



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

# Atlanta Neighborhood Charter School

## Advancement Committee Meeting

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### Date and Time

Friday January 17, 2025 at 9:30 AM EST

### Location

Elementary Campus Meeting Trailer

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

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>9:30 AM</b>
<b>A.</b> Record Attendance		Rebecca Wagner	1 m
<b>B.</b> Call the Meeting to Order		Rebecca Wagner	1 m
<b>C.</b> Approve Minutes	Approve Minutes	Rebecca Wagner	1 m
Approve minutes for Advancement Committee Meeting on December 13, 2024			
<b>II. New Business</b>			<b>9:33 AM</b>
<b>A.</b> Committee Update	FYI	Shannon Rutledge	5 m
<b>B.</b> Advancement Report	FYI	Bex Godsey	10 m

	Purpose	Presenter	Time
<ul style="list-style-type: none"> <li>• December 2024 Financial Report</li> </ul>			
<b>C.</b> Fundraising Update & Plan <ul style="list-style-type: none"> <li>• Update on current fundraising efforts</li> <li>• Discuss future plans and initiatives</li> </ul>	Discuss	Bex Godsey	20 m
<b>D.</b> Wonderball <ul style="list-style-type: none"> <li>• Review of pitch deck</li> <li>• Discussion and official vote on proposed plans</li> </ul>	Vote	Bex Godsey	10 m
<b>III. Closing Items</b>			<b>10:18 AM</b>
<b>A.</b> Adjourn Meeting	Vote	Rebecca Wagner	2 m

# Coversheet

## Approve Minutes

**Section:** I. Opening Items  
**Item:** C. Approve Minutes  
**Purpose:** Approve Minutes  
**Submitted by:**  
**Related Material:** Minutes for Advancement Committee Meeting on December 13, 2024

DRAFT



**ATLANTA NEIGHBORHOOD  
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## Atlanta Neighborhood Charter School

### Minutes

#### Advancement Committee Meeting

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##### **Date and Time**

Friday December 13, 2024 at 9:30 AM

##### **Location**

Elementary Campus Meeting Trailer

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

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##### **Committee Members Present**

Ashley Coogan, Barrett Krise (remote), Bex Godsey, Evan Saadat (remote), Rebecca Wagner, Susannah Darrow, Wakita Jacobs

##### **Committee Members Absent**

*None*

##### **Guests Present**

Alastair Pullen, Paige Teusink

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#### **I. Opening Items**

##### **A. Record Attendance**

##### **B. Call the Meeting to Order**

Rebecca Wagner called a meeting of the Advancement Committee of Atlanta Neighborhood Charter School to order on Friday Dec 13, 2024 at 9:36 AM.

### C. Approve Minutes

Ashley Coogan made a motion to approve the minutes from Advancement Committee Meeting on 11-15-24.

Wakita Jacobs seconded the motion.

The committee **VOTED** to approve the motion.

## II. New Business

### A. Advancement Report

**Presenter:** Bex

- Reviewed financials.
- Reported lower revenue than anticipated.
- Suggested hosting a spring moves management event to increase donation capacity among current givers.

Fundraising Initiatives for the Remainder of the Year

#### **VIP/Moves Management Event**

- Bex suggested hosting the event at a private residence rather than on the farm.

#### **Highlighting PTCA Spending**

- Paige recommended emphasizing PTCA expenditures, including:
  - Faculty holiday gifts (\$11,000).
- Discussed how the loss of COVID-related connections may impact younger families' giving expectations.

#### **Education on School Needs**

- Rebecca emphasized the need to better educate families about how contributions benefit their children's careers and programs.
- Proposed highlighting inclusivity within the school community.

#### **Wonderball Enhancements**

- Barrett suggested avoiding the exclusivity of spending culture but incorporating VIP elements, such as a preview event with Cost + 10% pricing to reduce unsold items.
- Susannah proposed silent auction packages (e.g., vacation homes, experiences) to add variety.

#### **"Share the Love" Campaign**

- Proposed a class competition to increase sign-ups for Gather & Grow.

- Announce winners at Wonderball.

### Community Event Modeling

- Suggested ideas include:
  - Parent yard sale of artworks.
  - Wythe Academy: Students develop business models and create a market.

### Timeline and Messaging Plan

- **Presenter:** Bex
  - Will share a timeline document with Alastair to outline key fundraising moments:
    - QR code at orientation for school supplies.
    - Message in Wolfie Bags.
    - QR code at Winter Wonderland.

### End-of-Year Appeal (EOY Appeal)

- **Update by:** Bex
  - Messaging will target a broader audience this year through:
    - Mailchimp (current parents).
    - Bloomerang (donors).
  - Additional appeals proposed:
    - Grandparent-focused message, including new ANCS videos.
    - Personal email from Alastair to Kindergarten parents (mid-year recap and gift appeal).
  - Video messaging plan:
    - 1st video shared in the community.
    - 2nd video for additional engagement.

### B. Case for Support Update

Update and discussion postponed to next meeting

### C. Section Updates

Rebecca welcomes Ashley & Evan  
Thanks all for efforts

### D. VOTE: Adjusting January Meeting Date

Bex Godsey made a motion to Move next meeting to January 17th.  
Barrett Krise seconded the motion.  
The committee **VOTED** to approve the motion.

## III. Closing Items

### **A. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 10:25 AM.

Respectfully Submitted,  
Bex Godsey

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### **Documents used during the meeting**

- Fund Development Report November 2024.xlsx - FD Report (1).pdf

# Coversheet

## Advancement Report

**Section:** II. New Business  
**Item:** B. Advancement Report  
**Purpose:** FYI  
**Submitted by:**  
**Related Material:** Fund Development Report December 2024.xlsx - FD Report.pdf



**Fund Development Monthly Financial Report - December 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
<b>HOUSEHOLD GIVING</b>													
24-25 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
<b>24-25 Actuals*</b>	<b>\$12,473.75</b>	<b>\$8,866.70</b>	<b>\$6,371.24</b>	<b>\$12,670.92</b>	<b>\$8,344.82</b>	<b>\$36,750.39</b>							\$85,477.82
Variance	\$2,473.75	\$1,133.30	\$1,371.24	\$1,670.92	\$18,655.18	\$3,249.61	\$4,000.00	\$4,000.00	\$4,000.00	\$5,000.00	\$15,000.00	\$5,000.00	\$54,522.18
SPONSORSHIP	\$7,990.89	\$13,133.44	\$15,300.19	\$2,033.36	\$1,533.36	\$0.00							\$39,991.24
WONDERBALL													\$0.00
<b>TOTAL REVENUE</b>	<b>\$20,464.64</b>	<b>\$22,000.14</b>	<b>\$21,671.43</b>	<b>\$14,704.28</b>	<b>\$9,878.18</b>	<b>\$36,750.39</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$125,469.06</b>

<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
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<b>HISTORICAL HOUSEHOLD GIVING</b>													
23-24	\$10,273.00	\$12,650.00	\$5,851.99	\$15,458.20	\$14,083.99	\$24,877.23	\$9,135.00	\$4,623.97	\$6,310.05	\$7,185.71	\$6,369.00	\$10,441.00	\$127,259.14
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

<b>GIVING BY DONOR TYPE (HOUSEHOLDS)</b>			
	# of donors	Total amount	Participation Rate
Parent/Guardian	245	\$56,323.32	56%
Grandparent/Special Friend	75	\$29,461.18	8%
Board Member	10	\$9,065.75	77%
Faculty/Staff	8	\$2,681.30	6%

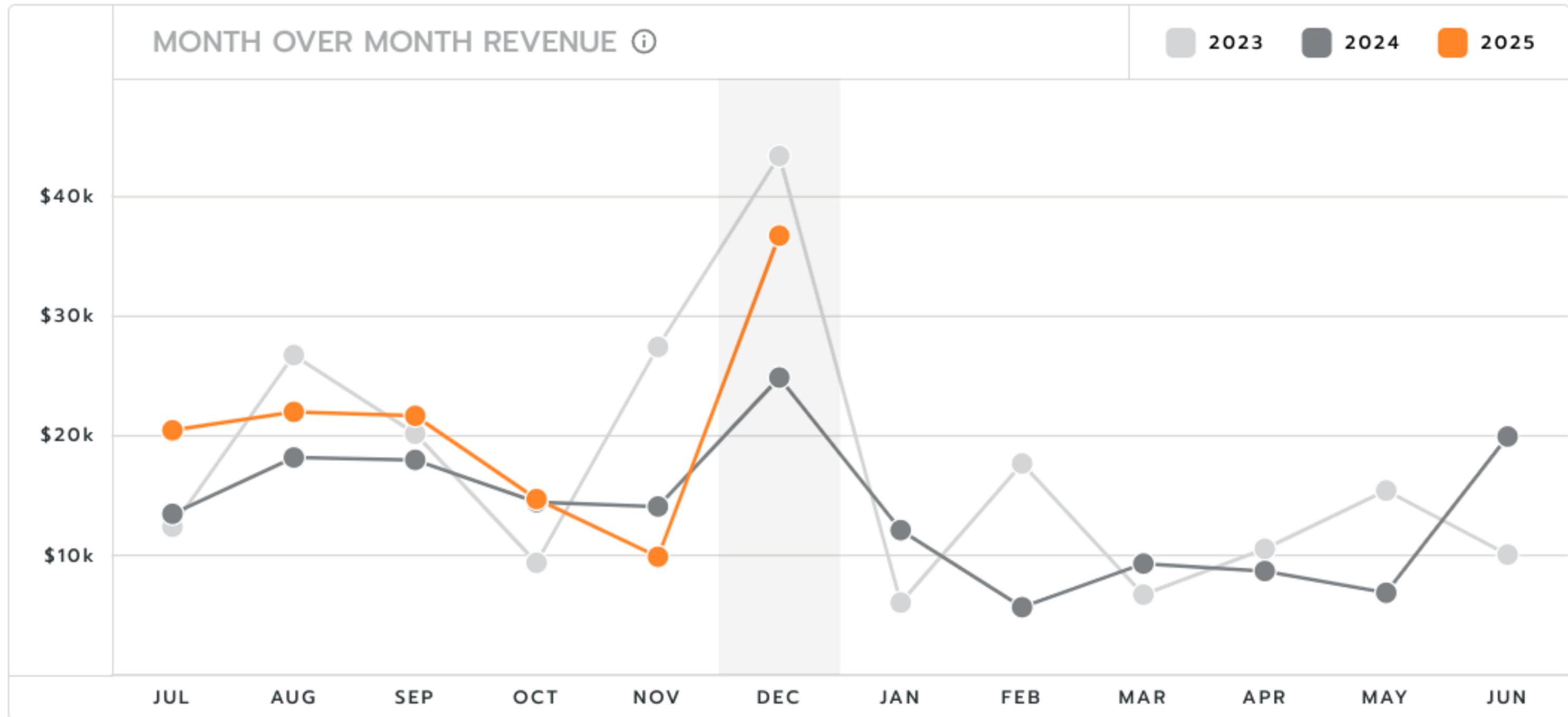
<b>FY24 FUND DEVELOPMENT BUDGET</b>			
Annual Campaign	\$140,000	Software	\$3,000
Wonderball	\$30,000	Marketing/Direct Mail	\$6,000
Sponsorships	\$30,000	Wonderball	\$15,000
		Other Events	\$7,000
<b>TOTAL REVENUE</b>	<b>\$200,000</b>	<b>TOTAL EXPENSES</b>	<b>\$31,000</b>

# Coversheet

## Fundraising Update & Plan

**Section:** II. New Business  
**Item:** C. Fundraising Update & Plan  
**Purpose:** Discuss  
**Submitted by:**  
**Related Material:** FY25 Fundraising Update & EOY Planning.pdf

# YTD Fundraising Snapshot (Individual, Sponsorship, Events)



FY25 Annual Goal: **\$200,000**

Actual Raised: \$125,469.06

Outstanding Sponsorship Pledges; \$4500

Outstanding Board Pledge: \$1500 (appx)

Actual & Pledged: **\$131,469**



**New Donors: 37  
(27 GPSF)**



**Giving  
Households :  
342  
(50 GPSF)**

Closing the gap:

15,000	March	Wonderball (FY24 Net \$5000)
10,000	April	Share the Love Campaign *New
10,000	April	Stewardship Event *New
5,000	May	GPSF Mailer
5,000	June	LYBUNT & New Parents (LYBUNTS: 140 HH \$23,000 (59 HH >\$100 approx \$20,000))
5,000	June	End of Fiscal Year Appeal
10,000	Ongoing	Recurring Donations (scheduled)

**\$60,000**



## Share the Love Campaign:

### Appeal messaging:

\$10,000/30,000 raised School Supplies

\$ X/\$84,000 raised Teacher Certifications Subsidies

\$ X/\$50,000 raised to support Free After Care

### Supporting elements:

Appeal illustrating need

*Testimonial*

Gather & Grow Table (evergreen fundraising print outs)

Thermometer measuring

Competition (grade levels)

EC Competition: The Great Recurring Donations Race. K-5 Grade levels compete for the most enrollments.

Prize: extra time at the Book Fair, earliest slot to the book fair, lead the character parade?

## Share the Love Campaign Timeline:

Calendar of Events	Elem Campus	MS Campus	Communication	Social
Friday, April 18	Campaign Intro		Postcard with students	FB, IG, Twitter
	Table@ Bingo Night			
Monday, April 21	Morning meeting	Morning meeting	Mention, table	
Tuesday, April 22			Courier - Support Appeal	FB, IG, Twitter
Wednesday, April 23				
Thursday, April 24			Appeal; Direct Email with fundraising update - Announce competition winner	FB, IG, Twitter
Friday, April 25	Table 7:15-9:00;First Friday Coffee			
	Table 2:30-3:30Book Character Parade			
			Final Appeal	FB, IG, Twitter

## Stewardship Event

What: Personal targeted appeal, in person

Why: Usher Donors to next level of giving and raise funds to close the gap.

Who: Led by Alastair & Rebecca

Where: TBD, private residence

When: Early spring



# Coversheet

## Wonderball

**Section:** II. New Business  
**Item:** D. Wonderball  
**Purpose:** Vote  
**Submitted by:**  
**Related Material:** FY25 Wonderball Pitch Deck .pdf

# Wonderball

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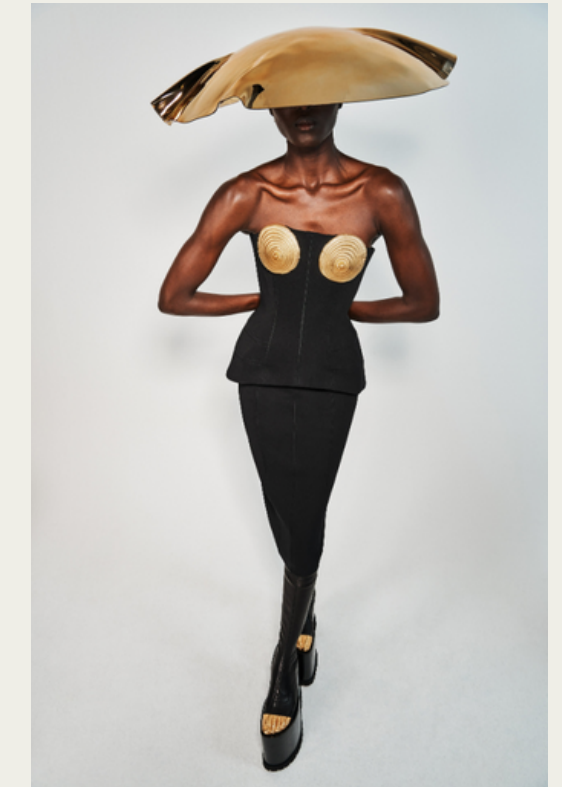
## TIME TRAVELER'S DANCE PARTY

March 8, 2025

The Chapel on Sycamore



## Time Travelers' Wonderball: A dance party time warp



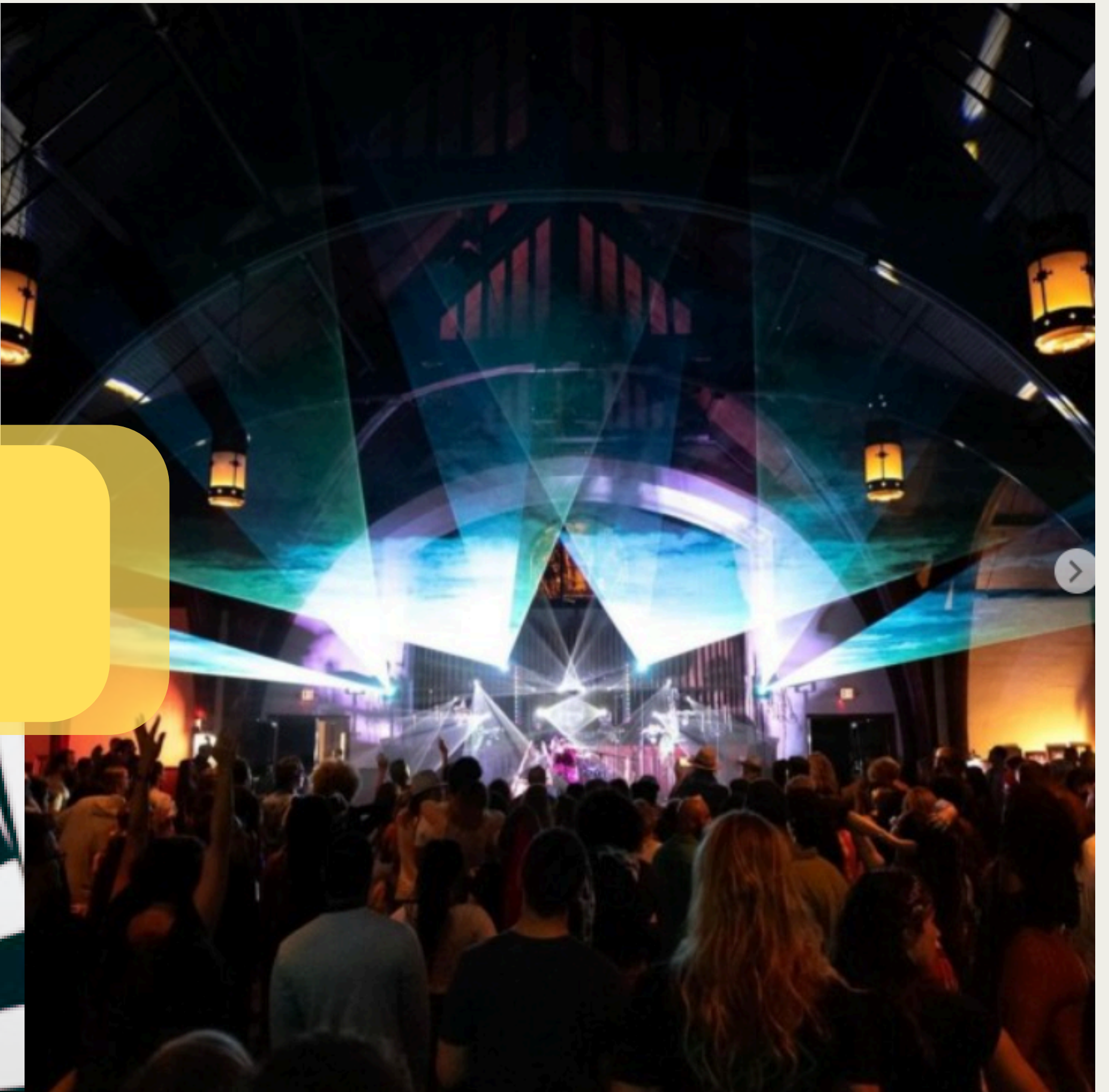
Find us where your favorite fashion era and revolutionary music meet: on the dance floor. Bop through time with us to Swing, Rock, Mod, Funk, Hip Hop and so on as we slide into the future.

Attire: Favorite era dance floor fashion - historic, modern or futuristic.

Prizes for best dressed!



Decor Theme:  
Clocks  
Time Travel Spirals  
Gears/Machine Cogs  
Dramatic Lighting





## Supporting Interactive Elements:

360 Photobooth - Time Portal Entry Way - Time Zones  
(sections with era themes) -

Passport Scavenger Hunt/Trivia - Theme Cocktails -  
Interactive Time Capsule - Fortune Teller/Mystic - Busker -  
Group Dance Instruction Hour - Delorean Photo Op

## **Ticket Pricing:**

**Early Bird - \$50**

**Standard - \$65**

**(includes 2 drink tokens, cash bar after)**