

Virtues Circle, Inc.
One Mission. All people. Inspire Character Strengths.



Dear prospective board member,

We are grateful for your interest in serving on the board of directors for Virtues Circle, Inc.

Our organization is founded on the belief that the spiritual principles or character strengths known as virtues can help solve many of the problems in today's society. We believe every one of us is born with all the virtues in potential, and there are specific practices which help these virtues to flourish. We provide people with the tools to develop the virtues in themselves and others through our workshops.

For over a year we have been providing workshops to recovering alcoholics and addicts at the Empower treatment center in Clearwater, Florida. Here is some of the feedback we have received from the clients:

"This program was a great way to add to my toolbox of communication skills." - Daniel B.

"This workshop has taught me valuable coping skills that I will be able to use in frustrating and difficult situations." - Molly W.

"The Virtues ... are a solid foundation for a positive recovery path!" - Jordon S.

We are currently providing a workshop on resiliency and optimism to the staff of the St. Petersburg Free Clinic's women's and men's residence to help them cope with compassion fatigue. In the fall, we may provide a workshop to the parents at Gulfport elementary school's Montessori program. We are currently looking to expand our program offerings.

We welcome board members who are interested in making a difference in the lives of others and recognize the importance of practicing the virtues. We are a "working board," meaning that our board members are active participants in the running of the organization. In August, it will be 2 years since we obtained our 501(c)3 status, so we are still in the start-up phase. Our board meetings are once a month for approximately an hour and a half. In between meetings, we work to further the organization's goals.

The attached materials will provide you with additional information about our organization and our board. Please feel free to contact me with any questions.

With gratitude,

Cathy Burns, M.S.
Founder and President of Virtues Circle
Master Facilitator for Virtues Project International

Vision and Mission

Mission Statement

Inspiring happiness and purpose through the practice of virtues. (former)

One Mission. All people. Inspire Character Strengths. (current)

Our Vision (under development)

- *Virtues Circle's vision is to co-create a community where we see and inspire the best in one another and people from all walks of life have the tools to build resiliency, self-esteem, and optimism.*

Our Key Virtues

- **Integrity** - we work in alignment with our values and ideals. We are trustworthy and hire trustworthy people. We strive to do the right thing. We keep our commitments and are accountable for our decisions
- **Service** - We look for ways to be useful and work with enthusiasm. We put our families first. We give our best effort and gifts to make a difference in the world. We value our customers. We believe in giving back.
- **Cooperation** - We invite partnership to reach a common goal for the highest good. We believe in unity - that we can accomplish more together than alone.
- **Creativity** - We value imagination and innovation. We strive to improve our skills and continue to learn. We stay open to new ideas.
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Programs

Strategies for Resiliency and Well-being

This program is for both clients and staff in a treatment setting. The strategies help to increase self-esteem, encourage a growth mindset, develop problem solving strategies, provide guidelines for setting meaningful boundaries, and develop compassionate communication strategies.

Awakening the Gifts of Character: An Introduction to The Virtues Project™

The audience for this program is parents and teachers. The benefits of this program include inspiring children to their highest potential through language, how to guide behavior with language and set clear boundaries based on respect and restorative justice, help children develop mastery by guiding them through teachable moments, developing ways to honor their spirit and using compassionate communication to help them find their own truth.

Peaceful Conflict Resolution with Compassionate Communication

This is for any audience interested in learning ways to resolve conflict peacefully and connect more deeply with others and self. Using the principles of non-violent communication, participants will learn how to connect with themselves with empathy and compassion, tune in to their feelings and needs, and how to make simple, positive requests. They will learn about

listening to others with empathy and making observations without judgment. This is a powerful program for connection and communication.

Criteria for Board Membership

Our goal for Virtues Circle, Inc. board of directors is to have individuals from diverse professional backgrounds with the talents and skills needed to support our mission and goals.

Board Requirements

- Commitment to Virtues Circle's goals and mission.
- Possession of specific skills and or knowledge in at least one of the following areas: program development, non-profit leadership, finance, community relations, fundraising and/or grant development, marketing and social media, program evaluations, or subject matter expertise related to one of our core programs or goals.
- Be committed to donating time, talent and resources in a meaningful way.
- Be 18 years of age.
- Attend board meetings regularly (currently meeting the second Monday from 6-7:30 pm). As committees develop, we may alternate board meetings and committee meetings.
- Have available time, including adequate time for board meetings, committee membership and fundraising or community activities. Estimated time is 4-6 hours a month outside of the monthly board meeting.
- Participate in at least one standing committee.
- Attend at least 1 fundraising event each year.
- Participate in at least 1 service project each year.

Board Giving Policy

Each member of the board shall make an annual cash donation to the organization. Board members are expected to give to the best of their means, at a level they would consider generous.

**Board Member Code of Conduct
(Sample – Under Revision)**

1. I will regularly attend Board and assigned committee meetings. I will prepare for these meetings by reviewing provided materials ahead of time. I will participate in conversations and ask strategic questions at the meetings.
2. I will act in a way that contributes to the effective operation of the Board; e.g. share my skills/expertise; use my knowledge to influence strategy, maintain confidentiality, support decisions once made (regardless of my vote), support the policies & procedures for conducting business, etc.
3. I will keep informed about Virtues Circle. I will focus on the good of the organization, independent of personal agenda, self-interest, or influence of others. I will participate in opportunities to better understand the organization's mission and service delivery.
4. I will help support the charitable contributions operation of Virtues Circle by making an annual gift to the best of my personal ability, attending at least 3 events, and participating in other fund development activities by taking on various tasks tailored to my comfort, skills and availability.
5. As appropriate, I will use personal and professional contacts and expertise to benefit Virtues Circle without compromising ethics or trespassing on relationships.
6. I will inform the Board of any potential conflicts of interest, whether real or perceived, and abide by the decision of the Board related to the situation.
7. I will respect the authority of the President/Executive Director and staff, realizing the difference between governance and management decisions.
8. I agree to step down from the Board if I am unable to fulfill these expectations.

Board of Directors’ Roles and Responsibilities

As members of the board for Virtues Circle, Inc., we bear the responsibility of governance of the not-for-profit corporation. As directors, we make a significant commitment of resources (time, money, expertise, community contacts, organizational skills or leadership talents) to advance the mission and goals of Virtues Circle.

All board members are expected to represent Virtues Circle in a professional and ethical manner in accordance with our core virtues of Integrity, Service, Cooperation and Creativity.

Board Structure

The executive committee shall be comprised of:

- President
- Vice-president (optional)
- Secretary
- Treasurer

A board member may serve in two roles.

Standing Committees

This is an exciting time for Virtues Circle, as we begin our expansion and development phase. We are creating standing committees for various areas of responsibilities.

Each director at large shall be responsible for 1 or more committees.

Potential Standing Committee	Roles and Responsibilities
Governance/Board Development	Ensures effective board processes, structures and roles, including retreat planning, board development and evaluation, recruitment of potential board members, orientation and training.
Program Committee	Oversees development of programs to meet mission. Ensures sound evaluation of products/services/programs, including, e.g., outcomes, goals, data, analysis and resulting adjustments
Finance	Oversees development of the budget; ensures accurate tracking/monitoring/accountability for funds; ensures adequate financial controls; often led by the board treasurer; reviews major grants and associated terms. Recommend financial guidelines to board.
Fundraising and Grants	Oversees development and implementation of the Fundraising Plan; identifies and solicits funds from external sources of support, seeks out sources for grants and oversees submittal

	<p>and management of grant applications. Responsible for involving all board members in the fundraising process. Monitor fundraising efforts to ensure ethical practices are in place and donors are acknowledged appropriately. Evaluate cost-effectiveness of fundraising efforts.</p>
Marketing and Public Relations	<p>Oversees development and implementation of the Marketing Plan, including identifying potential markets, their needs, how to meet those needs with products/services/programs, and how to promote/sell the programs. Represents the organization to the community; enhances the organization's image, including communications with the press</p>

Responsibilities of Board President

- To officially and publicly represent Virtues Circle, Inc.
- To perform other duties as provided by these Bylaws or as commonly assigned to the office of President.
- Attend all quarterly and general meetings of the Board as well as participate in all scheduled conference calls.
- To cast the deciding vote in the event of any tied issues.
- To sign contracts or obligations as authorized by the Board of Directors.

Responsibilities of Board Vice President/Chair Elect

- Attend all board meetings.
- Serve on the executive committee.
- Carry out special assignments as requested by the board chair.
- Understand the responsibilities of the board chair and be able to perform these duties in the chair's absence

Responsibilities of Secretary

- Assist the President with keeping of corporate records.
- Perform duties as provided in the Bylaws or as are commonly assigned to the office of the Secretary.
- To record the minutes at all Virtues Circle, Inc. board of directors' meetings, including Executive Board, special meetings and telephone conferences.
- To distribute via email the minutes of the previous meetings to the Board of Directors as directed by the Executive Board and to those who the President might designate.

- To maintain current, or cause to be maintained, accurate copies of all organizational documents such as: Minutes, Bylaws and Policy and Procedures Manual.
- Keep a record of all official correspondences on behalf of Virtues Circle, Inc. sent and received.
- Send an email of the time and place of each meeting to each member of the Board at least fifteen (15) days prior to the date of a Board meeting.
- Maintain an updated email address list of all board members.
- Attend all quarterly and general meetings of the Board as well as participate in all scheduled conference calls unless excused by the President.

Responsibilities of Treasurer

- To Collect and safeguard all funds of Virtues Circle, Inc.
- To keep accurate records of all financial transactions of Virtues Circle, Inc. and report to the Board of Directors the current financial status of Virtues Circle, Inc. at every quarterly meeting.
- To file annual report and sales tax with the State of Florida.
- To file any sales tax due with the State of Florida.
- To maintain funds in a bank that operates statewide. Each account should be set up to be accessed by the Treasurer and at least one (1) other board member.
- Sign/Co-sign on checks, drafts, notes and orders for payment of monies which have been duly authorized.
- Attend all meetings of the Board as well as participate in all scheduled conference calls unless excused by the President.

Current Board Structure



Cathy Burns, M.S. is the founder and President and Secretary of Virtues Circle and a Master Facilitator for The Virtues Project™. She has a masters degree in Management Information Systems and bachelor degrees in psychology and engineering. She became a Facilitator for The Virtues Project™ in 2012 and a Master Facilitator in 2016. She has over 8 years experience in corporate training and facilitation. She is passionate about how practicing the Virtues in our everyday lives can lead to a more fulfilling, meaningful and rewarding life. She is dedicated to teaching others how to incorporate the strategies of The Virtues Project™ into their home, school and community. She lives in St. Petersburg, FL with her husband and several furry felines.



Jessi Smith is a Director and chair of the Program Evaluation committee, which oversees mission impact and program outcomes. She has a Master's degree in Psychology from the University of South Florida is currently the Program Evaluator for the St. Petersburg Free Clinic.



Ellen Menna is a Director for the Virtues Circle. After being a stay at home mom for 9 years, she has worked in the medical field for the last 14 years. She is an Administrative Assistant for a condominium association and has served on another non-profit board. Ellen has been attending the Virtues Circle weekly meetings since its inception. She believes the practice of the virtues has helped her heal and be more compassionate. She lives in St. Petersburg, FL.



Jessica Scott is the Treasurer for the Virtues Circle. She brings her experience as an Executive Director and Chairperson of another non-profit, as well as expertise in management and bookkeeping. After attending an introductory seminar on using virtues strategies in everyday life, she saw the benefit of virtues based living and how this can impact individuals, families and societies. Jessica is passionate about being of service and helping make the world a better place.