

Development Office Meeting, December 14th 2013 at Chisholme House

SESSION 1

Present: Julia Dry, Peter Yiangou, Aliya Ryan, Aaron Cass, Frances Ryan, Peter Young, Paul Finegan, Irene Young, Christopher Ryan, Tim Roberts, Jonathan Davey, John Hill, Leslie Abadi

Apologies: Alison Yiangou, Grace Connor, Jules Witford, Rachel Williamson, Colin Bingham

For the first session of the meeting the team was joined by members of the Board of Directors: Christopher Ryan, Tim Roberts, Jonathan Davey, John Hill, Leslie Abadi

1a: Clarification of relationship of Development Office to Chisholme Institute.

PF has drawn up a working draft to explain this relationship. It is to be refined as time goes on. The BDO is to be a sub-committee of the Institute and be accountably legally and financially to them.

The Development Office will have quarterly meetings and send minutes to the Board. Two Institute Directors will be part of the executive committee of the BDO.

The BDO is not a function of the Institute, although hosted by it. It is self-governing, provided it obeys the law and fulfills the requirements of OSCR.

There was a request for the organizational aspect of the BDO to remain light so as not to restrict its expression.

It has its own dedicated bank account, and some dedicated income stream in the form of covenants.

This document only explains the relationship with the Institute, it does not serve as a constitutional document for the Development Office in terms of its relationship with the international groups and bodies

- **The working draft was agreed to by all present. The Directors need to agree to it and then send a copy to the Development Office.**

SESSION 2

Present: Julia Dry, Peter Yiangou, Aliya Ryan, Aaron Cass, Frances Ryan, Irene Young, Daniel Hirtenstein,

Apologies: Alison Yiangou, Grace Connor, Jules Witford, Peter Young, Paul Finegan, Michael Cohen

1b. Clarify relationship with Beshara Trust

- A meeting is proposed to address this between Trust, Peter Young and Peter Yiangou, date in early 2014 tbc

1c. Make-up of Development Office, and decision-making processes.

- Development Office will have a chairperson, currently Peter Yiangou
- The principal and consultant is a member of the Development Office
- Minutes will be kept and filed by School Administrator (currently Aliya Ryan)
- Minutes will be sent to Board of Directors
- Minutes will be published online
- The office is an executive body made up of those involved in carrying out actions, as such its membership is fluid and may change as activities change.

- Representatives from the international groups will be invited to the meetings, and the agenda shared in advance so that they can give input even if they are unable to attend.
- A way of ensuring more open conversation with a wider network is also necessary – this needs to be looked at further.

1d. Dates suggested for 2014 Development Office meetings

- 5/6 April; 28/29 June; 4/5 October; 10/11 Jan 2015

2a. Discovering Unity 2 Yr Programme Syllabus

- Being developed by Product Development Team – separate plan available.
- The online forum may be a method for inviting wider input of materials.
- Overseen by Alison Yiangou

2b. Integrated course programme for Chisholme

- Inviting groups of people to take on areas of courses, such as Intro, Mindfulness, Retreat, CPD etc, and asking them to design a course programme. Work in progress. Overseen by Aliya Ryan.

2c. Volunteers and internship

- Grace Connor and Nick Hornor have been invited to look at this in terms of what Chisholme is offering and would like, and how best to go about this.

2d. Locally focused programme for Chisholme

- Going to ask a group of people to come together and look at this, in the hope that a group will emerge to take on the design of programme, invitations, publicity and perhaps look at grants and funding.
- The windfarm development is offering £10,000 for community funding/year. Irene Y thinks that Mindfulness Taster Days / Courses could attract Health and Well-being funding.
- Aaron C. to invite preliminary meeting about this.

2e. Mindfulness course development

- Going to look at new course formats and possibilities including 8 week evening class, new materials to be written / updated, CDs to be produced.

2f. Find book-keeper

- More conversation is required about what exactly is needed – we are expecting more than just book-keeping.

2g. Develop online facility for support and feedback from groups

- Iwan Binawan will work on this after completing the Moodle interface for Discovering Unity 2 Year Programme. It will hopefully include a database for materials that international groups will be able to build and access.

2h. Follow-up to 7 week programme

- Explorations / pilots being done of this in Edinburgh and Oxford.

2j. Complete work on database

- A. Abadi will continue work in January, he thinks it will take up to 2 months to complete. We need a plan about how to enter all the data, Daniel H. has approached J. Whiteside about this.

3a. Encourage DU courses around the UK

- Will probably follow from the meetings and communication with alumni around the UK, some notes on current thoughts:
 - Bristol wants to advertise it in Spark Mag. Jules is willing to help with design work and may be able to assist.
 - The Markson-Browns want to offer the course in Sussex – they may meet with Michael C. to go through course content and material.
 - Michael Cohen would like someone to help him run the course in London. P Yiangou to talk to him about options of other people who have done the course in the South.
 - US: Nick Y. would like to start one in San Francisco.
 - Australia: Peter Yiangou is going in February to run a training course.
 - USA: P.Young has been invited to run a training course / visit in 2014 – need to respond to this.

3b. Two year Programme 2014-2016

- Need to invite supervisors and set dates (Aliya R. & P. Young)
- Need to redo web page with comprehensive text and syllabus.
- Leaflet needed (A.Yiangou and J.Witford)
- New publicity plan needed for this course in particular – make sure all evening class facilitators know about it and can talk about it, where else can we advertise it? Perhaps talk to I.Young, E.Roberts, A.Yiangou and others who have contacts in education.

3c. Communication with Alumni around the UK

- Offer a face-to-face conversation on the work of the Beshara Development Office. Find out if this can be arranged by someone locally in each area.
- Possible format: ½ hour presentation, then ½ hour discussion about it, and then a break with tea/food, then more general conversation. Two or three development office members to be present if possible. Have initial discussions before December 31st, try and have some of the meetings in January (at least before next BDO meeting so we can evaluate feedback) :
 - Hawick
 - Edinburgh
 - Oxford
 - London
 - Gloucestershire
 - Hull
- Aliya R. to look at materials (power point if necessary, any printed materials)
- Ideas relating to such the presentation
 - Identify geographical locations for groups of alumni or covenators/donors, make sure they are all invited to one or other meeting
 - Presentation to include a financial update (donations, covenants, spending) / perhaps someone available to answer questions on finance.
 - No corporate language
- Identify areas or tasks which need help, this to be part of presentation or discussion. Eg. Bookkeeping, Data entry, fundraising such as researching grants, distributing leaflets, suggestions for adverts and networks, set up local teams, help with online study; website needs help with: developing on-line shop, sorting resources section, developing alumni section.

3d. Better communication with donors and supporters

- Send a thank you card to everyone who has supported Chisholme or Development Office. Then shortly after this send an email with basic information and results of the Development Office appeal, to send to both supporters and people who haven't supported it yet. Julia Dry and P.Yiangou to draft letter, help from Daniel H. and Aliya R.

3e. PR for Chisholme.

- Need to consolidate local information about publicity so that it is ongoing throughout the year: local websites, valley newsletter, what's on etc. – **MAXIMISE free and local publicity**

3f. Publicity plan for Beshara School in wider UK and international context

- Consult a professional - P.Yiangou, D.Hirtenstein and F.Ryan to meet and discuss this in more length to build a strategy.
- We need a strategy which has to include a budget, to plan advertising and putting info into networks, free listings etc. and a person to take it on.
- What steps do we need to take to step outside our known networks?
- Sounds True – PY to look into connecting with it
- Social Media – any more to be done on this? FB? C.Tweets?

4. Financial Plan, Budget and funding ideas

- The plan at the beginning of the year was to raise £30,000. A total of 18,000 was raised, of which £10,000 was one-off donations. Staff costs are to be met by the Chisholme Institute.
- Aliya R. and J.Dry to look at reassessing current budget to year-end and developing next year's budget.
- Windfarm funding: £40 000 a year for 25 years for local projects, 4 application deadlines every year. Must be of local and community benefit.
- Hugh Fraser Trust – can we get feedback on why we did not get it? If we have another funding idea, we could contact them before submitting a proposal.
- Intern to help with fundraising: possibilities are Hannes R., Georgie C. ?
- European Funding might be available for Crossing Borders – could be useful for 2 year course. It requires involving local people and minority groups.
- Fetzer Institute (US) www.fetzer.org might have money for something to do with bringing a spiritual dimension into the world. Aaron C. was funded from them to go to Switzerland for SKGR workshop.
- Forest Schools could be developed, there is lots of potential – Irene Y. knows about this.
- L.Blackwood has experience running nature painting courses with children – is there something here we can learn from her? Is there potential for doing something like this at Chisholme? Is funding available?

Agreed actions

Item	Action	Who
1a	Agreement of draft document outlining relationship of CI to BDO	Board of Directors
1b	Meeting with Beshara Trust	Trust, P.Young, P.Yiangou, early 2014
1c	Writing up of minutes and sending to CI Director and publish to international groups and online	Aliya Ryan

	Share agenda of next meeting with international groups	Aliya Ryan, P.Yiangou
1d	Publicise preliminary dates of 2014 meetings	Aliya Ryan
2a	Develop DU 2 Yr Syllabus	PD team
2b	Develop course programme for Chisholme	A.Ryan, P.Young, A.Cass and others, by early 2014
2c	Develop volunteering scheme	G.Connor and N.Hornor, by early 2014
2d	Locally focused programme for Chisholme	A.Cass to oversee initially, develop during early 2014
2e	Mindfulness Course Development	PD Team and others
2f	Find Book Keeper – clarification of what exactly is required	J.Dry, I.Young and others
2g	Develop online facility for international groups to share ideas / forum etc.	I.Binawan with A.Ryan and P.Yiangou
2h	Develop follow-up to 7 week programme	PD Team esp. A.Cass
2j	Complete database and input data	A.Abadi, D.Hirtenstein and others
3a	Look at advertising for Bristol course	J.Witford, P.Yiangou
	Help for M.Cohen in running course	P.Yiangou to discuss
	Follow up invitation to USA to run training course	P.Young, A.Ryan
3b	Invite supervisors and set dates	P.Young, A.Ryan
	Look at content on website	A.Yiangou, A.Cass,
	Content and design for leaflet	A.Yiangou, J.Witford
	Develop publicity plan for 2 Yr Course	Comm. Team + consult with I.Young, E.Roberts, A.Yiangou
3c	Talk to local contacts about DO conversations	by end of December 2013
	Develop presentation and materials	A.Ryan by early January
3d	Send Thank you card to donors and supporters	J.Dry, I.Young, F.Ryan, P.Young, by end of December 2013
	Draft letters to supporters of Development Office and others and email out	J.Dry, P.Yiangou, D.Hirtenstein, A.Ryan
3e	Consolidate local publicity strategy	A.Ryan, F.Ryan
3f	Consult a professional	F.Ryan, J.Witford, P.Yiangou
	Meet to discuss plan and strategy	F.Ryan, J.Witford, P.Yiangou, D.Hirtenstein
4	Update current budget	J.Dry, A.Ryan by end of 2013
	Develop budget for 2014-15	J.Dry, A.Ryan and input as needed