

SEEKHEALING
Q1 BOARD of DIRECTORS' RETREAT
MINUTES

Saturday, January 22nd, 2022

Reference: Retreat of the SeekHealing Board of Directors was held at Making Whole, at 745 Biltmore Ave, Asheville, NC 28803 and online on Saturday, October 23rd, 2021 from 11am - 8pm.

The Board goes through a grounding exercise, creating space for flow and rule zeros. It adopts “red” as a safe word, referring to the stoplight system if at any point anyone feels overwhelmed during our conversations.

The Board answers, pop-corn style, the question “Where did we shine?”

- Evolution
- Creating community
- Sustained persistence
- Year of adolescence for SeekHealing, learning how to be 1M / year non-profit
- Mindful and intentional
- Willing to say things that are hard
- How do we measure success? Making a huge impact in individuals' lives
- Well known / well respected organization with stature (and billboards!)
- Building the board - adding members
- Recognize the need for next level guide / governance

The Board moves to hear from Jennifer and her 2022 Executive Strategy.
She covers a review of 2021.

- External highlights:
 - Deploying 2 innovative software solutions (Listening Line and Overdose Spikes)
 - Hosting 1,167 events(!)
 - Engaging ~800 new seekers (with a 20% conversion rate to ongoing engagement)
 - Producing 1,000 workbooks for Connection Practice distributed to inmates at HCJ
- Internal highlights:
 - Re-org'd and created a Development fractal
 - Initiated development of a Business Operations team
 - Brought in more money from individual gifts than ever before
 - Developed our anti-racism policy and an actionable strategy for JEDI
 - Delivered first leadership training course – Listening Training II
- Financial highlights:

- Raised \$436k; spent \$416k; raised more than we spent; in the Black!
- 266% growth in direct program expenses from FY2020
- 2022 goals:
 - 2022 Prime Directive: Stabilize Development fractal
 - 2022 Secondary Directive: Stabilize Asheville, Haywood & online
 - 2022 Tertiary Directive: Slow Connected Communities Movement
- 2022 Vision:
 - Strategic Goals:
 - To make connection universally accessible and reduce loneliness/DOD rates
 - To be an indispensable partner to mental health treatment centers
 - To be a national voice for social health
 - To accelerate growth of place-based communities
 - Directional Priorities:
 - Development fractal is humming and secure
 - Personnel upgrades in HQ
 - Complete Playbook for community development
 - Develop new connected communities (Big Macs only 🍔))

Jennifer recognized TheBoard for their contributions in these goals and this clarity. She is surprised and moved when Josh shares an appreciation video for Jennifer, composed of dearest friends thanking her for her continued vision, leadership, and incredible passion that move SeekHealing forward.

Josh reviews 21Q4 Financials:

- Income - corporate giving (individual through global giving)
- Haywood is fully funded
- Grant details - a wider landscape

The Board talks through officers, terms, and voting. There is a red flag timeline for Treasurer / Director of Science succession plans. Officers are one year terms; directors are three terms. Officer terms capped at five. Each officer is voted to continue their role another term.

There's a discussion to amend bylaws and a specific Bylaw Committee is created. This includes Josh F, Josh G, and Shelly. There's a discussion around creating standing committees in bylaws: development, program, budget.

The Board talks through fractal accountability, stabilizing development, and deepening into current communities (slowing CCM). Jennifer mentions reporting improvements - measuring meeting quality vs number of people in meetings

There's alignment around the Developmental Fractal:

- Donor Relations - Joey
- Grant coordination - professional volunteer, Annie, Jennifer
- Training - working with decision makers for 30-60k budgets per training

Items for 'parking lot':

- Deepen into the plan/feasibility/structure for training profits
- Fundraising - timeline/steps/goals

There's a request made of the ED for quarterly metrics and associated targets.

- Meeting in reorganizing development fractal - identifying meaningful success
 - Move training out of development and into superstructure
- Support, council, seed capital for Training Sales setup

The Board pauses to have dinner together, connecting over Mexican Cuisine.

The Board talks through grants and donations and if there's a threshold for identifying donors on the roster. The Board discusses wanting a strategy for how many lunches the ED is having - talking through if it should be a smaller, more focused number, or many to cast a wide net. A more focused strategy is requested.

The conversation moves to training:

- Social health partners
- Corporate clients and clinical clients
- Ionsul - part time, doesn't want full time - is overseeing all training
 - LTII, volunteer training, LTI modules
- Paul Nicolaisen
- Abby - Deloitte
- Possible partnership with Better Than Unicorns - virtual reality
- Jason Digges - willing to help with marketing, specifically for training, at \$3k/mo
- High demand for this - social health - onboarding, hiring, performance reviews, team communication, culture

The retreat is adjourned.