A couple of quick high-level recap items to keep in mind:

* There are two unwritten rules to keep in mind for the committee this year:
  1. Any and all ideas, thoughts, questions or challenges are welcome. If you have an idea please share it. Do not assume it’s been thought of before or in the works. And if you have an idea to build on something or challenges the way we are doing something that could be better please speak up.
  2. Stay connected to the committee as much as possible. There are a lot of competing priorities for our time during this period. And it will get worse for those with little ones going to school. As best you can stay engaged with the committee and it’s work. If you can’t attend a meeting, catch up with what happened with us via email or shoot me a note and we can jump on the phone and I can catch you up. We will also do more via email to limit meetings so please jump in and weigh in on the conversation.
* We went through our initiatives for the year and started to brainstorm ideas around Impact Sponsorship or as I refer to it “non-traditional sponsorship” opportunities. So instead of sponsoring an event a company could sponsor a number of families for the year or give money that goes toward giving our families a new book each month. Ideas shared today include:
  1. Collaborating/partnering with other organizations to expand the reach and make it bigger than just Family Lifeline
  2. Sponsoring donating books for families with children
  3. Sponsoring a series of virtual talks that would be led by our staff and leverage their knowledge and expertise on a variety of topics to help the broader community
  4. Sponsoring items that our staff would use or wear
  5. Sponsoring volunteer activities or activity kits for families
* And we had a pretty healthy conversation around the future of Choco and what that could or shouldn’t look like in the future. Nothing solid but some good takeaways to keep in mind like talking with Impact Makers and those who regularly attend Choco to understand what they like / don’t like so we are armed with enough information to make an informed decision or brainstorm ideas around the future.
* Lastly, we talked about the SEE ME storytelling campaign that is just starting and how that will start to show up in Family Lifeline communications and the Impact Report.

**Action Items**

One action item for everyone to keep in mind and brainstorm are additional ideas for Impact Sponsorship. We have a good working list but would like to add a few more ideas to the mix. We will also do an activity at the next Board Meeting to gather thoughts from the entire Board so you can also feel free to hold share your idea there. And push and build on the above ideas.

**Attachments / Links**

Attached is the SEE ME campaign internal overview we put together that talks about it and shows you examples of what this could look like once it goes into execution. If you have any thoughts please let myself or Priscilla know.

And here is a link to a Facebook group I follow for kid learning/development activities that require basic craft materials or items found in the home. There are many good ideas in here for potential activities for our families with children and a potential sponsorship opportunity. <https://www.facebook.com/Planningplaytime/>