



General Assembly Meeting

Minutes

20 October 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
Kati Schmidt	Honorary Vice President
Alicia Arjona	(Bazaar Coordinator)
Ashley Roche	(Charity Co-Coordinator - International)
Yurii Senchuk	(Assistant Restaurant Coordinator)
Tanya Borchert	(Tombola Coordinator)
Monica Fornari	(Assistant Restaurant Coordinator)

Absentees:

Stacey Gingrich	(Charity Coordinator - Team Lead, Guest Coordinator)
Ildikó Incze	(Secretary, International Charity Coordinator)
Erin McCoy	(Treasurer)
Lara Ronayne Casimiro	(Webmaster, Sponsorship Coordinator)
Olivia Ronayne Casimiro	(Membership Coordinator)
Karine De Koninck	(Belgian Charity Coordinator)

Attending Members/Nations (see attached Attendance List)

President - Szabina Baros

- *Opening, welcome, Housekeeping rules of Zoom VTC*
 - The meeting will be recorded this time for the sole purpose of taking minutes
 - 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 after the Meeting
- *Roll call of Nations and Minutes voting*
 - Minutes of 10th of September General Assembly Meeting was accepted by all the Members present (3 Members voted in Chat message because they joined the meeting after the roll call)

- I have been in touch with our patrons, who are all in support of the NCB, and sends us their very best wishes
- *Farewell NCB Board members, Board 2020*
 - President said farewell and welcomes the new NR and ANR members (USA & Lithuania)
- *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; the forms are always attached to the GAM invitations
 - Creating a general email account will 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 – emails from the NCB often disappear in the spam folders when recipients use webmail addresses
- We have had “Member Stamps” with logo and year on them issued for the member nations to use as an alternative to our official NCB logo which is for Board use only.

The Member stamps come in a French, as well as in an English version, and the Board encourages Nations to use this in their official, external correspondence (Sponsor letters, thank you notes, etc.). The stamp will be re-issued in 2021. Members provided positive feedback on this new initiative.

- NCB has been granted permission to issue Newsletters NATO-wide via the channels of communication in existence at NATO HQ. This means we will have yet another media by which we can reach our NATO community to announce the issue of catalogues, tombola sales, mask sales and other campaigns. We plan to issue frequent Newsletters NATO-wide from now until the end of November.
- *Fund-raising best-practices- Vice-president, Hanne Jørgensen:*
 - At the last GAM I believe everyone present realized the immense value of having NRs & ANRs from Member Nations speak about their ideas, challenges, inspiration and thoughts
 - We have moved on now – activities have evolved – catalogues are appearing and things are really happening
 - Therefore; we have asked NRs from different nations to share and to talk about their individual nations’ ideas, challenges, hopes and ambitions again at this GAM
 - Lucky for us – 7 Nations were willing to share this time: North Macedonia, Finland, Kazakhstan, Lithuania, Spain, Estonia & Bosnia & Herzegovina
 - 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 as soon as we can to hear your inputs

Ivica Doneski from North Macedonia:

- Big challenges with the move into the new NATO HQ – as the new member no. 30 of NATO - and new offices – still under construction – and big challenges with the overall situation caused by the pandemic
- Sponsor Donations instead of purchasing & selling products from North Macedonia as they have done in the past. Money has been collected from donors instead and will be transferred to NCB in due time
- Are also selling tombola tickets
- We hope next year's bazaar will be back to normal in the Agora!!

Chat message:

Question about where to find the catalogues? (Netherlands)

They can be found on the NCB Website (with member log-in), NCB Facebook Site as well as in the newsletters that are going out NATO-wide and are accessible for all

Marjo Toivo from Finland:

- In order to encourage the sale of tombola tickets, we are giving out a small chocolate gift for those who buy an entire booklet of 10 tickets. It is harder to reach people, as they are primarily working from home these days. Half of their tombola tickets are sold so far
- October 4th was “International Cinnamon Bun Day”, and we had a sale at the delegation which went well despite the near empty offices
- We are going to promote a catalogue full of traditional Finnish products (Reindeer hides, Cloudberry Liquor, Finnish Chocolate, little designer items, Jewellery, etc.) It has been easier to collaborate with smaller companies than the larger ones
- Have attached printed ingredients lists to perishable goods in Dutch to ensure they comply with Belgian legislation
- Challenges but also possibilities this year!

Saule Kazybayeva from Kazakhstan:

- Thank you to the Board for all their support
- Catalogue of our products is on the way – it has been a lot of work, and we have many items in the catalogue – many of the items are items which normally sell well
- Delivery from Kazakhstan was very difficult – but thanks to the help of friends, we managed
- Distribution/delivery challenges, as our embassy is in Uccle – however; we have now found an address (residential) closer to NATO HQ
- Can we discreetly use the lockers at NATO to distribute items as well?
- Which method of payment is more convenient? We would like to hear from others about their experiences with payment.
- I wish all the Nations all the best with their efforts this year.

Chat message:

Response from the USA/Marjorie: The USA use payments in the form of bank transfers only. It is quick and works well.

Response to question about distribution from Szabina: We ask that you prepare your catalogues and first off send them to Alicia, our coordinator, partly so she can check content, and partly so she can approve your method of distribution. Once approved by Alicia, it may be distributed to your own NATO community. We will ensure it is published in our channels as well.

Zaneta Baltreniene from Lithuania:

- Catalogue is on the way with MANY items from Lithuania.

- Lucky to have found 7 sponsors for Tombola prizes
- Small change for BIG change Jars have been placed in the delegation as well as in the EU delegation
- Preparation has been substantial for the catalogue – I was doing it on my own
- It has been a challenge to sort out the distribution issues for the catalogue goods. (Szabina repeats, that we must all adhere to the rules of NATO HQ – and so we need to find alternative places to pick up items – maybe do what some nations are doing – have specific pick up dates at the end of November – and please maintain locations outside of NATO)
- Our tombola ticket sale has been really successful this year – 350 tickets in a very short time
- I hope the Bazaar will be successful

Lucia Zaragoza from Spain:

- Have had a great and supportive Spanish Team this year
- Local Spanish donors of tombola gifts and catalogue items
- Main problem is storage and delivery of items – but it has been solved by a team member whose garage we may use for this
- Lucia presented Spanish examples of initiatives on a separate slide (slide 15): Padel Tournament where proceeds go to NCB, homemade Christmas decorations and local delicacies in the up-and coming Spanish Catalogue

Hedi Schvede from Estonia:

- This year Estonia have been unable to market their traditional, gorgeous clothing (sweaters, Jackets, ponchos, hats, etc.) as these must be tried on for size, something which is not possible this year
- Instead they are selling other items this year
- Bake Sales have been successful in the delegation – thanks to the help of spouses as well
- Tombola sales are going well

Siniša Tintor from Bosnia & Herzegovina:

- Thank you to the Board for support and for keeping the Bazaar “alive”
- Congratulations to all the member nations – catalogues look great – thank you
- We are a small nation – less than ten people at the delegation – so it is challenging to organize anything extra
- Almost impossible to get any items from home due to the pandemic
- Donations are collected as best we can and will be donated to the NCB
- We all hope to return to a “normal” bazaar next year, but I do think we should mentally prepare ourselves for a very different year again next year
- I still think we should try to organize selling preordered food/cookies/baked goods at a stand in Aramark (Canteen) – I would like to suggest this – even for next year
- Lessons learned process should start in December 2020

Girts Aleksis from Latvia:

- Tombola sales have been better this year – 50% up compared to last year – maybe people are feeling slightly guilty this year?
- We had no problems obtaining sponsored gifts this year
- Optimistically I judge we should only lose ¼ of funds compared to a normal year

THE COFFEE BREAK WAS SKIPPED TODAY, AS THE DEBATE WAS SO LIVELY AND WE WERE RUNNING OUT OF TIME

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*
 - Use the guide when filling in the template – it works better if you do not change the template set-up
 - Once you filled in with your products, please send it to 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 also be advertised NATO-wide by the Board via the Newsletter distributed NATO-wide
 - 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.)
 - A special thanks to NIC – who have offered to distribute the catalogues in the NIC community also – thank you
 - Please respect the NATO HQ guidelines and refrain from using HQ as a pick-up point
 - Thank you SO much for all your hard work – please do not hesitate to contact me if you need help or have questions

- 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 – a year-round effort
 - *Bake Sales Alternative* - Nations are having private bake sales – and it is a great success
 - *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 – Feel free to contact any Board Member as needed – contact information is on the Slides from the GAM

- Activity 3 Tombola Tanya Borchert – Tombola Coordinator:
 - Please get in touch if you have NOT heard from me, as I have sent y'all lots of information, so I need to know that you are getting my information
 - Thank you for all your creative and inspiring catalogues and sales of tickets
 - Amazing prize submissions from so many of you – thank you – they are going up on Instagram and the FB site
 - The prize description form is available on the NCB website – or from me
 - Travel related vouchers – if possible it would be great if they could be valid until end 2021 – I am aware it is not always possible
 - Photos? Let me know if it is hard to get that perfect photo
 - The weekend of 20 November = date to hand in your sold ticket books
 - Transfer of money raised will be presented to you in a little bit by our Treasurer
 - Deadline for Prize Drop-Off: the weekend of 20 November 2020
 - Planned Date of DRAWING: Friday 27 November 2020 – will be live streamed
 - Pick-Up of Prizes: 28 November – 11 December 2020

- Exact times & locations will be sent to you by email with all necessary detail. I have chosen to use my private address as drop-off and pick up location this year, as we cannot enter NATO HQ
- I have enough room to store all prizes in a safe manner and off the floor!
- Activity 4 - Individual contributions – Szabina Baros:
 - “35for 35within35” campaign we came up with the idea of donating €35,- for 35 charities. A one-pager with instructions on this campaign will be sent out to all member nations today. Each donor will receive a thank you letter from the board accompanied by a surprise gift
 - Generous donors wishing to donate more – please have it transferred or added to your national accounts/cash box and transfer them on to NCB account together with the rest of your funds raised this year
 - Sponsoring companies wishing to donate EUR 500 or more – please contact NCB Sponsor Coordinator Lara Ronayne Casimiro at sponsor@natocharitybazaar.org We provide visibility to these donors via one of our Sponsorship Packages
- Activity 5 – Sponsors – Szabina Baros:
 - Negotiations are under way with sponsors
- Activity 6 – Small Change for a Big Change –Hanne Jørgensen:
 - Two options are possible when you need to empty the jars in the delegations/offices:
 - Either hold on to your donation and submit this by December 3rd when you transfer any other amounts raised this year; or;
 - Empty your change into the urn when it is set up in the Public Square (pending approval from NATO) We have asked for it to be available all year round
- News from the Treasurer – Szabina Baros:
 - Transfer of funds into the NCB account **must be completed by 3 December 2020**
 - Transfer of funds is in 3 easy steps:
 1. Transfer Funds to NCB account in AION SA – please write country name in communication field
 2. Fill in Accounting Form – details include separating funds raised into sources of income (Tombola tickets, Small change for BIG change, Delegation Sales, etc.) for statistical purposes
 3. Send an email to the NCB Treasurer on treasurer@natocharitybazaar.org with following attachments: Completed Accounting Form; and Bank transfer transaction receipt
 - *Detailed instructions on how to do your transfer of funds has been sent in an email to all member nations!*
 - If you have any questions, please contact Erin, our Treasurer, on: treasurer@natocharitybazaar.org
- NCB on Social Media – Hanne Jørgensen:

- The NCB uses a private – for members – FB site: NATO Charity Bazaar ASBL – which you as a member may request to join – or an administrator may invite you to join. News are posted – including the member nations catalogues – on a regular basis
- A public FB site which does not receive a great deal of activity. Major events of a broad interest are published here
- INSTAGRAM site: [natocharitybazaarbrussels](#) - please join – photos and messages about tombola prizes and any other quick news are posted here
- Girts from Latvia commented on this:
 - Girts demonstrated and explained how we can share links to the catalogues with “outsiders” – NATO relations who are interested in our sales
 - Girts believes the simplest way of sharing the catalogues with those who are not on FB, or who do not receive the newsletters, is via the NCB website
- Please feel free to send us photos/texts of your initiatives, your Small Change for BIG change jars, your Bake Sales, etc. and we will post these on your behalf on the NCB FB site.

- *Any other business – Szabina Baros:*
 - Thank you for all your attention, and your participation in this lively meeting – and remember “*No amount is too small*”, “*No effort is wasted*” and “*Charity does not make you poor, it makes you and someone else happy*” – Whatever you do – do it safely!
 - Next General Assembly Meeting will be on the 20th of November
 - Meeting adjourned.

Brussels, 28 October 2020

Minutes keeping: Hanne Jørgensen (from recording)