



**ATLANTA NEIGHBORHOOD
CHARTER SCHOOL**
helping students learn to use their minds well

Atlanta Neighborhood Charter School

Communications & Advancement Committee Meeting

Date and Time

Friday March 8, 2024 at 10:00 AM EST

Location

Elementary Campus - Meeting Trailer
688 Grant Street
Atlanta, GA 30315

Attendees may join in-person or via [Zoom](#).

In accordance with Georgia's open meetings requirements, notice of this meeting has been posted at both campuses and on the ANCS website.

Agenda

| | Purpose | Presenter | Time |
|---|-----------------|---------------|-----------------|
| I. Opening Items | | | 10:00 AM |
| A. Record Attendance | | | 1 m |
| B. Call the Meeting to Order | | Pouya Dianat | |
| C. Approve Minutes | Approve Minutes | Pouya Dianat | 1 m |
| II. Communications & Advancement | | | 10:02 AM |
| A. Updates on Fundraising and Sponsorships | FYI | Paige Teusink | 10 m |

| | Purpose | Presenter | Time |
|---|---------|-----------------|-----------------|
| - Review totals from Gather and Grow | | | |
| B. Wonderball Updates | Discuss | Pouya Dianat | 10 m |
| - Event Review | | | |
| - Event debrief | | | |
| C. Hiring a part-time fundraiser | FYI | Alastair Pullen | 5 m |
| Please help us recruit for this position | | | |
| What should we be looking for (and realistically expecting) | | | |
| III. Other Business | | | 10:27 AM |
| A. Board Book | Discuss | Pouya Dianat | 5 m |
| B. Social Media | Discuss | Pouya Dianat | 10 m |
| - Identifying Instagram as primary platform | | | |
| - Developing a strategy that is low-lift/repeatable | | | |
| IV. Closing Items | | | 10:42 AM |
| A. Adjourn Meeting | Vote | | |

Coversheet

Approve Minutes

Section: I. Opening Items
Item: C. Approve Minutes
Purpose: Approve Minutes
Submitted by:
Related Material:
2024_01_12_communications___advancement_committee_meeting_minutes.pdf

DRAFT



ATLANTA NEIGHBORHOOD CHARTER SCHOOL

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Atlanta Neighborhood Charter School

Minutes

Communications & Advancement Committee Meeting

Date and Time

Friday January 12, 2024 at 10:00 AM

Location

Elementary Campus - Meeting Trailer
688 Grant Street
Atlanta, GA 30315

Attendees may join in-person or via [Zoom](#).

In accordance with Georgia's open meetings requirements, notice of this meeting has been posted at both campuses and on the ANCS website.

Committee Members Present

Barrett Krise, Daron Joffe (remote), Jason Zwang (remote), Pouya Dianat (remote), Rebecca Wagner (remote)

Committee Members Absent

Jenna Civitello, Nicole King, Paige Teusink, Susannah Darrow

Guests Present

Alastair Pullen

I. Opening Items

A. Record Attendance

B.

Call the Meeting to Order

Pouya Dianat called a meeting of the Communications & Advancement Committee of Atlanta Neighborhood Charter School to order on Friday Jan 12, 2024 at 10:08 AM.

C. Approve Minutes

II. Communications & Advancement

A. Updates on Fundraising and Sponsorships

What are the gaps we are identifying in giving.

B. WonderBall Updates

- Planning continues to go well
- Pipeline for sponsorship

Documents used during the meeting

None

Coversheet

Updates on Fundraising and Sponsorships

Section: II. Communications & Advancement
Item: A. Updates on Fundraising and Sponsorships
Purpose: FYI
Submitted by:
Related Material: Fund Development Report February 2024.pdf

Fund Development Monthly Financial Report - February 2024

**Financials from Bloomerang may not match QuickBooks due to processing delay*

| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Cumulative |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------|---------------|---------------|---------------|---------------------|
| HOUSEHOLD GIVING | | | | | | | | | | | | | |
| 23-24 Goals | \$10,000.00 | \$10,000.00 | \$5,000.00 | \$11,000.00 | \$27,000.00 | \$40,000.00 | \$4,000.00 | \$4,000.00 | \$4,000.00 | \$5,000.00 | \$15,000.00 | \$5,000.00 | \$140,000.00 |
| 23-24 Actuals* | \$10,273.00 | \$12,650.00 | \$5,851.99 | \$15,458.20 | \$14,083.99 | \$24,877.23 | \$9,135.00 | \$4,623.97 | | | | | \$96,953.38 |
| Variance | \$273.00 | \$2,650.00 | \$851.99 | \$4,458.20 | \$12,916.01 | \$15,122.77 | \$5,135.00 | \$623.97 | \$4,000.00 | \$5,000.00 | \$15,000.00 | \$5,000.00 | \$43,046.62 |
| SPONSORSHIP | \$0.00 | \$5,534.35 | \$12,135.31 | \$0.00 | \$0.00 | \$0.00 | \$3,016.83 | \$1,033.36 | | | | | \$21,719.85 |
| WONDERBALL | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$4,429.40 | | | | | \$4,429.40 |
| TOTAL REVENUE | \$10,273.00 | \$18,184.35 | \$17,987.30 | \$15,458.20 | \$14,083.99 | \$24,877.23 | \$12,151.83 | \$10,086.73 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$123,102.63 |

| | | | | | | | | | | | | | |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| <i>Recurring Donations/Pledges</i> | \$1,604.20 | \$2,356.96 | \$1,845.41 | \$1,845.41 | \$1,845.41 | \$1,845.41 | \$1,845.41 | \$1,845.41 | \$1,845.41 | \$1,845.41 | \$2,099.09 | \$3,845.41 | \$24,668.94 |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|

| HISTORICAL HOUSEHOLD GIVING | | | | | | | | | | | | | |
|------------------------------------|-------------|-------------|------------|-------------|-------------|-------------|------------|------------|-------------|-------------|-------------|-------------|--------------|
| 22-23 | \$10,867.28 | \$16,693.00 | \$5,544.30 | \$9,379.06 | \$27,437.05 | \$40,342.50 | \$5,795.19 | \$6,022.62 | \$4,996.09 | \$6,361.81 | \$15,420.49 | \$5,628.84 | \$154,488.23 |
| 21-22 | \$3,972.01 | \$8,764.49 | \$6,247.88 | \$30,009.00 | \$33,514.76 | \$23,343.88 | \$5,247.15 | \$6,887.58 | \$4,099.54 | \$5,392.00 | \$10,832.45 | \$10,453.00 | \$148,763.74 |
| 20-21 | \$3,496.52 | \$2,552.42 | \$2,469.48 | \$7,142.44 | \$7,674.91 | \$36,722.68 | \$4,073.17 | \$8,259.88 | \$24,137.88 | \$6,867.90 | \$11,226.49 | \$11,369.74 | \$125,993.51 |
| 19-20 | \$2,342.15 | \$4,471.12 | \$4,117.36 | \$20,059.86 | \$9,784.23 | \$35,619.88 | \$4,227.01 | \$4,610.71 | \$12,266.42 | \$8,131.94 | \$9,433.23 | \$4,066.79 | \$119,130.70 |
| 18-19 | \$2,939.00 | \$2,677.80 | \$2,375.98 | \$18,728.84 | \$33,429.90 | \$20,669.81 | \$4,255.27 | \$8,719.02 | \$6,753.07 | \$15,614.18 | \$11,720.37 | \$12,658.17 | \$140,541.41 |
| 17-18 | \$3,689.36 | \$3,635.65 | \$2,850.50 | \$23,585.50 | \$28,874.49 | \$20,778.70 | \$3,214.50 | \$3,691.50 | \$2,298.50 | \$5,513.14 | \$29,673.67 | \$5,738.56 | \$133,544.07 |

| GIVING BY DONOR TYPE (HOUSEHOLDS) | | | |
|--|--------------------|---------------------|---------------------------|
| | <u># of donors</u> | <u>Total amount</u> | <u>Participation Rate</u> |
| Parent/Guardian | 246 | \$73,230.86 | 56% |
| Grandparent/Special Friend | 83 | \$19,761.48 | 9% |
| Board Member | 7 | \$7,640.26 | 54% |
| Faculty/Staff | 9 | \$4,039.99 | 8% |

| FY24 FUND DEVELOPMENT BUDGET | | | |
|-------------------------------------|------------------|-----------------------|-----------------|
| Annual Campaign | \$140,000 | Software | \$3,000 |
| Wonderball | \$30,000 | Marketing/Direct Mail | \$6,000 |
| Sponsorships | \$30,000 | Wonderball | \$15,000 |
| | | Other Events | \$7,000 |
| TOTAL REVENUE | \$200,000 | TOTAL EXPENSES | \$31,000 |