

**ESA Foundation**  
**“Serving the World Community...Because We Care”**  
**2017-2018 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**

As of May 31, 2018, the total assets in the ESA Foundation are \$5,322,094.94, as verified by independent auditor, Eide Bailly. The total liabilities for scholarships are \$213,300. These liabilities will be paid directly to the institutions of higher learning this fall. The liabilities due to the Packs for Hunger Program were \$121,313.58. These liabilities will be paid as needed by the Program. The Eide Bailly audit report and information is available for public viewing online at [www.epsilonsigmaalpha.org/about/ESA-Foundation](http://www.epsilonsigmaalpha.org/about/ESA-Foundation). A complete copy of the auditor’s report is on file at the ESA Headquarters in Fort Collins, Colorado.

**Investments**

The Endowment/Scholarship Program continues to increase for the ESA Foundation. During this fiscal year, we had 8.72% Return on Investment (ROI). Our Investment Planner is with MorganStanley and he joined us at the annual meeting in Phoenix to update us on our current investment portfolio and advise us of future opportunities.

**Membership**

Membership in the ESA Foundation annually is from March 1<sup>st</sup> 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 at the 2018 annual meeting was 1,342. This was an increase of ten (10) members over the previous year. There continues to be a limitation of the online portal of the ESAF website and was not functional during the dues deadline due to a database upgrade still underway. It is still a great concern that this has impacted members’ ability to pay on time for at least 2 periods. We certainly hope this is active before the next deadline occurs. The board will continue to monitor the membership status and continues to look for ways to promote membership growth.

## **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 flourish because of these generous financial donations. These grants are awarded to individuals/groups needing financial assistance for career opportunities, parent training and training for individuals at risk who are unable to locate funds to assist otherwise.

During the fiscal year 2017/2018, we added 13 more members. Those are: Kay Looney (MO), Paula Winchester (IL), Tyler Worley (NM), Allison Gary (IN), Denise Hagerty (IN), Sandy Reed (VA), Linda Gratter (OR), Marge Stevens (OK), Leigh Ann Polk (TX), Brenda "BJ" Voll (IN), BJ Clark (CO), Sherry Suggs (KY) and Tammy Akines (AR). This is 6 less than the previous year.

At IC Convention in Phoenix, the Board, started a new Life Active Membership Challenge. This was presented at the Planned Giving Breakfast and State Counselor Workshop by BJ Clark and again at the Annual Meeting on Friday by Kim Mandrell. Between the first presentation on Wednesday morning and Saturday, the last day of Convention, we had 24 new Life Active members. The **Each One Reach One** Life Active Campaign will continue until May 31, 2019 during this entire fiscal year. The Board is working on a special opportunity in Memphis to congratulate the new LAM's and their sponsors as well as a special presentation including St. Jude.

## **Grants**

ESA Foundation Career Enhancement Grants are funded by return on investment from the Life Active Memberships. Career Enhancement Grants were awarded last year to Camp New Hope \$1,500 for a training seminar for staff on compliance guidelines, organization skills and strategic planning; Helping Hands for Single Moms Tucson \$2,000 for testing and licensure fees for nursing student mothers; Reverend Timothy Shaw \$200 for Sunday School Publishers Dean Workshop; Britney Berkery \$915 for a certified apartment manager course, Oghogho Igodan \$225 for a maternal and child care workshop; and Erika Jackson \$550 for Hospital Chaplain training program.

A Special Grant of \$1,000 was given to Fighter Country Foundation Partnership at Luke Air Force Base in Goodyear, AZ in honor of IC President Sandy Alexander.

Another grant has been approved but not sent as of July 2018 to the St. Charles Outreach Coalition Against Human Trafficking for \$1,000. This is planned to be released soon.

Art Spark grants were given to Ronaele Muter \$945 for reusable classroom art supplies and \$1000 to Easter Seals Capper Foundation.

## **AWARDS**

### **Plateaus of Achievement**

The State Counselors received ninety-six (96) Plateau of Achievement award certificates at their annual workshop in Phoenix, AZ. The certificates are to be distributed by the State Counselors at their state meetings. The Plateaus of Achievement are presented to individual members and to chapter, city, state and regional councils for their monetary contributions to the ESA Foundation programs. Each time a donor reaches a new Plateau level of giving they are awarded a certificate of recognition.

### **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 to assure the sure 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. Linda Leveridge, Delta Kappa (OK), nominated Susan Gearhart of Chickasha, OK for this award. Susan volunteers through the community assisting in various ways, such as working at local Library, fundraising for the Library and the local schools raising funds for scholarships. She also assists students with music and theater productions as well as fundraising for local free medical clinic. Susan will be awarded at the chapter's annual award dinner.

## **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. It is our annual custom to recognize individuals whose foresight and generosity will change the lives of others because of their planned gifts which include the ESA Foundation. This year, the Planned Giving Breakfast included 70 planned givers, endowers and life active members to show our appreciation for their support of the Foundation. This year we also received notification of 3 new planned giving commitments. New planned givers are: Alice Robinson (CO), Ellen Clark (CA/AZ), and Kendra Sabol (AZ). Jacqui and Cliff Smith (AZ) spoke about what the Foundation meant to them and why they became planned givers. Judi King also spoke about why she became a Life Active Member. BJ Clark launched the new **Each One Reach One** Life Active Membership Challenge.

### **Endowments/Scholarship Program**

Endowments can be established easily with \$100 plus the submission of properly completed paperwork. In FY 2017-2018 there were no new endowments, however at IC Convention, 2 new endowments, Kim Kummer, incoming IC President, began the “Let Your Life Speak for CASA” Endowment and Charles Lester “Eagle Scout” Endowments were started.

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 is treated as interest, and may be awarded 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.

We continue to use the comprehensive online scholarship application program developed by Burns Marketing. In the spring of this year, a committee from the Directors, researched specific targeted areas of concern and identified needs within the software program to reach out for solutions. Ongoing meetings are occurring with the software engineers at Burns Marketing to improve the program to assist with the needs of our scholarship 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 6193 applications with 139 ESA Foundation Scholarships being awarded this fall for a total of \$212,300. This includes one graduate studies scholarship in the amount of \$7,500. This year’s Extra Boost winner was Danielle Tran of Minnesota.

Any student who submitted a completed application by December 15, 2017 was eligible for entry into a \$500 Early Bird Drawing. This year’s Early Bird Scholarship winner was Olivia Brown of Florida.

Since inception of the scholarship program in 1980, \$3,174,503 has been given to 3493 scholarships.

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

### **Turn-Around Fund Program**

Any entity that follows the 501(c)3 guidelines may use this internally funded grant program. Designated contributions to this year's Turn-Around Fund totaled \$228,113.08. 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 "Fun In The Sun". ESA Foundation members donated \$8,418 to this 'non-event' event as they celebrated with the Board by *not* attending the party. The Fantasy Event Chairman, Judi York, was very pleased with the response and thanks everyone who contributed. We encourage members to continue their support of this event in the future.

#### **Foundation Fund Fest**

ESA Foundation volunteers were involved in another evening of fun, excitement and fund raising in the 2019 Foundation Fund Fest in Phoenix, AZ. Participants took part in live auctions of donated articles and state contributed baskets, various games, silent auctions as well as some new endeavors, a giving board and a mystery box. Proceeds from the evening, including table sponsors and other donations, exceeded \$15,000. The Board appreciates Linda Schmidt for her dedication to make this year's event a success as well as all the volunteers who are so faithful to help each year.

#### **ESA Foundation Website**

[www.epsilonsigmaalpha.org/about/ESA-Foundation](http://www.epsilonsigmaalpha.org/about/ESA-Foundation)

After identifying several problems and concerns about the scholarship program, discussions have been held with Burns Marketing software team to look at potential solutions to improve the scholarship online program. Research was done into other potential software programs and offerings they could give us including estimate pricing and the Directors felt it was in our best interest, both in continuity of the existing program and financially, to continue the program with Burns Marketing. We are working towards resolutions of targeted areas to continue to improve

and stay on the cutting edge of the online program. We continue to have positive responses back from applicants with the ease and understanding of navigating the current portal for applicants.

### **Leadership**

Cathy Holsted, Judi York and Ann Southall 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. Rosalee Echele and Rosalie Griffith were elected by acclamation to their first three year terms and Judi York was elected to her second three-year term at the annual meeting.

The Board of Directors continue 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 the first of many initiatives is the new Life Active Membership Challenge at IC Convention this year. In just 3 days, the program grew by 24 new members far surpassing the 13 in all of FY 2017/2018. We are excited to see what the numbers will be by May 31, 2019. Other plans are underway to strengthen the grants, scholarships, endowments and planned giving programs.

This year we also began the Copyright proceedings for the name and logo for the ESA Foundation. It should be completed this next year.

It has been my honor to serve as Chairman of the Board this past year. I appreciate all the kind words and actions of those who have supported and encouraged me this year. But I am more humbled by the works of so many of you who give so unselfishly to help benefit others. The work this Foundation does impacts so many as it gives opportunities for many to give and provides so much allowing so many to receive. I am extremely grateful for the opportunity to serve.

Ann Southall  
2017-2018 Chairman of the Board  
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