were asked
  - a. Discuss adoption mainly that show interest and they always bring it up during intake. They make it more individualized. Everyone is aware of the adoption option and they will discuss at length for people that are interested.
  - b. There is not a written curriculum. Adoption is a very individualized subject. Amanda and Patience use their own stories first and then they will open it up for discussion. Amanda gives the perspective of the adoptive parent and Patience gives it as the birth mother. Class is led by the discussion and questions that are prompted from their stories. No 2 classes will ever be the same since it is facilitated this way.

- i. Topics that typically seem to be discussed are the following:
  - a. What it would feel like/look like (adoption)
  - b. Guide birth mother, be supportive, give a sympathetic ear
  - c. During class, discussion is generalized so as to not put focus on 1 person
  - d. Importance of having/starting the conversation to normalize adoption
- c. Patience believes she is a success story. She is not aware of anyone else that has been involved and shared
- d. Adoption awareness class: outreach program goes to high school, methadone treatment centers, public library...basically will go anywhere that will have them
  - i. The point of this class is to let people know that the service<sup>3</sup> is here, anyone that wants to talk further is given contact information
- e. Other agencies that put out stories; Patience expressed that the website and/or videos are not her area of expertise so she leaves that to others in the organization where it is their expertise
- f. Video with testimonials from all perspectives of each individual in regards to adoption; Patience doesn't feel that this is necessarily something that she thinks is a good idea. It doesn't give details on all of the services that Genesis offers to their clients, only on adoption.
  - i. For those that have parented it is almost insensitive to those that choose adoption
  - ii. It can give clients that are considering adoption a "conflict" in the emotional decision that they are trying to make
  - iii. Patience, from her perspective as a birth mother, believes that these are all good ideas but maybe they should be kept separate.
- g. Patience stated that is there is anything anyone would like to know, just reach out to her.
- h. Written Curriculum: Adoption presentation is written; with interested clients, it is more informative and more about what the process looks like
  - i. She is not opposed to a written curriculum solely on adoption but also not sure if that is our demographic at this time.

## 2. Director's Report

- a. Financials
  - i. Total in each account were discussed in detail and can be found on the director's report handout (overall total \$1, 332, 955)
- b. Operating updates
  - i. Opening the house back up, Center was opened back up in May (appointments needed made)
  - ii. Zoom has been great! Allowed for continued services
  - iii. Adoptions still need finalized due to court being closed but all babies are with their families
  - iv. Adoption numbers are up!
    - a. 2015: 3, 2016: 3, 2017: 2, 2018: 1, 2019: 4
    - b. 2020: 2 are coming up so far!
  - v. Adoption searches
    - a. Since the last meeting Nancy has found 2 birth parents
    - b. Had 2 reunifications at the center

- c. Essential Needs Day
  - i. Targeting special populations
    - a. Latino community
    - b. Grandparent Program
      - 1. Want to rename this program soon
  - ii. Needs
    - a. Clothing up to teens, men's large/XL, women's clothing, homecoming dresses
- d. RA grant money
  - i. Had to change plan last minute; not allowed to use on adoptions
  - ii. Still want to use the original advertising plan of showing real stories that will have a click through video for more details of the story/information
    - a. Megan and Crystal spoke to Jackie and Laura for ideas
    - b. Marilyn asked if we could still use the original idea but without RA money, Crystal stated yes we can
  - iii. COVID
    - a. For many it was bad, Genesis ramped up during COVID which is generating good results!

### 3. Fundraising Report

- a. Off to a really good start this year (reference the fundraising report that was sent to BOD)
  - i. 177: 2019-2020
  - ii. 93: 2018-2019
  - iii. 90% bump up
- b. COVID was actually good for nonprofits
- c. A lot of people are sending more than they ever have to Genesis
- d. Still want to focus on the lapsed donor report
  - i. Possibly a formal letter and add a handwritten note from BOD members would be helpful for the lapsed donors
- e. Received an unexpected gift from Pittsburgh Foundation
- f. We were 1 of 25 nonprofits that received a Charity of Excellence unrestricted grant from Washington County Community Foundation.
  - i. In the running for the top award of \$20,000 and the People's Choice Award of \$5,000
  - ii. Volunteer story was used for submission (BOD member Laura)
- g. Wishbook-print copy to all funders and feature 75 nonprofits that make a list of what they need up to \$3,000
- h. Ruby Ribbon-26 were part of the group, we get 20% of the sales, Monica wanted to handle any exchanges before giving Genesis the money raised
- i. Marilyn asked from an individual standpoint what would give the biggest impact if they want to donate.
  - i. Pittsburgh Critical Needs or Washington Compassion
    - a. Matching funds not sure yet which would have the higher match

**Adjournment**

Meeting was adjourned at 7:41 pm by Board President Marilyn Planinsek. The next regular meeting of Genesis Board of Directors will be at 6:00 pm on September 9, 2020

Minutes submitted by: Laura Bisbey