

PeaceWorks International Board of Directors Minutes for 9 February 2010

PeaceWorks International Center for the Dances of Universal Peace Board of Directors Telecon Meeting Minutes 9 February 2010

(Action Items in Italics)

BOD Members Present: Allaudin Sandy Hill, Kabir Stuart McKinnon, Maitreya Jon Stevens, Darvesha Victoria MacDonald, Halima Sussman

Also present: Munir Peter Reynolds (Director); Martha Bracken (Office Manager)

*Toward the One,
the Perfection of Love, Harmony and Beauty, the Only Being;
United with all the Illuminated Souls who form the Embodiment of the Master,
the Spirit of Guidance.*

AGENDA

Welcome and Check in
Approve Minutes from 12 January telecon
Rough Draft Financial Statements Dec 31, 2009
Logo Policy (Action item)
Pubs update
Historical Materials from SRI
Bylaws Revisions
Leader Guild Dues & Issues
2010 Budget /Goals and Objectives
Support from Oneness Project
Telecon with Russian Community
Fundraising
Website Draft Welcome and Home Pages
Closing and Check Out

Next Telecon Date: Tuesday, 9 March; 5 p.m. Eastern time.

Out of Town Schedules:

Sky Majida is in LA, Mexico and Flagstaff 4-28 February.
Darvesha will be at Lama Foundation leading a retreat Feb 21-March 3 and in Colombia and Ecuador March 18-April 9

FOR MINUTES (no discussion)

MTG SECRETARIAT ROLE

Azima Lila Forest, the MTG Secretariat, has gone back to Auroville in India. Martha Bracken has taken over her duties, and Darvesha is coaching her in the tasks involved.

FOUNDATION DANCE MANUAL

PeaceWorks International Board of Directors Minutes for 9 February 2010

According to Darvesha, as Chair of the MTG Guidance Council, the Foundation Dance Manual is now available for purchase by anyone who would like to own a copy. In the past, purchase was limited to mentored Dance leaders.

MINUTES

Welcome and Check-In

Board agrees to dispense with the check-in. Allaudin agrees to serve as deep listening coach.

Approve Minutes of the 12 January telecon

Kabir moves, Halima seconds, that the minutes of the 12 January 2010 telecon be approved for distribution. Passes unanimously.

Rough Draft Financial Statements December 31, 2009

Kabir commented on the Draft financial statements for the year 2009. These statements do not yet reflect changes in book inventory levels as a result of closing PeaceWorks Publications. There are liquid assets of approximately \$94,000, much of which may be required to implement the new programs of the international organization over the next three years while at the same time attempting to increase revenues from dues and other sources. There are several restricted funds, each of which needs to be examined in relation to the new mission of the organization. The gross expenses were roughly of the same magnitude as now budgeted for 2010, though of course there will be new priorities and programs. The net loss of about \$7,900 is lower than in 2008, largely because of efforts to sell books and other publications. Munir commented that the expense described as "Allocations to affiliates" completes the second of six such annual payments approved by the previous Board. Ananda Hazzard is helping transition our books to Quickbooks nonprofit edition and is creating a new chart of accounts based on the budget approved by the Board last month. We should be able to create first 2010 payroll checks later in the week of Feb 8th.

The final 2009 financial statements will be ready for presentation to the Annual Meeting in April.

Logo Policy

Darvesha asks the Board to approve a revised logo policy (below). This is a simpler and clearer logo policy than is the current version and more explicit than what is currently posted on the website. The NA Region has been asking for a logo policy in reference to some projects they are doing now, so Darvesha is proposing action on this now rather than as part of the planned policy review later this year. The intention is to post the new policy on the current website under "About the Dances" and "Contact Us", called "Using our Logo". Darvesha does not want this information under "For Dance Leaders" (where it is now) because the logo policy is set by the PeaceWorks

PeaceWorks International Board of Directors Minutes for 9 February 2010

International, not the MTG.

Proposed Logo Policy:

The circle of hearts logo is registered to PeaceWorks International Center for the Dances of Universal Peace. The logo may be used by all mentored leaders of the Dances of Universal Peace, as well as for official business of the organization and Regions. When the logo is used to advertise an event, the Dances must be the main activity of the event. The words "Dances of Universal Peace" should appear near the logo whenever it is used. In the United States, the 'sm' (service mark) appears with and near the circle of hearts; in the rest of the world © (copyright) appears.

The logo may be copied from the following representation(s). [Paste in the logo with the 'sm' and one with the ©.]

Thank you for your care, respect and cooperation in your use of our Dance logo. We appreciate all efforts to keep this powerful symbol in clear association with the Dances of Universal Peace.

Kabir expressed some uneasiness about letting go of the restriction on items for sale. He refers to this item from the current policy:

- Use of the logo as decoration on items for sale, donation or distribution (for example, t-shirts, jewelry, note cards, etc.) must be approved in advance by the International Council.

Kabir invited comments on how this provision has or has not been useful over the past several years, and how others felt about controlling "commercial" use. Martha reported that previous Boards were discouraging of commercial uses (e.g. t-shirts), other than by the organization itself as a fund-raiser. Munir noted that the question had come up during his consultations in New Zealand. In addition to the question about controlling commercial use, there is also the specific issue of whether royalty payments would be required.

Allaudin offered two ways of viewing this question. First, it could be treated as a commercial matter, i.e. use would require authorization and be subject to some kind of payment or tithe. Second, it could be viewed as a way of facilitating the spreading of the word about the Dances of Universal Peace without requiring any investment on the part of the organization. Discussion followed. Kabir remarked that his uneasiness had been addressed by the discussion, and he was comfortable with the proposal as submitted by Darvesha.

(There was also discussion of the use of "sm" in relation to the new website. That is recorded as part of the website minutes.)

Allaudin moves, Kabir seconds, that the Proposed Logo Policy be approved. Passes unanimously. *Munir will initiate the necessary changes to the website. The version in the Volunteer Handbook is no longer in effect.*

PeaceWorks International Board of Directors Minutes for 9 February 2010

Pubs update

Martha reports that 44 boxes of *Wisdom Comes Dancing* (2000 pounds) have been shipped to Latifa Elizabeth Muller's warehouse in Oklahoma City. Latifa has signed an agreement with PeaceWorks to store the books and provide fulfillment of them for larger quantities. Latifa also purchased four boxes of books for her own use with programs for Ruth St. Denis.

Cosmos Worth transported the books PeaceWorks has given to the Sufi Ruhaniat International to the Self and Soul Center in Talent, OR on February 7th. The Self & Soul Center (which is where Saadi and Mariam Baker offer soulwork retreats) was very excited to receive these books, as well as materials transported from the former SRI offices in Eugene, OR. SRI has signed an agreement with Self & Soul Center to provide their book fulfillment and will be creating a web site for this purpose. The Ruhaniat is reimbursing PeaceWorks International for the transportation and is providing an honorarium to Cosmos.

Thanks to Martha for her continuing work to transition PeaceWorks Pubs. She estimates that she will have the Seattle office ready for closing by the end of the month.

Allaudin commented on correspondence with Saadi concerning royalty payments in connection with some of his copyright works. It was agreed that any further discussion of this that may be required would await a future meeting.

Historical Materials from SRI

Munir reports that Basira Beardsworth, the new administrator of SRI, kindly provided scanned copies of agreements between SRI and PeaceWorks. Many of them are of archival interest, artifacts of an earlier era. He will share copies of any of these materials that are still relevant to the work of the Board. It may be useful to correspond further with SRI to clarify which agreements continue and which are of no further effect.

Bylaws Revisions

Kabir reports that the changes approved by the Board at the last meeting have been consolidated into a revised edition, including renumbering as required. He has also filed notification of our change of Principal Address, and our new Agent for Service of Process, with the California Secretary of State. The matters raised by Farishta were addressed in correspondence and are believed now to have been resolved.

Leader Guild Dues & Issues

Dues were set at \$30/year. Munir and Darvesha and Kabir have begun discussing a plan for publicizing the change and collecting dues. Munir would like to develop a communications plan for reaching the various constituencies that we need to keep informed. The dues change is just one of several important things that need to be

PeaceWorks International Board of Directors Minutes for 9 February 2010

conveyed, and the most important emphasis needs to be galvanizing the “Leaders Guild” as a coherent body working and moving forward together. Munir and Darvesha will continue work on this plan, which could include emails, a conference call of mentors and individual telephone calls to key mentors. Munir invited Board members interested in assisting with this process to be in touch with him, noting that this is one of the key priority areas at the moment.

In response to a question from Halima, Munir outlined the conversations he had while in New Zealand, indicating that he had made a presentation, shared the new goals and objectives, and taken questions. The New Zealand leadership group is supportive and has committed to remit NZD40 per Leaders Guild member in 2010 (roughly equivalent to USD30). Munir also talked with Australian representatives. He commented that the communications strategy will need to be crafted in a way that meets the needs of each Region. Telecons will be part of the strategy, and he would welcome Board member involvement in these. Munir will provide information on the dates and times as these are set up.

The new MTG Guidelines were distributed to mentors in January and feedback has been gathered and incorporated into the guidelines. Darvesha and Munir are discussing a plan to get mentors involved in distributing the new guidelines to their mentees.

PW Inc Goals and Objectives for 2010

Sylvia Murillo is translating the new goals and objectives into Spanish, Hadia Petra Held is translating them into German. Evgenya Dudina has offered to translate into Russian. Munir feels that the goals and objectives can be distributed to all dance leaders as part of an awareness campaign about the changes in dues and the importance of the new Leaders Guild approach.

Support from Oneness Project

Kabir wrote a letter to Oneness Project thanking them for their \$7,800 grant to support Munir’s salary in 2010.

Telecon with Russian Community

It is time to have a telecon with the Russian community; Evgenya Dudina, a Russian national who knows Bo Trofimov and others in the Russian Dances, has offered to interpret a conference call for us. *Halima and Munir will work on setting this up.*

Fundraising

At the January telecon it was agreed that Board needs to discuss its broader fundraising strategy soon, including forming a Fundraising committee. Kabir presented ideas in a letter (Appendix 1, below) for the Board to consider, since the approved Goals and Objectives for 2010 includes these items:

PeaceWorks International Board of Directors Minutes for 9 February 2010

8) Develop a fund-raising strategy

- a) By February 2010 design and begin implementing a fundraising program
 - i) Create and complete an on-line auction by May 2010
 - ii) Implement a contributions campaign to solicit major gifts and bequests by August 2010.

Munir expressed agreement with the general direction of Kabir's comments. Darvesha added that we can't get ahead of ourselves, and that communication with the Leaders Guild and collecting dues has to happen first. Encouraging mentees to be current with their dues would be an important beginning step.

Halima mentioned the possibility of grant support from foundations. Darvesha wondered whether the organization is (or appears) too "churchy" to successfully attract grants. Munir felt this possibility is worth pursuing a bit down the road. Kabir commented that, in terms of his remarks, foundation support would be most likely in category 2 (Major project-based fund raising). The website was mentioned as one possible fund-raising project. Kabir commented that, in terms of the budget strategy, he believes that it will be possible for the international organization to operate for at least three years through the systematic application of reserve funds without requiring a major injection of donated funds. Clearly, by the end of that period, it would be necessary to have a fund raising strategy in place, but in the meantime, it might be more useful to devote our efforts to creating the programs, services, and communications. These would provide the foundation on which fund raising efforts could then be based.

Munir commented that he has been enjoying the process of thinking through the creation of the new organization and its programs in consultation with various members of the Board and staff, and is pleased by the amount of progress already made and the projects under way or in planning.

Website Draft Welcome and Home Pages

Halima had forwarded drafts of welcome and home pages that Fatima Lassar has created. Fatima has been working from an artistic vision that includes flash scrolling sacred phrases at the top of the page. In these latest drafts she has solved some design and color problems that we encountered in earlier versions. The website committee is still working with her to tweak some things.

Allaudin asked whether the new website would be friendly for i-Phone users. Halima suggested that this question be addressed to Bruce Heeter, the technical support person. Munir commented that the internet is changing rapidly and that we will need to keep up with its developing standards, but for the time being, our priority is to get the basic design down. He mentioned social networking sites such as Facebook as being important to consider in our planning. As well, there are cultural differences around the world in the way the internet is used, and we need to be prepared to meet the requirements of our various communities.

PeaceWorks International Board of Directors Minutes for 9 February 2010

Martha had raised a question about not having included the “sm” with the logo on the website. It was not clear whether the international organization, as the owner of the service mark, was at liberty to display the logo minus the “sm” without there being some consequence for its ability to regulate and restrict use of the logo. Another issue was the question of fairness if the international organization were to set aside the policy in the case of its own use while requiring others (e.g. Regions) to abide by it. Various options were proposed in the interest of preserving the artistic vision of the website. *Darvesha, Halima and Munir will discuss this further and decide how to approach it.*

It was pointed out that the name used on the proposed “welcome” page (Dances of Universal Peace International) is not the full name of the international organization. It contains neither “Network” nor “PeaceWorks”, which is a significant departure from the current website. Mention was made that one of our 2010 Goals and Objectives is:

- 11) Determine whether a name change for the corporation is warranted and useful and implement by December, 2010.

It was proposed that, at the next meeting, there be discussion of this matter.

Next Meeting

Tuesday, 9 March; 5 p.m. Eastern time, in keeping with the second Tuesday of the month as a regular time.

Closing and Check Out

Appendix 1: Fund Raising – Some Notes for Discussion

Creating an income stream from various kinds of gifts could be one way of enhancing the capacity of the international organization to achieve its objectives while keeping Leaders Guild dues as low as possible. Successfully incorporating fund raising into our ongoing plans and operations requires some thought as to the implications and requirements.

Types of Fund Raising

For discussion purposes, I will outline five fund-raising categories.

1. Ongoing periodic solicitations in support of operations
2. Major project-based fund raising
3. Minor project-based fund raising
4. Bequests
5. Donation Bowl

1. Ongoing periodic solicitations in support of operations

This category of fund raising entails making regular gift solicitations on a cyclical basis. Many charitable organizations now do mailings more than once a year. The main characteristic of this kind of fund raising is the presumption that the need will

PeaceWorks International Board of Directors Minutes for 9 February 2010

never be met. Therefore, while the process includes making reports about what is being accomplished through people's generosity, the emphasis is on getting and keeping people in the habit of giving again and again. Partly because of the cost of doing this kind of solicitation through mass mailing, campaigns almost always include an invitation to enter into ongoing giving arrangements, commonly where a fixed amount each month is charged to a person's credit card or bank account. In the context of our organization, it needs to be appreciated that probably the majority of our potential donors will also be members of the Leaders Guild. Since that relationship requires payment of annual dues, it's important in contemplating a periodic fund-raising approach to come up with a rationale. What is the basis for asking Leaders Guild members to make regular annual gifts when they already pay membership dues? Why not simply make the dues sufficient to cover the operations, and presumably equate to the benefits received? As an example of a project that might be acceptable, Leaders Guild members in some parts of the world are hard pressed to come up with USD\$30 to pay their dues. Perhaps we could invite colleagues in more favourable circumstances to contribute to a dues remission fund. In the event that we undertake the ongoing periodic solicitation of gifts, we have the advantage of electronic communication with our potential donor base, which keeps the administrative costs low. There is typically not a lot of personal contact in this kind of fund raising, although when personal calls are made, the result can be very much improved.

2. Major project-based fund raising

In contrast to regular, periodic approaches, project-based fund-raising attempts to raise a specific amount of money to fund the completion of a project. The nature of a major fund-raising project is that the result will exist for a long period of time afterward. This is usually something tangible, but it could also be an endowment that is then invested to provide an ongoing stream of revenue. (Note: While endowments have historically been accepted without much question as generally beneficial, I think there is a need for careful consideration of some of the underlying assumptions; the recent Madoff scandal underscores one of the issues, but there are others as well.) The typical characteristics of major project-based fund raising are: careful planning and research through which the potential of the donor base is assessed and matched with the selected project; multi-year pledges; tiered recognition based on various categories of size of gift; person to person solicitation (including follow up); requirement for considerable communication and administrative support. Major project-based fund raising is used infrequently, perhaps once or twice in a decade.

3. Minor project-based fund raising

A variation on 2, this involves specific projects that can be completed within a few months. The key for this kind of fund raising is a project with wide and compelling appeal. A large number of small donations can raise a surprising amount of money in a short time. The on-line auction case that has been mentioned recently provides an example: a member of a dance circle required extraordinary financial support because of medical expenses, and the community responded with quite a bit of money. It's easy to see how this kind of approach could use the international organization's resources to focus members on meeting the needs of an individual. It's not so clear how this approach could meet the needs of the international organization: everything depends on finding just the right project.\

4. Bequests

PeaceWorks International Board of Directors Minutes for 9 February 2010

This category involves creating a conversation with supporters around how they can make charitable gifts as part of their estate and related planning. It is a complex and technical area because of legal and tax considerations, especially when considering a world-wide population. Nevertheless, this kind of planned giving, as it is often called, can be very generative in the long run. Some research would be needed as the first step.

5. Donation Bowl

Given the nature of our community of potential donors, simply providing a prominent opportunity to be generous is something to be considered. There is a history of asking (requiring?) mentors and dance circles to “tithe”, and that needs to be reviewed in this context. In some ways, this category is another way to think about category #1, except that it is a much lower profile way to proceed. Donations could easily be made on line through the new website. The North American region has invited donations in connection with its provision of dance write-ups, but I do not know with what results.

Implications and Requirements of Fund Raising

The international organization aims to be supported primarily through Leaders Guild membership dues. There is at present a great deal of uncertainty around the collection of those dues because of the significant organizational and financial changes we are in the midst of implementing. It would be important to concentrate efforts on building a sense of affinity with members of what we newly refer to as the Leaders Guild. This is in itself a significant undertaking in which collecting dues is only one element. Happily, as we complete this task within the current year, we will also be paving the way for future fund raising success since members of the Leaders Guild are probably our most important partner group in that endeavour.

Essentially, fund raising is an extension of what is sometimes called “friend raising”. This term simply highlights that meeting an organization’s needs through fund raising requires building and nurturing supportive communities: people who care about the organization and have some motivation to help it succeed in its goals by making gifts. This seemingly obvious point often gets overlooked as organizations focus on an internal perspective in their planning and neglect to put in place the components of the “friend raising” program. These components are all in the realm of communication: finding skilful and effective means of reporting on activities and plans, and seeking (and acting on) feedback from people who are recipients of the organization’s programs and services. I believe that we would do well to begin with a communications strategy, and put that into place before getting too far down the road with asking for money.

Finally, because we are an international organization with members (and regional organizations) all over the world, we need to give some thought to what kinds of fund-raising activities would and would not be appropriate for our particular organization to carry out, as well as how to accommodate a host of different national tax programs related to charitable giving.

I hope these brief comments will be helpful as we begin our consideration of this whole area.

Kabir Stuart McKinnon
January 29, 2010

PeaceWorks International Board of Directors Minutes for 9 February 2010

575 313-0892