

**World Computer Exchange, Inc.**  
119th Meeting of the Board of Directors  
15 February 2023 010:00 am to 10:55 am EST  
Hull, Massachusetts 02045

***Mission:** To reduce the digital divide for youth in developing countries; to use our global network of partnerships to enhance communities in these countries; and to promote the reuse of electronic equipment and its ultimate disposal in an environmentally responsible manner.*

**Future meetings:** April 12, June 14, September 13, December 13  
09:00 AM EST; 15:00 CET; 20:30 New Delhi

**Present:** Pamela Cooney, Suzanne Grant Lewis, Jeremy Griffiths, Satish Gupta, Alex Higuera, Peter Hellmonds, Marci Rosenthal. Special guest, Charles Brennick of Donor Connection joined for part of the meeting.

**Apologies:** Lisa Dale, Manoj Kumar

1. **Welcome and introductions** – This was already done in Annual Meeting. Emma, the new intern, was not able to be here, but she was warmly welcomed in her absence.
2. **Minutes** from December 13, 2022 were unanimously approved.

**3. Report from Fundraising Committee**

What has been done:

- \* More attractive & strategic message
  - \* Links to Tim's Tribute & shortened video
  - \* Email outreach to family & friends
  - \* Vertical Response to 9,618
  - \* Facebook & LinkedIn calls
  - \* 2nd request to amplify social media calls
  - \* Monthly tracking of donations across platforms
  - \* WCE home page update
  - \* Partnership with Donor Connection operational
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- The Committee identified the need to closely monitor what messages and platforms are effective, using concrete feedback.
  - The 3 new buttons on home page for donation of tech or funding need to be promoted. The new partnership with Donor Connection provides a new income stream and may bring more financial supporters to WCE.
  - Results: Board members engagement appreciated, Lisa and Jeremy thanked individually. In-kind support important.
  - Give Direct takes 4% of donation, should look at other options. Alex asked about using other payment platforms like Stripe, which charges < 3%
  - Donations were lower this year – 10 big donors did not contribute, likely hesitation due to future of WCE. No \$50k donation due to difficulties in Puerto Rico.
  - Goal is to demonstrate strength and longevity of WCE

- Recommendations: Fundraising Committee to continue to meet; track donations, improve distribution list; segment by type and develop tailored message; pursue companies that offer match; approach big corporation for tech, cash, and shipping costs; monitor all incoming support.

#### 4. Treasurer's Report

- Contributions are down but expenses are also down, especially storage costs. Tim and Pam have not been taking salaries.
- Net Operating Income is positive but low at \$7,664
- Balance sheet shows healthy amount in bank, \$50K liquidity, enough liquidity to carry us through end of Fiscal 2023
- The Board discussed issues going forward
  - a) How do we increase revenue?
  - b) Which services do we prioritize?
  - c) What can we get covered?
    - We need to monitor Net Cash Flow.
    - Alex asked about what interest we pay
    - Appreciation expressed to Jeremy for hard work as Treasurer

#### 5. Orders and Shipping / Program Update from Pam

New partnership proposal:

- Kijabe Children's Education Fund (KCEF) is a US non-profit organization. We have been supporting educational programs in Kenya for the past 15 years and computer education for the past 12 years. To begin with, we intend to distribute 10 computers to our 7 schools which already have computer labs in place. All of these schools have a female student population of 50%. The education of girls has been a consistent focus of our programs. [www.kcefund.org](http://www.kcefund.org) Unanimously approved.
- One field associate needs 200-400 laptops and desktops in the next few months.
- Pam reported on discussion with a potential new partner – looking to ship 50 laptops to Guatemala and 150 mix to Haiti. Timing not clear.

6. **Next meeting agenda** will include a conversation on strategic services.

7. **Tribute to to Peter Hellmonds.** The President and Board members thanked Peter for his generosity of time and spirit and Board member and Chair, serving. Colleagues were pleased that he would continue to be a valuable part of WCE as an International Advisory Council member.

Meeting concluded at 11:00.