



## **Board Of Directors Minutes**

*Sunday, September 14, 2025*

### **Call to Order and Identification of Public Attendees**

Chair Sue Betts called the meeting to order at 09:00 AM Pacific Standard Time.

<b>Board Members</b>	<b>Present</b>	<b>Absent</b>
Sue Betts	x	
Bobbi Campbell	x	
Monica Foy	x	
Jonathan Magid	x	
Michael Anderson	x	
Mary Beth O'Connor		x
Njon Sanders	x	
Lisa Swing-Corney	x	
Ivona Szudelski	x	

### **Non-Board Members Present:**

- Lorraine H., Director of Development
- Robert S., Operations Manager
- Taresa N.
- Laura M.
- Anne D.

### **Approval of Consent Agenda**

#### **August 2025 BOD Minutes**

Motion: Monica made a motion to approve the August 2025 Minutes as presented.  
Michael seconded.

**VOTE:** Sue confirmed a unanimous vote to approve the August 2025 Minutes.

### **August 2025 Financial Report**

August 2025 Financial Report presented by Robert S.

Motions: Sue made a motion to adopt the August 2025 Financial Report as presented.

Monica seconded.

**VOTE:** Sue confirmed a unanimous vote to approve the August 2025 Financial Report as presented.

## New Business

n/a

## Ongoing Business

### **Corrective Action Policy:**

Policy created by Njon Sanders, designed to provide structure for handling violations of LifeRing terms:

Njon presented the proposed Corrective Action Policy outlining procedures for reporting, investigation, and response to policy violations.

Key points:

Establish a Corrective Action Committee (3 Board members + 2 non-board volunteers).

Ensure fairness, transparency, and consistency in handling complaints.

Define emergent vs. non-emergent violations and procedures for each.

Include confidentiality and appeal procedures.

Emergency meetings reserved only for existential threats to the organization.

Board feedback was positive; all members commended the draft's clarity and intent.

Action: The policy was tabled for further review and scheduled for final vote at the next BOD

### **Executive Committee Charter**

Sue announced the formalization of the Executive Committee, noting it has been used periodically since 2022.

Members of the Executive Committee will be: Jonathan Magid, Lisa Swing-Corney, Lorraine Hull, Mary Beth, Monica Foy, and Sue Betts.

Motion: Bobbi moved to adopt the Executive Committee Charter.

Second: Monica.

**VOTE:** Passed; Ivona abstained.

## **Policy Updates**

Presenter: Lisa Swing-Corney

Reviewed the LifeRing Policy Status Review document to track existing and pending policies. Noted importance of maintaining updated records and adding following common nonprofit policies:

Whistleblower Policy

Document Retention Policy

## **Team Reports**

### **Treasurer's Report**

Monica presented the income and expenditure information in its visual graph form.

August was a low-activity month financially.

Assets increased compared to 2024; LifeRing remains financially strong.

Primary income from donations and literature sales.

Top-selling book: Recovery by Choice.

Program, publishing, and administrative costs each around 10%–13% of expenses.

Monica will provide a more detailed breakdown of program expenses (outreach, MCC, Pathminder, PathCheck) in future reports

### **Development Report:**

Lorraine provides update:

The Summer Splash Campaign raised \$846 more than in 2024.

A \$500 (online attendee) donor contributed on August 30.

Instrumental Grant platform implemented (288 matches identified).

Attended multiple grant webinars; focusing on developing efficacy metrics.

Noted strong social media progress through FMC and TikTok outreach.

Discussion re: building a “*culture of philanthropy*” within LifeRing; all Board members encouraged to serve as ambassadors.

Conducted a brief fundraising role-play exercise to encourage board-level advocacy.

Discussed collaboration with Jonathan Magid on grant and outreach opportunities to behavioral health organizations.

### **LifeRing Website Redesign**

Presenter: Taresa (Web Team Lead)

Website running smoothly; fewer technical issues.

Conveners and co-hosts managing updates effectively.

Developing new content (possible contributions from David and Brian).  
Positive Board recognition for Taresa and the entire Website Team for their hard work and overall success of the new website launch.

Sue notes that traffic and engagement down significantly (sessions ↓36%, page views ↓33%, duration ↓36%, bounce rate ↑43%) due to meetings hosted externally.

Sue emphasized this impacts grant viability and visibility; plans to collaborate with FMC on boosting engagement.

Robert noted past Google Ads restrictions; Sue suggested revisiting possibilities.

## **Social Media & Outreach**

Presenter: Bobbi Campbell

TikTok campaign performing well; thanks to Mandy and team.

Encouraged board and conveners to create short testimonial videos or written stories.

Cathy managing Instagram; overall social media engagement improving.

Sue commended Social Media and Outreach teams for visibility during September Recovery Month.

## **Adjournment of Board of Directors Meeting**

Lisa made a motion to adjourn the Board of Directors Meeting at 10:45 a.m. Pacific.

Monica seconded the motion.

**VOTE:** Sue confirmed a unanimous vote to adjourn the September 2025 BOD Meeting.

## **Public Forum**

The meeting was opened to the public for comments, with a two-minute limit per person.

**Laura M.** Thanked the board for policy efforts. Suggested updating LifeRing's web presence, noting that SAMHSA links direct users only to online meetings, not the main website with in-person options. Lorraine and Sue agreed to explore SAMHSA listing updates and technical assistance.

**Taresa N.** Follow up discussion about new website

## **Executive Session**

- **Articles of Incorporation | LifeRing Address** – No Decision
- **Trademark Concerns** – No Updates
- **International Entities Agreement** – No Updates
- **International Entities** – General Information