



General Assembly Meeting Minutes

10 September 2020

Beginning: 09.15

End: 11.30

VTC: Zoom

Attending Board Members:

Szabina Baros	(President)
Hanne Jørgensen	(Vice-president, Restaurant Coordinator)
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)
Monica Fornari	(Assistant Restaurant Coordinator)
Tanya Borchert	(Tombola Coordinator)
Olivia Ronayne Casimiro	(Membership Coordinator)

Absentees:

Erin McCoy	(Treasurer)
Lara Ronayne Casimiro	(Webmaster, Sponsorship Coordinator)
Karine De Koninck	(Belgian Charity Coordinator)

Attending Members/Nations (see attached Attendance List)

President - Szabina Baros

Opening, welcome, Housekeeping rules of Zoom VTC

- By default, all members are muted, if someone needs to ask questions, it can be typed in the *Chat* window, please mention your country
- Speaking by Unmuting your button,
- The meeting is not recorded, checking is upon the Minutes
- Video of participants can be switched off
- Ppt. presentation is projected and available later for checking
- Speaker view of the Zoom is recommended.

Roll call of Nations and voting:

- Vote on Minutes of 5th of June General Assembly Meeting: attending Members accepted it (35 votes), no abstentions, nobody against

Farewell NCB Board members, Board 2020

- On behalf of NCB said farewell to members
- She welcomed the new members

Membership Coordinator: Olivia Ronayne Casimiro

- NRs are advised to create a **general email account**, which facilitates communications during all periods of transition that will occur within Representative Team for the NATO Charity Bazaar
- In case of leaving the NCB, please remember to send info to membership@natocharitybazaar.org

President: Szabina Baros

Treasury update from the Treasurer Erin McCoy

- Deposits: 1865 € from Mask Project sale
- Withdrawals: 339.65 € (bank fees, Zoom fee, Moniteur Belge fee, transportation)
- Any financial question can be addressed to the Treasurer by email treasurer@natocharitybazaar.org

Charity Team Coordinator - Stacey Gingrich

Charities 2020

- Belgian charities 14 projects from 14 Organizations
 - 10 eligible projects
- International charities 45 projects from 45 Organizations
 - 25 eligible projects
- Applications were rejected for the two-applications-per country rule and others were not eligible based on the criteria stated in the application
- The list of eligible candidates is presented to you in the Pre-Briefing Books recently emailed
- Content of this booklets compiled from the information the charities provided on their funding application; for each charity you will find:
 - The focus groups
 - Target number
 - A summary of the project
 - The amount of money requested
- As we cannot organize the vote in person, the ranking will happen online through Survey Monkey.

Charity Co-Coordinator - Ashley Roche

Ranking of Belgian and International Charities (instructions)

- Each nation will be asked to rank the charities:
 - 1 through 10 Belgian Charities
 - 1 through 25 for International Charities
 - 1 is the first choice = highest priority
 - 10 (Belgium) or 25 (International) are the last choices = lowest priority
- Each countries National Representative (NR) must vote by 12h00 on 11 September, the Voting link <https://www.surveymonkey.com/r/QFGXVK9> being open for vote for 24 hours
- Only online votes are accepted, 1 vote per Nation

- **Survey Monkey** will automatically calculate the overall rank score based on the responses each country has given.
- The charity with the highest rank score has the highest priority for funding.
- In the event of a tie, the charity with the most 1's will get priority.
- All fields are mandatory to fill
- Your nation will be contacted if you have not submitted a vote by the deadline or if there are multiple votes for your country
- Review your selections carefully
- Charities are listed as #s without names to avoid bias, you can individually select which charity is your priority OR
- You can drag and drop in the order you have chosen; it will automatically fill in the rank for you
- List the numbers on a sheet of paper and double-check to be 100% certain
- Last step: submit at the bottom for your vote to be counted!
- Once the voting process is complete, two (2) board members will review the results. Members can request the results be sent to one (1) NR to verify the findings.
- Results will be exported to an Excel spreadsheet, printed, and stored in an envelope for at least two (2) years
- Only the Executive Board (the President, the Vice-President, and the Treasurer) will have access to the physical results and the Charity team will have access to the online results which is password protected
- As this is the first year online voting please give us your Feedbacks so we can make the experience best
- Stacey: the site was tested, and this is the way forward
- **The result** of the vote will be announced at the next General Assembly meeting

President - Szabina Baros

- The fresh news is that after long discussions with high ranked officials, the HQ decided with regret not to provide facilities to hold the Bazaar event this year, everybody knows the reasons
- Beginning of September was with state of uncertainties for the upcoming months
- You have received the Pre-briefing books on charities, and you all understand we need to work on fundraising; we need to put as much energy as we can into our fund-raising activities, at least for the minimum amount to be raised
- You will have the Scenario B activities presented to you after the break
- Important that each nation participates as best as they can, regardless of having the Bazaar itself or not
- Remember Alicia will now present the Bazaar plan as it would have looked in case we could have held the Bazaar. These are ideas to consider for next year, not for the next couple of months

Bazaar Coordinator - Alicia Arjona

The Scenario A.

- This plan was proposed by mail on 6th July to stakeholders at Headquarter
- Respect "safe bubble" of NATO's employees and core business

- Minimize the possible spread of any type of virus in the late autumn period
- Generate income to support as many charity projects as possible
- Offer a social activity to families and employees of NATO
- Demonstrate that our Association can accommodate itself in a safe manner and in accordance with new regulations
- The Board had proposed the following setup for the Bazaar 2020:
 - 2 weekends: 14 & 15 November – and – 21 & 22 November
 - Max 500 visitor/day. Entrance slots had to be pre-booked
- **National Stands**
 - Maximum 18 stands per weekend. Distance of 10 m between stands
 - Access to Agora via 2 entrances. Mandatory “traffic” direction. Hydroalcoholic gels available for public.
 - Max 5 persons serving each stand + wearing mask and gloves
- **International Restaurant Stands**
 - Cafeteria and Sitting area => Maximum of 8 stands per weekend
 - Starbucks area => Maximum of 2 stands per weekend
 - Public square => 2 more stands (coffee, ice cream)
 - Max 4 persons serving each stand + wearing mask and gloves
- **Tombola event** => The Press Briefing room could be managed by 4 people at a time + time slots for Nations to hand in prizes + prizes had to be distributed to delegations.
- **This was a proposed plan, will not be realized this year**

Vice president

Scenario B Fund raising activities

- the Board had to think fast as we only have 2,5 months for serious fundraising, we need to act right now
- The NATO Charity Bazaar is not just a one-time social event, it’s about a family, a Community, to do fund raising and build on 53 years of experience,
- we need to keep a mental image of those 35 charities we want to support, it will make such a big difference to them
- We were brainstorming at the Board and it has resulted in six different activities, as possible fundraising channels
- I ask you to use the Chat box function if you have comments or questions and we will discuss after each activity presentation
- Activities are split between the Board members

President:

Activity 1 - Product Sales by Nations

1. *Decide what products you can sell*; popular or well-presented products will sell well!
2. *Prepare your „Catalogue”*: Include picture of product, price, description, contact, info on payment and pick-up method(s); Use your Catalogue for collecting pre-order if you wish (not only for selling already shipped goods); Catalogue template suggested, simple to use, it will be provided to you by the Board. It depends on the volume of your products, eg. 100 bottle of same wine, or you can do it without a catalogue,

3. *Choose your sales channels:* e.g. upload to NCB private Facebook site, NCB webpage, send around to your own social contacts, delegation, friends at Shape, EU military, post it on your nation's social media) ; You could reach even more customers than at a Bazaar event;
4. *Deal with delivery/pick-up of items:* could be time consuming but can be done in a comfortable way.
 - Location: Delegation's office, home, public meeting point, anything you consider safe and simple.
 - Timing: To save your time and energy, we suggest designated pick-up time windows.
 - Time frame: start anytime, end your sales by 30 November
 - It must be finished at end of November, beginning of December 3rd when we will have to transfer the money

Questions , answers :

- Greece NR - Evi was concerned as she has no help of her delegation, as most of the experienced have left, the President and Vice president suggested to meet and call to give support and ideas on how to do's
- Croatia and UK suggested extending the deadline of the transfer of funds, the Board rejected the suggestion due to the necessity of processing the incoming funds and transferring them before the Christmas break
- Croatia: highlights that many countries need to respect also the border and travel restrictions and would be good to vote for these kind of sales.
- Szabina:
 - We only ask nations to do what is in compliance with these regulations, you can also ask for shipping if it can be done cheaper, and don't forget these rules can also be eased in the next weeks, and there would be still 5-6 weeks to do sales. Just keep open eyes on your possibilities and do your best according to the present situation
 - Regarding the vote, with apologies, on behalf of the Board I wouldn't do it as having the option of National Product Sales is the decision belonging to Nato Charity Bazaar's Board. Our organisation's aim is to help people through charities, NRs please check all our 6 activity suggestion and choose some of these, with your own resources. The choices will be different from Nation to Nation, but that's why we are offering a wide package of solutions,

Restaurant assistant coordinator - Monica Fornari

Activity 2 - Board sale events

- I would like to stress what the NATO **Charity** Bazaar is all about, 35 projects – and they are all worth paying attention to
 - We started to implement raising funds by selling Face masks in May
 - Outcome of the idea on how to reach the objective, which is supporting charities
1. *Face Mask Sale*
 - End of August the Boards Face Mask sale had raised €1865,-
 - Our Creative Wonder Team lead by Tanya (Tombola Coordinator) continue to produce masks
 - Masks are here to stay – we keep selling them

2. *International Cook Book*

- Work in progress
- May be an idea for 2021 as this requires planning and time we may not have in 2020
- We may be able to produce an on-line, green and sustainable version

3. *NCB Merchandise*

- We are looking at producing merchandise with the NCB logo
- Shopping bags and rain ponchos have been discussed

4. *One-on-One meetings with NRs*

- The Board Members are happy to hold one-on-one meetings with NRs:
 - To discuss ideas for fundraising and exchange support and ideas
 - To give all the nations a voice at future board meetings
 - POC: Monica & Hanne (vice-president@natocharitybazaar.org)

Activity 3 - Tombola

- Vice-President Hanne: I ask you to pay attention as this is not an optional activity, providing Tombola prizes by each nation is compulsory

Tombola Coordinator -Tanya Borchert

- Good news is that Tombola will not suffer from the actual limitations
- Every year this is a gigantic raffle with nice prizes donated by Nations or local businesses, and we have the tickets, we sell around 10.000 tickets every year, these can fund 3charities
- I have a lot of information and an inspirational guide which I will send out, available for you any time
- Each nation donates (at least) 2 prizes, each valued @ 100 €
- More than 2 prizes are most welcome!
- The Prize Description Form is available from Tanya & also on the NCB website
- A Tombola Prize List is maintained and updated frequently → posted on the private NCB FB page & and on the NCB website
- Thank you to Serbia for submitting their Prize Descriptions
- We also have some donations from local businesses
- The drawing will take place in late Nov 2020 (logistics to be detailed at the next GAM 28.9.20)
- Each nation sells Tombola Tickets for 2.50€ per ticket
 - delegations, colleagues, and friends
 - ideas for increasing ticket sales: „2 for 5€“ / „4 for 10€“ / „8 for 20€“ / „10 for 25€“
 - incentives: wrapped cakes, coffee, tea; you know your delegation
 - vital support for charities who really need our help
 - Delivery of tickets: Tanya will arrange this individually with each nation
 - Thank you to the nations who have returned their Ticket Questionnaires
- POC: tombola@natocharitybazaar.org
- Hanne: We see the comments coming in the Zoom Live Chat, we will respond to most of the chats now, if we miss something, we will respond later

- USA: Marjorie suggested setting up a Go Fund Me crowdfunding site. The Board has considered this and also RallyUp options, and nations will hear more about the options open to them in our other Scenarios
- Suzanne Steiner - Switzerland asking if tombola cost ticket could be 3 Euro?
 - o Szabina: it is a good thought for the next year, because the tickets are in print already
- Szabina, please put your questions Live on speaker, so messages will not be lost

President

Activity 4 - Individual contributions

- Campaign for individual contributions to support realizing the chosen charity projects
 - financial / tax aspect is being reviewed first
 - details to be provided later as we need to check on the financial safety
 - POC: Szabina (president@natocharitybazaar.org)

Vice president Hanne Jørgenson

Activity 5 - Sponsors

- As it is hard to get sponsor support, we are trying to obtain funding by thinking in different ways with some good ideas
- Planning to approach NATO communications and ask for help, improving our social media channels, to achieve more donations
 1. Traditional sponsorship packages
 - We are working with sponsors in unique circumstances
 - some sponsors have offered their support despite limited exposure this year
 2. Very real challenges with obtaining sponsor donations this year
 - too many causes – not enough funds
 - tombola prizes donated (BMW example)
 - donations which are distance driven, on-line, not requiring presence
 - ideas and initiatives are welcome
 - POC: Lara (sponsor@natocharitybazaar.org) and Hanne (vice-president@natocharitybazaar.org)

Membership coordinator Olivia Ronayne Casimiro

Activity 6 - Small change for Big Change

- 2019 Bazaar: 2 weeks in the Public Square = €253,49
- 2020 Bazaar: New urn to be set up in the Public Square (pending approval from NATO), it would be for the entire year
- How can delegations help? Set up an urn in your delegations so colleagues can drop off unwanted change (€ only), place an NCB logo on it
- POC Olivia: (membership@natocharitybazaar.org)

Activities for Fund raising **E-Booklet**

- Practical details on activities:
 - to be sent to Members at the end of September
 - more information at the GAM end September

- choose activities which are” a good fit” culturally & resource wise
 - timeline is NOW – we have just 2½ months
- Tombola:
- donation of 2 prizes is compulsory

President:

Questions & responses from Chat function:

- Ukraine: Is Bake sales included this year?
 - Szabina: yes, but access to the HQ is not possible with Green family badge, thus we cannot organise our 4 times a year Bake Sales at the Public Square momentarily. We encourage you to do your own bake sales at the delegations and in the HQ offices, many nations have already been doing it.

- Szabina: I ask the National Representatives, do your very best with responsibility to make this year’s event successful as well. Help the charities with your vote, take the opportunity to present your country through your catalogues, contacts and social media.
See you on 28th of September, when we announce the voting results and answers to your questions. Thank you for your dedication.

President closed the meeting.

Brussels, 10 September 2020

Minutes keeping: Ildikó Incze