

# Fund Development, Fundraising, and the Annual Campaign

## Purpose

The purpose of ANCS' primary fundraisers is to raise funds to supplement funding received from the state and Atlanta Public Schools.

The revenue from these events enables ANCS to maintain the operations and educational programs of the school. These events also provide an opportunity for ANCS to connect with the larger community through direct mail pieces and other updates that communicate the school's mission and accomplishments.

## Duration

This policy is permanent.

## Policy

All ANCS fundraising efforts should be coordinated between the Executive Director, the Campus Principals, and the Fund Development Chair.

### SECTION 1. Fund Development Committee

- a. The Fund Development Committee reports to the Governing Board and the Executive Director and is a standing committee of the Board.
- b. The committee may include:
  - i. Fund Development Chair
  - ii. Executive Director
  - iii. Governing Board Chair
  - iv. Finance Chair
  - v. Director of Finance and Operations
  - vi. Representative from the Auction Committee
  - vii. Representative from the Annual Campaign Committee
  - viii. Volunteers

### SECTION 2. Fund Development Yearly Goal

- a. The financial goal for the primary fundraisers will be set by the Governing Board as a part of the approved budget each year.
- b. The strategies consist of the following:
  - i. Individual contributions made by school families and staff, and families and individuals within the greater community, secured primarily through direct mail solicitation
  - ii. The yearly auction event
  - iii. Business support through the solicitation of local businesses for sponsorship or other types of partnerships with the school, including corporate sponsorship

- c. If the target goal for the annual campaign or auction is exceeded in a given year, the Fund Development Chair will work with the Finance Committee to make a recommendation to the Governing Board as to how any additional funds raised through fund development be allocated.

### **SECTION 3. Donor Recognition**

- a. Thank-you letters from the Executive Director and the Campus Principals will be sent to all individuals who make a financial contribution to the annual campaign.
- b. Management of thank-you letters is a function of the Business Office.

### **SECTION 4. Directed Donations**

With the exception of grants, ANCS generally does not accept directed donations (donations that must be spent on specified items or expenses). Exceptions may be made as deemed appropriate by the Executive Director and the Governing Board.

### **SECTION 5. Annual Campaign**

- a. The annual campaign consists primarily of a direct appeal for individual financial contributions to the school.
- b. The annual campaign supplements the funding received from the state and Atlanta Public Schools.
- c. As a charter school, funds raised by the annual campaign are used to sustain and enhance the operations and educational programs of the school.
- d. As the main fundraisers for the school, families will be encouraged to focus their monetary and volunteer support to the direct appeal.

### **SECTION 6. Yearly Auction Event**

- a. The yearly auction event consists of a live auction and raffle event.
- b. The yearly auction event supplements the funding received from the state and Atlanta Public Schools.
- c. Families are encouraged to support the auction through the sales of tickets, donations of goods, or monetary support for the grade-level baskets, and the live and silent portions of the auction at the event.

### **SECTION 7. Grade-Level Trips**

- a. Each year, each grade level may go on a major (i.e., overnight and/or out-of-town) trip that plays an essential role in building community and enhancing students' school experience.
- b. Though families are asked to pay for most of the expenses for these trips, some fundraising efforts are needed to offset the costs of these trips for the school and families in need.
- c. Organizers of the major grade-level trips may sponsor two to three fundraisers per year, one of which can be a school dance. These events will be approved by the Principal and coordinated by teachers and the PTCA.

### **SECTION 8. Request for Items by Teachers/Advisors**

- a. School staff members need to have the freedom to directly request from the ANCS community items or goods they need for their work.
- b. At their discretion, school staff may request small items or goods from the ANCS community. (e.g., supplies for a class project, tissues, hand sanitizer, etc.).
- c. Larger items should be requested through the PTCA mini-grant program or regular school budget process as appropriate.

## SECTION 9. Student Fundraising/Fundraising Fridays

- a. Limited fundraising to support school-sponsored/school-based events (school clubs, organizations, teams, and committees) is appropriate, even desirable, as it builds awareness and community.
- b. Clubs, organizations, teams, committees, and other student/school groups may request up to two (2) “Fundraising Fridays” on each campus per year in order to sell goods, services, or privileges (such as “Hat Day”) to raise funds for their group. All Fundraising Friday requests must be approved by the Campus Principal. No single group will be permitted to have more than two Fundraising Fridays in a school year. Except by specific permission of the Campus Principal in response to extraordinary circumstances, student fundraising will be limited to these Fundraising Fridays. (Note: If a Fundraising Friday has not been claimed by a group by Monday of that week, a group that has already used two Fundraising Fridays may be allowed to claim that Friday.)
- c. In an effort to promote healthy habits and encourage more variety among fundraisers, groups using Fundraising Fridays will be limited to one “food-based” fundraiser (bake sale, candygrams) per year.
- d. Fundraising for clubs, organizations, teams, committees, and other student/school groups is limited to the use of Fundraising Fridays. No other solicitation—whether within or outside the school community, including online (website, PayPal)—is allowed. Any additional funding needs should be requested through the PTCA mini-grant program or regular school budget process as appropriate.
- e. In addition to “Fundraising Fridays”, the yearbook staff may sponsor a campaign to solicit advertising in the yearbook. Solicitation of ads can come from within the ANCS community and from outside organizations, companies, and groups. The faculty yearbook advisor(s) will be responsible for overseeing this campaign and monitoring the ads that are submitted.

## SECTION 10. Fundraising and Collection of Goods to Benefit the Larger Community

Solicitation of goods or funds to benefit the larger community will be limited as follows:

- a. **Student Community Service.** Students learn most by contributing to the larger community through direct involvement rather than by soliciting funds from others.
- b. Advisory, class, and club benefits will focus on acts of service, not on raising monies and the presentation of a check. No advisory, class, or member of a club or group should carry out any fundraising in the context of their service/benefit.
- c. In-school collections of goods for charities (e.g., canned food drive) sponsored by groups of students (by clubs, advisory, etc.) are appropriate and acceptable on a limited basis.
- d. Drives will not exceed two per month per campus, and they will be by prior arrangement/permission with the Campus Principal.

## SECTION 11. All Other Charitable Fundraising or Solicitation of Goods

- a. In order to minimize fundraising demands on the ANCS community and avoid having to choose between publicizing one charitable cause over another, the school will limit all other solicitation of funds or goods for the broader community to posting on the school’s community bulletin board.
- b. **Inclusiveness.** In all fundraising, the school should honor the economic diversity of its families.
  - i. All should feel welcome, regardless of the size of their contributions. Entrance charges for events and dues/fees for participation in clubs or other activities should be modest.
  - ii. Every effort will be made to coordinate fundraisers so that they are spread out over the school year in order to avoid placing a burden on families and/or subjecting them to “giving fatigue.”

## SECTION 12. Fundraising Communication

- a. It is important to know and understand something about the organizations and initiatives being undertaken by students and school groups and for fundraising to be centrally coordinated. At the same time, publicity

for solicitations of donations or goods should not dominate communication from the school, and should be kept to the minimum necessary.

- b. All fundraising requests must receive approval from either the appropriate Campus Principal or, in the case of PTCA fundraisers, the Executive Director.
- c. Any group using a “Fundraising Friday” or sponsoring a charity drive must make an informative announcement or presentation at a morning meeting and in the Courier to acquaint the members of the school with the project and its goals.
- d. The monthly school calendar will include a listing of all upcoming fundraisers and field trips.
- e. The community bulletin board near the entrance of the campuses can be used to make available information about current and upcoming service initiatives, publicize fundraising events and happenings, and sign up for Fundraising Fridays. The school’s Fundraising Policy and practices will also be posted there.
- f. The use of the Courier, morning announcements, emails, and mailings home for fundraising or solicitation of goods will be limited and must be approved by the Campus Principal.
- g. Any representative of the school (staff, student, or parent/guardian) seeking financial and/or in-kind donations from businesses should first receive approval from the Campus Principal and the Fund Development Chair.

### **SECTION 13. Fundraising Situations Outside of This Policy**

- a. Novel situations involving fundraising will arise, with new ideas and proposals for activities that do not easily fit in an established category.
- b. The Strategy Team of the ANCS Fund Development Committee will make recommendations to the Executive Director regarding any fundraising proposal that is not already covered by this policy. The expectation would be that any new fundraising ideas would replace existing events, rather than be added on to the existing slate of events.

## **Approval**

**Policy approval date:**

**Policy effective date:**

**Policy review date:**

06/16/15

07/01/15

08/17