



**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 May 9, 2025 at 9:30 AM EDT

### Location

ANCS Admin Offices  
423 Georgia Ave  
Atlanta, GA 30312  
(entrance on Cherokee Ave)

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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			1 m
<b>B.</b> Call the Meeting to Order		Rebecca Wagner	1 m
<b>C.</b> Approve Minutes	Approve Minutes	Rebecca Wagner	2 m
<b>II. Advancement</b>			<b>9:34 AM</b>
<b>A.</b> Financial Report	FYI	Bex Godsey	5 m

	Purpose	Presenter	Time
<b>B.</b> Giving Week Report Share out from 2025 and discuss plans for 2026	FYI	Bex Godsey	15 m
<b>III. Sponsorships</b>			<b>9:54 AM</b>
<b>A.</b> FY26 Sponsor Package Proposal Discussion and Vote on next year's sponsor opportunities	Vote	Rebecca Wagner	15 m
<b>B.</b> End of School Year and What's Next Discuss wrapping up fundraising to goal and what we can do over the summer. How can we start strong in the Fall?	Discuss	Rebecca Wagner	20 m
<b>IV. Closing Items</b>			<b>10:29 AM</b>
<b>A.</b> Adjourn Meeting	Vote	Rebecca Wagner	1 m

# Coversheet

## Approve Minutes

**Section:** I. Opening Items  
**Item:** C. Approve Minutes  
**Purpose:** Approve Minutes  
**Submitted by:**  
**Related Material:** 2025\_04\_04\_advancement\_committee\_meeting\_minutes.pdf

DRAFT



## ATLANTA NEIGHBORHOOD CHARTER SCHOOL

helping students learn to use their minds well

# Atlanta Neighborhood Charter School

## Minutes

### Advancement Committee Meeting

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#### Date and Time

Friday April 4, 2025 at 9:30 AM

#### Location

ANCS Admin Offices

423 Georgia Ave

Atlanta, GA 30312

(entrance on Cherokee Ave)

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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

Bex Godsey, Evan Saadat (remote), Jonna Martin, Rebecca Wagner, Susannah Darrow (remote), Wakita Jacobs

#### Committee Members Absent

Ashley Coogan, Barrett Krise

#### 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 Apr 4, 2025 at 9:33 AM.

### C. Approve Minutes

Jonna Martin made a motion to approve the minutes from Advancement Committee Meeting on 02-14-25.

Bex Godsey seconded the motion.

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

## II. Advancement

### A. Financial Report

March giving exceeded expectations, continuing February's strong momentum. With \$30,000 left to reach the \$140,000 goal by June, progress remains on track. February focused on Wonderball planning, while March saw \$12,900 in individual donations, plus corporate matches and grandparent contributions. Notably, an \$8,000 gift came from a charitable trust. The remaining goal is considered achievable.

### B. Wonderball Report

Wonderball did not meet financial targets, similar to last year. The event required significant time from January to March, and without an event coordinator this year due to budget concerns, it was challenging to balance multiple priorities while meeting expectations. Raffles performed well, with strong participation and no expenses. However, admissions revenue declined, as expected, due to an increase in complimentary tickets from sponsorships, and auction revenue did not offset the shortfall. Event expenses remained consistent with last year, despite not hiring an event planner.

Ticket sales were down, and the event did not sell out, with comps making up about 30% of attendees. One-third of ticket holders did not show, primarily due to no-show comps. Fixed costs, like food and alcohol, were high relative to ticket pricing and did not adjust for no-shows. External factors, like illness, may have impacted attendance.

The core question: Is Wonderball a community event or a fundraiser? If it's a fundraiser, we should focus on maximizing revenue, not offering a low-cost social event. If it's a community event, consider hosting it at the MC rather than an expensive venue. We need to shift the culture to emphasize financial support, not just a night out.

Given the lack of volunteer support for large-scale events, Wonderball is no longer viable in its current form. The name should be retired, and a new identity should be created for future community-driven fundraising efforts. There is a push for a simpler, parent-focused social event and a possible shift toward a Spring Giving Week with online auctions and

raffles. The event's current format no longer aligns with community needs, especially as many current parents never attended in its original form.

Jonna Martin made a motion to Reimage/reformat Wonderball as a new, more effective fundraising model for next year.

Wakita Jacobs seconded the motion.

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

### III. Fundraising

#### A. Upcoming Opportunities

The goal is to raise \$30,000 by the end of the year. Key fundraising efforts will focus on leveraging community events such as Bingo Night on April 18, Run with the Wolves, and the Spring Picnic & Concert. Direct messaging will emphasize how donations support the school, particularly highlighting recent achievements, such as winning Charter School of the Year. The Spring Fundraising Drive will include a Jumbo Postcard Campaign, mailing on April 18, that will feature fundraising goals and progress. Volunteers are needed for a Bingo Night table, which will focus on promoting recurring donations, and there will be a Field Day incentive, offering an extra 30 minutes of Field Day for those who increase their recurring donations.

The communication and engagement plan includes a push for recurring donors, with QR codes for easy giving, promotional materials, and donor spotlights. Increased visibility will be achieved through posters, social media, and weekly Courier mentions. Parent and community engagement will be enhanced with weekly announcements at Friday Morning Meetings, parent fundraising advocates, and a Giving Week push from April 22-26.

Action items include assigning Bingo Night volunteers, finalizing postcards and messaging, identifying parent fundraising advocates, increasing visibility with signage and social media, and preparing materials for the Character Book Parade & Friday Coffee. Additional fundraising efforts include a follow-up for Grandparents & Special Friends, with card mailings, an event calendar, and an accelerated timeline. An end-of-year appeal will focus on school supply needs, nostalgic messaging, and targeting 8th-grade parents.

Donor retention is a concern, particularly with a decrease in recurring donors, generational giving gaps, and reliance on grandparent contributions. Efforts to rebuild the post-COVID community will ensure an inclusive culture of giving, which includes time, skills, and money. Spring sponsorship and corporate giving outreach needs to begin early, with sponsorship packages finalized by May. Lastly, a replacement for the Wonderball event must be developed by May to retain sponsors.

#### B. New Events

TBD

#### IV. Closing Items

##### A. Adjourn Meeting

Next committee meeting is May 9th.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 10:29 AM.

Respectfully Submitted,  
Paige Teusink

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#### Documents used during the meeting

- Fund Development Report March 2025.xlsx - FD Report.pdf
- Wonderball 2025 Event Report.pdf

# Coversheet

## Financial Report

**Section:** II. Advancement  
**Item:** A. Financial Report  
**Purpose:** FYI  
**Submitted by:**  
**Related Material:** Fund Development Report April 2025.xlsx - FD Report.pdf



**Fund Development Monthly Financial Report - April 2025**

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

	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>	<b>\$6,054.81</b>	<b>\$7,742.03</b>	<b>\$12,900.15</b>	<b>\$19,215.12</b>			\$131,389.93
Variance	\$2,473.75	\$1,133.30	\$1,371.24	\$1,670.92	\$18,655.18	\$3,249.61	\$2,054.81	\$3,742.03	\$8,900.15	\$14,215.12	\$15,000.00	\$5,000.00	\$8,610.07
SPONSORSHIP	\$7,990.89	\$13,133.44	\$15,300.19	\$2,033.36	\$1,533.36	\$0.00	\$0.00	\$516.83	\$0.00	\$0.00			\$40,508.07
WONDERBALL							\$193.75	\$6,835.58	\$15,024.89	\$0.00			\$22,054.22
<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>\$6,054.81</b>	<b>\$15,094.44</b>		<b>\$19,215.12</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$193,952.22</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	259	\$91,562.12	59%
Grandparent/Special Friend	80	\$37,023.14	8%
Board Member	13	\$12,734.65	100%
Faculty/Staff	11	\$3,662.87	8%

<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

## Giving Week Report

**Section:** II. Advancement  
**Item:** B. Giving Week Report  
**Purpose:** FYI  
**Submitted by:**  
**Related Material:** FY25 Insights Report GG Glving Week .pdf

# Gather & Grow **FUND**

The Atlanta Neighborhood Charter School

GIVING WEEK  APRIL 18-27

FY25 Goal  
\$140,000.00

FY25 Current  
\$112,174.81

Congratulations - we've nearly made it through another school year! There has been *a lot* of growing and learning together this year but our work isn't finished.

Every year the Gather & Grow Fund has a contribution goal to offset our community needs that are not covered by state funding.

**We are falling short of our goal this year. Can you help?**

A T L N C S . O R G / D O N A T E

## Without your financial support, we cannot ensure:



### Your child is 1 of 10, not 1 of 20+

Annual Cost: \$500,000

State funding covers one teacher for every 26 middle school students and every 22 elementary students. Your student deserves not to be lost in the crowd.



### Free International Travel Experiences

Annual Cost: \$200,000

Global thinking is a pillar of our community, and shared experiences galvanize connections. We aspire to guarantee every interested student the opportunity to participate in this once-in-a-lifetime experience.



### Aftercare Subsidies

Annual Cost: \$50,000

Demands on parents are high. A community goal is to ensure that every student that needs access to free aftercare has it.



## THE GREAT RECURRING DONATIONS RACE:

### Become a sustaining partner today!

When you enroll as a recurring donor, not only do you contribute directly to ANCS's current programming, but you help us map our future.

Show your support *and* make it fun for the kids! Now through April 27th, the elementary campus grade level with the MOST recurring donation enrollments gets an **extended FIELD DAY!**



# Gather & Grow FUND

The Atlanta Neighborhood Charter School

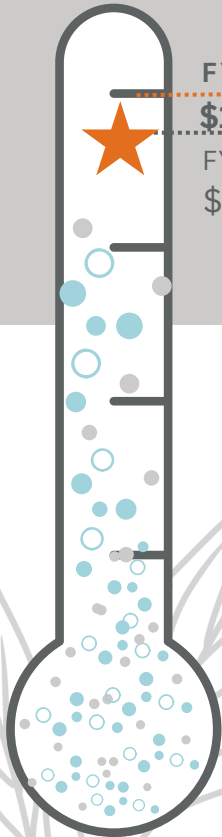
GIVING WEEK  APRIL 18-27

FY25 Goal  
**\$140,000.00**  
FY25 Current  
\$132,719.68

Every year the Gather & Grow Fund has a contribution goal to offset our community needs that are not covered by state funding. Your support during Giving Week has moved us significantly towards our goal and provided the needed support to deliver on our programs.

**Thank you for your help!**

[ATLNC.S.ORG/DONATE](https://atlncs.org/donate)



## Giving Week Insights

Approx 14,000 raised during GW (about 50/50 one time vs recurring)

Current Recurring Donor Enrollments: **44**

- **20 NEW** enrollments (75% K & 1st grade families)
- **3 FY25 First Time Donors converted** to recurring donors
- **The largest new recurring gift was \$2500/annual** + a \$2500 corporate match (1st grade)
- The monthly, new recurring **average gift is \$41.33** (previously \$69.06)
- Monthly Recurring Gifts **increased 45% to \$2,290.99** from \$1,588.42

# Coversheet

## FY26 Sponsor Package Proposal

**Section:** III. Sponsorships  
**Item:** A. FY26 Sponsor Package Proposal  
**Purpose:** Vote  
**Submitted by:**  
**Related Material:** SPONSORSHIP PACKAGE FY26\_proposal.pdf

## SPONSORSHIP PACKAGE FY26

### **\$10,000 PREMIER PLATINUM \*NEW**

#### General School Exposure (2025-2026 School Year)

- Presenting Sponsor of the ANCS event of your \*choice. Choose from the event options below, available to only one sponsor per event. \*Choice event is reserved with 50% satisfaction of sponsorship pledge.
- Presenting Sponsor dedicated banner/signage at chosen event.
- Top tier logo displayed in ANCS Community Newsletter
- Top tier logo displayed in ANCS Yearbook
- Top tier logo displayed on ANCS annual t-shirt
- Top tier logo with link to business website featured on **ANCS home page** for 2025-2026 school year
- Top tier logo with link to business website displayed on ANCS support page for 2025-2026 school year
- Acknowledgment in school-wide newsletter - ANCS Courier (2 times)
- Promotion on ANCS's Facebook and Instagram accounts (2 times)
- Banner/signage displayed on ANCS campus

#### **\*NEW** ANCS Music Fest (inclusion deadline September 5th)

- Entry tickets for 6
- Top tier logo displayed in event-specific electronic communications
- Top tier logo displayed during event
- Top tier logo displayed on event related web pages/sites
- Live acknowledgement during event
- Opportunity to set up table/onsite activation at event (activation supplied & managed by sponsor)

#### Kickball Tournament (inclusion deadline September 13th)

- Top tier logo displayed in event-specific electronic communications
- Top tier logo displayed on event banner/signage
- Opportunity to set up table/onsite activation at event (table/activation supplied & managed by sponsor)

#### Run with the Wolves 5K & 1 Mile (inclusion deadline April 12th)

- Top tier logo displayed in event-specific electronic communications
- Top tier logo displayed on event banner/signage
- Six (6) individual race entries with t-shirt
- Option to provide promotional products for race participants
- Top tier logo displayed on race t-shirt
- Opportunity to set up table/onsite activation at event (table/activation supplied & managed by sponsor)

#### Bingo Night (inclusion deadline March 25th)

- Top tier logo displayed in event-specific electronic communications
- Top tier logo displayed during event
- Live acknowledgement during event

#### **\*NEW** Fall Fest (inclusion deadline \*\*)

- Top tier logo displayed in event-specific electronic communications
- Top tier logo displayed during event
- Live acknowledgement during event



## **\$5,000 PLATINUM SPONSOR**

### General School Exposure (2025-2026 School Year)

- 1st tier logo displayed in ANCS Community Newsletter
- 1st tier logo displayed in ANCS Yearbook
- 1st tier logo displayed on ANCS annual t-shirt
- 1st tier logo with link to business website displayed on ANCS website for 2025-2026 school year
- Acknowledgment in school-wide newsletter - ANCS Courier (2 times)
- Promotion on ANCS's Facebook and Instagram accounts (2 times)
- Banner/signage displayed on ANCS campus

### **\*NEW** ANCS Music Fest (inclusion deadline September 5th)

- 1st tier logo displayed in event-specific electronic communications
- 1st tier logo displayed during event
- 1st tier logo displayed on event website
- Live acknowledgement during event

### Kickball Tournament (inclusion deadline September 13th)

- 1st tier logo displayed in event-specific electronic communications
- 1st tier logo displayed on event banner/signage
- Opportunity to set up table/onsite activation at event (table/activation supplied & managed by sponsor)

### Run with the Wolves 5K & 1 Mile (inclusion deadline April 12th)

- 1st tier logo displayed in event-specific electronic communications
- 1st tier logo displayed on event banner/signage
- Six (6) individual race entries with t-shirt
- Option to provide promotional products for race participants
- 1st tier logo displayed on race t-shirt
- Opportunity to set up table/onsite activation at event (table/activation supplied & managed by sponsor)

### Bingo Night (inclusion deadline March 25th)

- 1st tier logo displayed in event-specific electronic communications
- 1st tier logo displayed on screen during event
- Live acknowledgement during event

### **\*NEW** Fall Fest (inclusion deadline \*\*)

- 1st tier logo displayed in event-specific electronic communications
- 1st tier logo displayed on screen during event
- Live acknowledgement during event

## **\$3,000 DIAMOND SPONSOR**

### General School Exposure (2025-2026 School Year)

- 2nd tier logo displayed in ANCS Community Newsletter
- 2nd tier logo displayed in ANCS Yearbook
- 2nd tier logo displayed on ANCS annual t-shirt
- 2nd tier logo with link to website displayed on ANCS website for 2025-2026 school year

- Acknowledgment in school-wide newsletter - ANCS Courier (1 time)
- Promotion on ANCS's Facebook and Instagram accounts (1 time)

**\*NEW ANCS Music Fest (inclusion deadline September 5th)**

- 2nd tier logo in event-specific electronic communications
- 2nd tier logo displayed on screen during event
- 2nd tier logo displayed on event website

**Kickball Tournament (inclusion deadline September 13th)**

- 2nd tier logo displayed in event-specific electronic communications
- 2nd tier logo displayed on event banner/signage

**Run with the Wolves 5K & 1 Mile (inclusion deadline April 12th)**

- 2nd tier logo displayed in event-specific electronic communications
- 2nd tier logo displayed on event banner/signage
- Four (4) individual race entries with t-shirt
- Option to provide promotional products for race participants
- 2nd tier logo displayed on race t-shirt

**Bingo Night (inclusion deadline March 25th)**

- 2nd tier logo in event-specific electronic communications
- 2nd tier logo displayed on screen during event

**\*NEW Fall Fest (inclusion deadline \*\*)**

- 1st tier logo displayed in event-specific electronic communications
- 1st tier logo displayed on screen during event

**\$1,000 GOLD SPONSOR**

**General School Exposure (2025-2026 School Year)**

- 3rd tier logo in ANCS Community Newsletter
- 3rd tier logo displayed in ANCS Yearbook
- 3rd tier logo displayed on ANCS annual t-shirt
- 3rd tier logo displayed on ANCS website for 2025-2026 school year
- Acknowledgment in school-wide newsletter - ANCS Courier (1 time)
- Promotion on ANCS's Facebook and Instagram accounts (1 time)

**\*NEW ANCS Music Fest (inclusion deadline September 5th)**

- 3rd tier logo in event-specific electronic communications
- 3rd tier logo displayed during event
- 3rd tier logo displayed on event website

**Kickball Tournament (inclusion deadline September 13th)**

- 3rd tier logo displayed in event-specific electronic communications
- 3rd tier logo displayed on event banner/signage

**Run with the Wolves 5K & 1 Mile (inclusion deadline April 12th)**

- 3rd tier logo displayed in event-specific electronic communications
- 3rd tier logo displayed on event banner/signage
- Two (2) individual race entries with t-shirt
- Option to provide promotional products for race participants
- 3rd tier logo displayed on race t-shirt

## **\$500 SILVER SPONSOR**

### General School Exposure (2025-2026 School Year)

- 4th tier logo in ANCS Community Newsletter
- 4th tier logo displayed in ANCS Yearbook
- 4th tier logo displayed on ANCS annual t-shirt
- 4th tier logo on ANCS website for 2025-2026 school year

### \*NEW ANCS Music Fest (inclusion deadline September 5th)

- 4th tier logo in event-specific electronic communications
- 4th tier logo displayed on screen during event
- 4th tier logo displayed on event website

### Kickball Tournament (inclusion deadline September 13th)

- 4th tier logo displayed in event-specific electronic communications
- Run with the Wolves 5K & 1 Mile (inclusion deadline April 12th)
- 4th tier logo displayed in event-specific electronic communications
- One (1) individual race entry with t-shirt
- Option to provide promotional products for race participants
- 4th tier logo displayed on race t-shirt

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In-Kind donations support many of our community-building and teacher appreciation initiatives. If you are a small business interested in donating product vouchers or services in addition to your financial contribution, please contact [bgodsey@atlncs.org](mailto:bgodsey@atlncs.org).

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## Appeals Guiding Document

Formalize Procedure & recommended verbiage for solicitations of sponsorships, in-kind donations, dine-outs

- Identifying the ask, Initiating the appeal, & the handshake with Fund Dev Coordinator  
*Anything else?*
- Distribute to: AdvComm, Event Chairs, Board, PTCA, Class Parents (dine-outs), Any Faculty Managing/Leading Events (community engagement, performances, etc)....  
*Anyone else?*
- Managing outreach communications - process for recording touches, in-kind (only) gifts, or potential sponsor conversion

Discuss -

Further conversation regarding engagement & communication with sponsors (especially focused on messaging for those outside of the ANCS School Family)

- Semester update: school accolades & success report
- Impressions Report: news, # of mentions
- Event photos with Sponsors \_ especially with activations or logos