

ESA Foundation
“Serving the World Community...Because We Care”
2020-2021 State of the Foundation

Chairman’s Report – Ann Southall

As the Chairman of the ESA Foundation Board of Directors, it is my great pleasure to share the many accomplishments of the Foundation during the past year. Because of our many financial supporters, friends, and members, we are able to continue the good works of the Foundation programs.

Total Assets

Effective January 1, 2020, the ESA Foundation annual financial reporting period is adjusted to January to December. All financial reports will be reported as of December of the prior year.

As of December 31, 2020, the total assets in the ESA Foundation were \$6,242,118. The total liabilities for scholarships were \$363,950. These liabilities will be paid directly to the institutions of higher learning this fall. The liabilities due to the Packs for Hunger Program were \$190,571.

Investments

The Endowment/Scholarship Program continues to increase for the ESA Foundation. During this fiscal year, ending December 31, 2020, we had 15.67% Return on Investment (ROI). Our Investment Planner is with Morgan Stanley. He joined the Board virtually at the Summer Board Meeting to update us on the Foundation’s current investment portfolio and advise us of future opportunities.

Membership

Membership in the ESA Foundation annually is from March 1st through the last day of February. A member is considered to be inactive for the current year if the dues are not received at Headquarters by the last day of February. Any dues not arriving before March 1 will be applied to the active membership for the next year. This year’s active membership total, as recorded for voting purposes in 2021, was 1350.

Life Active Membership

The Life Active Membership (LAM) Program continues to grow because of individuals and group contributions. The Career Enhancement Grant Program continues to be supported by these generous financial donations. These grants are awarded to individuals/groups needing

financial assistance for career opportunities, advanced training, and training for individuals at risk who are unable to locate funds to assist otherwise.

During the 2020-2021 ESAF year, the Board promoted the “Smart Cookie” campaign. We also had the “Grant Builder” campaign which would allow a state that had 4 new life active members and donated \$500 to give a named grant of \$1000. No state qualified for this, but many came close. The fifteen (15) new Life Active members who joined from June 1, 2020 to May 31, 2021 are: Judith Ahrens (KS), Z682 New Mexico Roadrunners (NM), Z576 New Mexico District II (NM), Z612 New Mexico District III (NM), Mariah Echele (MO), Cheryl Pucket (KS), Mackeigan Wuest (CO), Lois Knoffer (TX), Alicia Goldberg (AZ), Jennifer Sparkman (OK), Laurie Lindeken (CO), Peggie Sprinkle (OK), Alpha Omega 2060 (VA), Makenzi Higgins (KS), and Eastern District of Oklahoma (OK).

Grants

ESA Foundation Grants are funded by a portion of the return on investment from the Life Active Memberships plus additional donations by members and other interested parties. Career Enhancement Grants awarded to Karen Davis for \$2,000 for Clinical Pastoral Ed., Monica Palomino for \$1,997 for Innate Traditions Postpartum doula training, Patrick Baker for \$2,000 for Clinical Pastoral Ed., and Erika Randolph for \$2,000 for Clinical Pastoral Ed. There were minimal grant requests during 2020 and others received were denied because of not meeting criteria or evaluation by the Board.

Additionally, in 2021, the Board proposed an adjustment to the annual contribution to St Jude Biomedical Sciences Graduate School to \$5,000 annually, which was accepted. The 3rd installment was donated for a total of \$25,000, of the \$50,000 commitment to the School. \$10,000 was made in 2020 as planned.

A Special Grant of \$1,000 was given to the Folds of Honor Foundation in honor of IC President LeAnn Wray.

AWARDS

Plateaus of Achievement

Sixty six (66) new Plateaus of Achievement will be recognized in the 2021 ESAF fall newsletter. The Plateaus of Achievement are designated to recognize individual members, businesses, and chapter, city, state and regional councils for their monetary contributions to ESA Foundation programs. Each time a donor reaches a new Plateau level of giving, they are recognized.

Robert and Dixie Palmer Recognition

Through a special donation of \$1,000, outstanding ESA members may be presented this prestigious award. This donation not only provides recognition to a worthy recipient, but also helps to assure the future of the ESA Foundation. This award was not presented this year.

Stewardship

Financial support for the Foundation in the amount of \$500 can be donated to recognize individuals who continually help in promoting the ESA Foundation and its many projects without seeking recognition or rewards for the help they may provide for others. This award was not presented this year.

Humanitarian Award

ESA Foundation members can recognize individuals in their communities who promote the welfare of humanity by aiding those who are less fortunate and by eliminating the suffering of others. The Humanitarian Award was established for this purpose. Individuals who are nominated may not be members of the Foundation. No Humanitarian Award was presented this year.

PROGRAMS

Planned Giving Program

Through its Planned Giving Program, the ESA Foundation provides a way for individuals to benefit charitable causes while leaving sufficient funds for loved ones. A major objective of this program is to generate awareness of the ESA Foundation and the charitable opportunities that are available to help support the Foundation. Those who choose to participate in this program may do so by donating through their wills, trusts, investments, property, life insurance, retirement plans, and more. Planned Giving is an opportunity to provide for loved ones, fulfill charitable goals, and save money on taxes.

Endowment Program

Effective January 1, 2020, the ESA Foundation annual financial reporting period was adjusted to January to December. All endowment reports will be reported as of December of the prior year.

Endowments can be established easily with \$100 plus the submission of properly completed paperwork.

In order for full endowment status, an endowment must have a minimum of \$5,000 paid into the account. Endowments become part of a restricted fund which earns return on investment (ROI)

monies, which are treated as interest, and may award a scholarship when enough is earned to allow for an award. Amounts allotted to any given scholarship are determined through a budgetary spending policy established by the Board of Directors combined with directives from the donors or their designees.

Scholarship Program

The Foundation continues to use the comprehensive online scholarship application program.

The Scholarship Processing Team is comprised of Coordinators who are responsible for obtaining the judges. The team was chaired by Scholarship Chairman, Kathy Loyd. The team processed 5489 applications with 190 ESA Foundation Scholarships being awarded for fall 2021 for a total of \$347,100.

In order to encourage early applications, this year two Early Bird scholarships were awarded. Any student who submitted a completed application by November 1, 2020 and/or December 15, 2020 was eligible for entry into the Early Bird Drawings. This year's Early Bird Scholarship winners were: (November 1, 2020) Alleigh Jezek, Broken Arrow, OK for \$1,000 and (December 15, 2020) Abby Helfand, Vernon Hills, IL for \$500.

Since inception of the scholarship program in 1980, \$4,100,853 has been given to 4041 scholarships.

A complete listing of all scholarship winners is provided on the ESAF Scholarship website.

Workshop Events

In annual membership year 2020-2021, the Directors hosted three (3) virtual workshops. All ESA Foundation members were invited to each event. The topics included "The Grant Builder Program", "Getting to Know the Board of Directors" and "Education Challenges Related to Covid".

Turn-Around Fund Program

Any entity that follows the 501(c)3 guidelines may use this internally funded grant program. Designated contributions to the June 2020-May 2021 Turn-Around Fund totaled \$151,314.65. The Board is pleased our members use this means to contribute to recognized charities. We continue to encourage the utilization of this program as it increases the total revenues into this entity. This increased use helps the ESA Foundation maintain its 501(c)3 status.

FUND RAISING PROGRAMS

Fantasy Event

The theme for this year's Fantasy Event was surrounding the Bourbon Trail in Kentucky. ESA Foundation members donated \$2,310 to this 'non-event' event as they celebrated with the Board by *not* attending the party. Invitations to the ESA Foundation membership this year were only sent electronically with the exception of 30 individuals without email. These members had a specially designed invitation. There was very minimal expense, and while the proceeds were down significantly, the Fantasy Event Chairman, Rosalee Echele, reported the similarly timed Murder Mystery fundraiser had some impact on income from this event. We appreciate each contribution and encourage members to continue their support of this event in the future.

Foundation Fund Fest

Because of the cancellation of the International Council Convention in 2020, ESA Foundation Fund Fest Chairman, Sandy Hosack, and Event Chairman, Rosalee Echele, located an electronic murder mystery program to use in October – *Murder in Margaritaland*. To help offset income from the 2021 Foundation Fund Fest cancellation, an additional virtual murder mystery - *Totally Rad 80's Prom Gone Bad Murder Mystery* was held in April. Both were well attended. These two events, combined, raised \$9,380.

Sandy Hosack contributed a significant amount of time to make both events successful. The Board appreciates her time and enthusiasm.

In 2022, the ESA Foundation will once again hold a Foundation Fund Fest in Indianapolis, IN at IC Convention. Sandy has agreed to chair another year.

ESA Foundation Website

www.epsilonsigmaalpha.org/about/ESA-Foundation

The website is still maintained by ESA Headquarters staff with input and information given to the staff by the Website Chairman from the Foundation. Efforts are ongoing with the scholarship database to find the best resources for server processing and support.

Leadership

Rosalee Echele, Judi York, and Rosalie Griffith completed their three (3) year terms as elected Board members at the end of the Annual Meeting. Since there were only 3 candidates for the 3 open positions, Terrie Rust and Carolyn Warren were elected to their first three-year terms and Rosalie Griffith was elected to her second three-year term by acclamation at the annual meeting.

The Board of Directors continues to provide extensive commitment and vision for the ESA Foundation. To fulfil their role, in which they were elected, they strive to provide successful leadership of the programs in which they oversee.

They have continued to work with consultant, B J Clark, on strategic planning with Board-focused leadership and sustainability training. Additionally, BJ provides support to the Chairman and the others with long range planning, workshop conceptual support, and support of the Grant program, planned giving program, and other areas as needed.

We are in the final months on the Copyright proceedings for the name and logo for the ESA Foundation. All documents and postings are vetted through HQ to assure proper use.

It is an honor to serve on the ESA Foundation Board as Chairman. It has been very exciting, yet challenging, to see the many progressive changes this past year. With the onset of a pandemic, many adjustments to policies and procedures became necessary, but the Board worked diligently and cohesively through each of them. The work this Foundation does impacts so many, as it gives opportunities for many individuals to give and provides so much by allowing so many people to receive. I am extremely grateful for the opportunity to serve.

Ann Southall
2020-2021 Chairman of the Board
asouth_51@yahoo.com