 General Assembly Meeting

Minutes

28 September 2020

Beginning: 09.15

End: 11.30

VTC: Zoom

Attending Board Members:

Szabina Baros (President)

Hanne Jørgensen (Vice-president, Restaurant Coordinator)

Brigitte Peach Honorary President

Alicia Arjona (Bazaar Coordinator)

Stacey Gingrich (Charity Coordinator - Team Lead, Guest Coordinator)

Ashley Roche (Charity Co-Coordinator - International)

Ildikó Incze (Secretary, International Charity Coordinator)

Yurii Senchuk (Assistant Restaurant Coordinator)

Tanya Borchert (Tombola Coordinator)

Absentees:

Erin McCoy (Treasurer)

Lara Ronayne Casimiro (Webmaster, Sponsorship Coordinator)

Olivia Ronayne Casimiro (Membership Coordinator)

Karine De Koninck (Belgian Charity Coordinator)

Monica Fornari (Assistant Restaurant Coordinator)

Attending Members/Nations (see attached Attendance List)

President - Szabina Baros

* *Opening, welcome, Housekeeping rules of Zoom VTC*
* The meeting is not recorded
* Speaker view is recommended, video view of participants can be switched off
* We mute all members by default, unmute yourself when speaking
* If someone would like to ask a question or have a comment, please type your country in the Zoom Chat window and you will be given the floor after each topic, when we stop, listen and answer your questions, it is important to have all attentions to the presentation not distracted by long comments
* PPT presentation is projected and available later for checking
* You will receive the Minutes and the presentation after the Meeting
* *Roll call of Nations* *and Minutes voting*

- Minutes of 10th of September General Assembly Meeting was accepted by the majority Members: 31 Yes votes, 1 abstention, nobody against, 4 Members did not vote because they joined the meeting after the roll call

* *Farewell NCB Board members, Board 2020*
* President said farewell and welcomes the new NR and ANR members (Croatia, France and Estonia)
* *Membership*
* In case you are leaving the NCB, do not forget to send information to our Membership Coordinator
* All Membership Forms for new NRs, ANRs, 2nd ANRs must be sent to: [membership@natocharitybazaar.org](mailto:membership@natocharitybazaar.org); the forms are always attached at the Invitations
* Creating a general email accountwill facilitate communications during all periods of transition that will occur within your Representative Team for the NATO Charity Bazaar
* It is advised to check your Spam folders, in case you miss some emails
* *Results of ranking of the Belgian and International Charities 2020*

Charity Team Coordinator

* Stacey presented by screen share the selected *10 Belgian and 25 International Charities* voted by Members via Survey Monkey online platform
* The voting worked very well and for future we consider the voting to be done electronically
* Overall, the amount needed for funding:
  + - Belgian Charities 76.196,71
    - International Charities 205.731,30

Total: 281.928,01 €

* At the end of year, the raised funds are dispersed as best for these charities
* Belgian Charities receive 35% and International Charities receive 65% of total raised amount
* Donation Ceremony is planned for last week of January 2021, if the event will be held online, we may be able to see all charities, because not everyone can travel to Brussels to an in-person Ceremony
* This year we need help more than ever, this is a “Do your best” year, any amount we receive we are more than grateful
* *Fund-raising best-practices*

Vice-president,Hanne Jørgensen

* Nurturing the NCB – keeping it alive & healthy is important this year more than ever
* All these charities deserve to be funded
* Sharing is Caring – more than ever we must work as a team this year, in a “normal year” each of us tend to focus on our own stands, and we are all quite aware of what we need to do to raise some funds. This year we need to inspire each other, share ideas, and truly work as a team.
* We have asked NRs from different nations to share and to talk about their individual nations’ ideas, challenges, hopes and ambitions which we are certain can inspire others as well: USA, Norway, Czech Republic & Denmark have all kindly agreed to share
* Please participate in the debate and remember when asking questions or commenting, put your country name in the Chat, and we will get back to you.

USA- Marjorie

* There is so much change and challenges from what we’re used to this year
* Just to get the right mindset and checking the statutes of the NCB I need to stress the main aims of the organization:

1. organize social events to raise funds

2. bring together families to foster friendship

* In our structure US volunteers have come together, we partner side by side with other countries and we enjoy the cultural experience with families and friends at NATO, many of us are missing that exciting part of the Bazaar this year
* We`ve done the Bake sales in the Public square in the past, also the Tombola tickets, it was very visible and accessible, it was immediate response
* We will continue selling our merchandise this year, the Nato bags for women, we manage to sell 50 out of 60 bags in 4 months, by having great volunteers.
* The creativity was great, using Facebook and Cash &Carry at our garages on Fridays choosing timeframes, we were successful
* Not being able to go and access our offices at the NATO HQ is going to be a big fundraising challenge for us, and we will not be able to obtain and sell all of the inventory we normally sell at our table at the Bazaar
* we had to make a tough call back in the summer because one of our signature pieces of merchandise is the tote bag we sold with all the country flags, we also have afghans/blankets with all of the NATO countries’ flags and pillow cushion covers with all the NATO flags and this year we have made sure we have included North Macedonia. We have also ordered a new pillow cover with the NATO compass on it
* We had to place our order early because of Covid and the supplier was running short of supplies
* We're still figuring out how we're going to sell all this merchandise and how we're going to pay for it, the vendor who' is making these products for us here in Belgium is going to work with us
* So, we're doing what we can, being kind to ourselves, without stress so we can feel generous toward everyone else
* Hanne: The fact that you are getting your merchandise from a local supplier is perhaps an inspiration to other nations as well? This has been raised as an issue previously; that some nations would have problems transporting items across the borders; a solution may be to to try and look locally for merchandise that can be bought locally
* Greece: Evi wants to know if it’s possible to have access to their delegation office where they have olive oils and if trucks come close to NATO HQ can they deposit the products at storage places? Also, if there are tables available for the products for sale?
* Szabina: So far, we are doing product sales on individual basis, because there is no possibility to set up events, this means we ask our spouses to help with the selling. I suggest to take pre-orders for the olive oils, and if your husband – or others at the delegation - is willing to help a couple of hours a week, then people who ordered can go and pick up at the given timeslots from the Greek delegation. We need to use our circle of families and friends. Another option is to do the sales in your homes, so products can also be delivered in your homes which might be more comfortable and easier than delivery at HQ. Regarding the table question at NATO, we are not able to provide tables as far as the situation right now unfortunately
  + Evi: I will continue to advertise our products and look forward to the upcoming orders

Portugal – Isabel:

* In response to Greece, I`d like to say how we organise the sales, we put our olive oils, wines and other products in the catalogue which we received, so made the list of products and our husbands made the delivery
* I do the sales in my house, e.g. we have a few activities for tomorrow, we prepare 35 meals which are prepared for our husbands at the delegation, and they pay twice the price for the meals so we are can fund charities
* We have four prizes for tombola, and I try to obtain more prizes
* We are preparing some handmade creative objects for Christmas, we will put them in the catalogue (Isabel showed an example on the screen of a statue of a fish made of paper)
* This is how we can contribute and raise funds

Norway - Laila:

* We continue to do Bake sales at the delegation, and we are planning to do them more often, like once a week, with the help of the spouses, who bake a cake and send it to the delegation
* The cake is put in the common area with a jar to put the money, the price is € 3 /piece, it's voluntary and it's based on trust
* we will continue like this on a weekly basis until November, and we are planning to sell a lot of tombola tickets, targeting a record of selling 500 -1000 tickets
* Hanne: Laila provoked some responses in the chat from others e.g. from Albania saying that a bake sale in the delegation is an excellent idea, which they can also do.

Czech Republic – Veronika:

* Thinking how to raise some money for the Bazaar in this difficult time, I decided to buy some popular Czech biscuits and chocolates which every Czech is missing here in Brussels
* Me or somebody who goes to the Czech Republic buys these sweets and we sell them in our delegation. We`ve done it already twice a month and we raised around 150 €, not too much but a good start
* we continue with this initiative and let me invite your spouses to come to our delegation to taste and buy during a coffee break

Denmark – Berit:

* It has been challenging to get all the prizes and items to sell
* The most I can do is to ask people to donate at least half of the amount they would have used at the Bazaar and then we look at the Catalogue where every nation has the possibility to post, then set up pickups at our own houses and/or bring the products to work using our husbands’ assistance
* We are also talking about selling Christmas cookies in the delegation, as well as the tombola tickets sales
* An instruction letter with regards to the Tombola Sales has been sent around to all Danish members of NATO HQ & SHAPE and we we're trying to do our best this year to make the sales and raise some funds
* Hanne: At the Danish delegation, we are lucky to have people living in very different areas of Brussels, so if we open our garages at specific times once or twice a week and sell /or do pick-ups from there, it leaves people options for a closer pick-up of items depending on where they live in Brussels
* And we're lucky that we have an available person at the delegation who is allowed to sell tombola tickets for us at the Danish delegation
* If some delegations would have staff that they could spare (e.g. a secretary or an intern) who is willing and able to do that extra job, it would be worth investigating, as it makes tombola ticket sales a lot easier

Switzerland – Suzanne:

* I have a general question whether it is OK to use the NCB logo to be visible in the top left hand corner of our letters, for the promotion of such fund raising sales that we do in our delegations. For example, I would like to promote something on the SHAPE families’ group, which is limited to NATO, but they're not so familiar with the Bazaar
* Szabina: generally, we use this logo when there is a sale at an international level like the International Bake sales, but if somebody is doing a private bake sale (national level) then we do not use it there. You can also use the one-pager (email attachment letter for Small Change for a Big Change coin collecting activity). Moreover, when you finish filling your Catalogue, you can send it to your Shape contacts
* Hanne: Suzanne would you like to expand the sales to the Swiss families and Swiss Staff at SHAPE?
* Suzanne: No because the Swiss delegation is so small (two people), but my husband is at SHAPE and I think SHAPE will expand the pool because there are so many people and many don't even know that there's a NATO Charity Bazaar, so I think it would be great to promote the Bazaar itself there, because people are interested when you explain to them what this is all about and we can invite them as guests
* Hanne: I know that in the past at the Danish delegation we've also sold tombola tickets to staff at SHAPE and invited them to the Bazaar. Thank you for the tip, we could maybe do more about promoting this in the future

Portugal – Isabel:

* I think it's important to use the logo when we make the request for prizes, because it gives credibility to our request, I have the experience of 5 years here, and I see the letter with a logo is essential to obtain sponsors and prizes
* Szabina: the letters which are headed by NATO Charity Bazaar logo itself can be used by the Board only. It has been the case in the past. Credibility can also be given if you link the addressee to our web page, access there is immediate and they can see what NCB and the Bazaar is about. We are a very old organization, we have materials uploaded over the past 10 yearswhich should add credibility
* I think it is necessary to reflect further on the use of the NCB logo. We would like to issue a guideline on how to use the logo. This was already planned for the second half of the year; we are preparing it and it's going to be sent around as soon as possible.

Italy – Viviana:

* Speaking about new ideas, we are thinking of selling our limoncello, we are already preparing it and we are going to advertise it in the coming week
* Also, we plan to sell some Italian products for Christmas, we contacted the NOS to know about the possibility of having products delivered to the parking lot of the HQ, so Italian colleagues could bring the merchandise into our delegation
* We haven’t received a response yet, and I understand now why, hearing Szabina’s speech, I think it may not be possible
* We're going to plan other ways in which to sell these products, maybe other nations husbands could go to the Italian shop, which is close to NATO, near Decathlon, to pick them up with a Voucher?
* Thinking also for Christmas to pick up our products, we sold great numbers before Christmas every occasion during our national private events
* To have the possibility to deliver this merchandise it would be more successful because we would be able to deliver all our products directly to the other delegations, so in our vision it would be more attractive to sell them in this way like an Italian corner (Italian wine, Italian prosecco, parmesan, all typical products we normally sell)

Berit: Denmark:

* Regarding the use of logo, we would also use NCB logo for official business letters so people can see that it is not just the delegation who wants the stuff, but it is for the NCB as an organization
* Hanne: as Szabina confirmed we are going to see and find time to push this task forward and organize a standard operating procedure on the use of our logo
* An alternative help could be to include an electronic version of the leaflet about the work that the NCB does in your letters/correspondence with sponsors and suppliers?

Chat questions:

* Are tombola tickets sales permitted at delegations, Szabina replies it is not prohibited, but of course it is always recommended to ask the head of the delegation for the support of the sale
* Can the catalogues be shared via un-classified Athena like we shared invitations last year. Szabina replies if a catalogue is ready, the Board is helping to advertise it NATO-wide centrally as well
* Szabina: Thank you to all the nations who volunteered today to speak about their activities and experiences

5 minutes Coffee Break

*NATO Charity Bazaar 2020” Scenario B”**– fund-raising activities updates*

* Activity 1 - Product Sales by Nations -Bazaar Coordinator Alicia Arjona:
* At our last GAM we presented you to this activity as follows:
* *Decide what products you can sell*
* *Prepare your „Catalogue*”
* *Choose your sales channels*
* *Deal with delivery/pick-up of items*
* In addition to these, the template and guidelines were sent to Nations on 25 September, please check your e-mail account, including the spam folders
* Alicia shared her screen and presented to the nations how to fill in the Catalogue template.
* Once you filled in with your products, please send it to [coordinator@natocharitybazaar.org](mailto:coordinator@natocharitybazaar.org)
* Deadline end of October, but the sooner, the better for everyone
* National Catalogues will be uploaded to Facebook and to the NCB website
* They will be advertised NATO-wide by the Board as soon as we receive the official permission
* We encourage Nations to distribute the catalogue to your contacts related to NATO (e.g: NATO work, social media, SHAPE, friends, EU military contacts etc.)
* Central e-shop: it is considered but not feasible currently, as we do not have the necessary resources (financial, technical, personnel) to realize and/or manage it
* Activity 2- Board Sale events **-** Vice President **Hanne Jørgensen:**
* *Face Mask Sale* – we keep selling them – as long as our creative team can/will produce
* *NCB Merchandise -* we will produce & sell shopping bags, cups, ponchos/umbrellas – no clothing items (sizing issues make it complicated)
* *Bake Sales Alternative -* the Board cannot do it physically, but pre-ordered lunches and baked goods at delegations are encouraged. Nations already started to do this - once a week cooking pre-ordered meals or having bake sales
* *Support to Nation Members* the Board Members will continue to offer support to all Nation Members as needed via: Meetings, calls and emails, WhatsApp, as well as posting initiatives on the NCB FB site.

Chat questions:

* Kazakhstan has a question on how they are going to combine all the catalogues, together or as individual nations? Alicia responds, catalogues will be advertised individually
* Szabina: there will be only individual catalogues, they will be distributed and rolled out as soon as they are ready, the Board does not wait for all to be gathered
* Activity 3 TombolaTanya Borchert – Tombola Coordinator:
  + - Thank you for the cooperation in arranging ticket deliveries last week
    - A few Nations still need delivery this week UK, Greece and USA
    - Detailed Information Packets have been sent yto all Nations, positive feedback, e-mails and phone calls were received
    - I will check in again with each of you in a few weeks
    - The weekend of 20 November = date to hand in your sold ticket books
    - Transfer of money raised = the NCB Treasurer will provide information to your National Teams for a ONE TIME transfer of funds
    - Deadline for Prize Drop-Off: the weekend of 20 November 2020
    - Planned Date of DRAWING: Friday 27 November 2020
    - Pick-Up of Prizes: 28 November – 11 December 2020
    - Exact times & locations to be determined; more info at the next GAM, several options currently for each process – flexibility is vital!
* Activity 4 - Individual contributions – Szabina:
* Campaign for individual contributions to support realizing charity projects, details to be provided later
* Go Fund Me – considered but not feasible as it’s a public worldwide surface and we prefer to stay on our internal NATO International community
* Tombola – „If you wish to pay a small extra on Tombola tickets, we would be grateful”
* Activity 5 – Sponsors - Szabina:
* Our Sponsorship Coordinator is working together with our sponsors trying to offer Sponsorship Packages they're happy to buy and provide them such a visibility that is a good deal without having the event itself
* Activity 6 – Small Change for a Big Change -Hanne:
* This plan was explained in an email sent to you recently – including stickers for the jar/tin and a one-pager explaining the activity
* New urn to be set up in the Public Square (pending approval from NATO), we have asked for it to be available all year round
* How can delegations help? By setting up a jar/tin/glass – place our logo and ”Donation Jar” tag on it – (sent by email to all NRs)
* Place it in a central spot with the ”Small Change for BIG Change” letter displayed next to it
* When full, pour contents into the main urn in the Public Square or you can hold on to the money and deposit it into NCB account on December 3rd along with the rest of the money raised from other activities
* Hanne: *The E-booklet* (online leaflet) - explaining the activities is under construction and we will get it to nations as soon as possible

Szabina:

* *Transfer of funds into the NCB account* must be completed by 3 December 2020
* We ask every nation to be strictly compliant to this date because the Board needs to evaluate the funds we have gotten and allocate them among the charity projects by priorities and transfer all of them before Christmas
* Detailed instructions on how to do your transfer of funds will be provided at next GAM in October, and also in email to Members
* If you have any questions, please contact Erin, our Treasurer, on: [treasurer@natocharitybazaar.org](mailto:treasurer@natocharitybazaar.org)
* *Any other business - Szabina:*
* keeping contac between the Board and the National members is very important, we use as many channels as possible
* we very highly recommend that if you are on Facebook, please follow the two NCB FB groups - especially the private NATO Charity Bazaar group (with a family photo)
* Please send a join request to us and we are going to accept it
* It’s a useful site where you will see short messages, short reminders, uploaded files also on the Facebook
* On the public Facebook site we usually share information that is useful to the public and for charities, if you “like” it, you will see the updates
* I have got two important thoughts to share with you:
* I was very happy to hear the personal speeches and that all of you are working hard and thinking outside of the box on alternatives and you are thinking about how to solve things
* When you are in the NATO HQ doing a delegation bake sale or you pick up your products from there, or tombola tickets, please make sure that you respect the safety rules, meaning distancing, disinfecting hands, doing your best to comply with the safety rules of the Headquarters. It's very important that we do not abuse this opportunity and we take care of the safety of NATO's bubble.
* Next General Assembly Meeting will be on the 20th of October
* Thanking for cooperation and support, the president closed the meeting,

Brussels, 28 September 2020

Minutes keeping: Ildikó Incze