



Fund Development Report // August 2019
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // August 20, 2019

2018-2019 Gather & Grow Fund (Annual Campaign):

Year-End Total: **\$139,575**
(July 1, 2018 – June 30, 2019)
Goal: **\$140,000**
Board Participation: **100 %**

Comparison to last two fiscal years (as reported to Board):

2017-2018 Total: **\$133,544**
2016-2017 Total: **\$119,915**

Wrapping up 2018-2019:

During May and June, Fund Development Coordinator Stephanie Galer and Fund Development Committee members reached out to donors who gave last year but had not given yet in 2018-2019. Throughout the month of June, a Fund Development E-Newsletter, e-mails, and social media posts reminded donors to give to the Gather & Grow Fund by the end of the Fiscal Year (June 30).

These year-end efforts resulted in an additional **\$23,000** for the Gather and Grow Fund in May and June, bringing our final total to **\$139,575** as of June 30, which is \$6,000 more than last year and within \$500 of our goal of \$140,000.

Congratulations and thank you to all who helped make this a successful year for the Gather & Grow Fund!

2019-2020 Gather & Grow Fund:

Plans are in place for the **2019-2020 Gather & Grow Fund**, which began on July 1. Our donor recognition party will take place in early September. Brochures/pledge cards are being updated and are scheduled to go in the mail with a solicitation letter, personalized for each grade, in early October. We will report July and August numbers at the September board meeting.

Continued on next page

Corporate Sponsorship Structure:

Last year Fund Development and PTCA worked together to launch a new model for corporate sponsorships at ANCS. The goal of this new model is to coordinate and streamline solicitation efforts for increased efficiency and overall support for ANCS through the Auction and PTCA events. This new model proved successful with a total of **\$36,000** in sponsorships in 2018-2019. Sponsorship funds are shared between the PTCA and the school's general operating fund.

Over the summer, PTCA and Fund Development leadership met to finalize the sponsorship offerings for the 2019-2020 year, factoring in the new PTCA Kickball Tournament as well as Bingo Night. A team of volunteers and staff will meet on August 20 to begin soliciting corporate sponsors for the 2019-2020 year.

More information about the 2019-2020 sponsorship opportunities will be available on the ANCS website.

2020 Auction Update:

- The **2020 Wonder Ball Auction** will be held on **Saturday, March 7, 2020** at **Ambient Studios**. Fund Development Staff and volunteers are working to identify Auction Chairs and will have more to report at the next meeting.
- An "Auction Roles and Responsibilities" document has been updated and shared with the Fund Development Committee, detailing the role of the Fund Development Committee, Fund Development Coordinator, Auction Chairs, and other paid staff. New this year, there will be four co-chairs (volunteers) as well as hourly paid event staff rather than hiring an event consultant, which will save money and be a more efficient use of funds.

Recent Meetings/Activities:

- **June 19** – The Fund Development Committee met to:
 - Review 2018-2019 Gather & Grow Fund totals to date and plan for the end of the fiscal year.
 - Clarify whether sponsorships are reserved for corporate sponsors or if individuals have the option to sponsor the school. The committee decided that the sponsorship program is intended for corporate sponsors only, and individual donors should be encouraged to support the Gather & Grow Fund. As a result, we will be updating the Fund Development policy to include the corporate sponsorship program, and we will work to better recognize donors to the Gather & Grow Fund by promoting our Gift Club Levels and creating donor recognition incentives at the higher levels.
 - Determine meeting schedule for 2019-2020: the Fund Development Committee will meet on the second Wednesday of every month at 8:15 AM. Monthly financials will be reviewed at the FD meetings in preparation for the board meeting the following Tuesday.
 - *Minutes have been posted on Board on Track.*

 - **August 14** - The Fund Development Committee met to:
 - Review the final numbers for the 2018-2019 fiscal year.
 - Approve proposed pricing for the new PTCA Kickball fundraiser event, which is replacing the Yard Sale.
 - Finalize the 2019-2020 sponsorship opportunities.
 - Review the 2019-2020 Fund Development plan, including new personalized solicitations for each grade, with special focus on Kindergarten families.
 - Review proposed donor recognition incentives for our Gather & Grow Fund Gift Club Levels.
 - *Minutes from this meeting will be posted on Board on Track.*
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Upcoming Activities:

- **Sponsorship Team Meeting:** Stephanie Galer, Meeghan Fortson, Rachel Higgins, and Rachel Ezzo will meet on **Tuesday, August 20** to discuss the strategy for corporate sponsors in 2019-2020 and kick off solicitations.
- **Donor Appreciation Party:** This annual event to thank last year's Gather & Grow Fund donors of \$1,000 or more, as well as ANCS's top sponsors, is scheduled for the evening of **Tuesday, September 10** at **Mediterranea** Restaurant in Grant Park. Invitations were emailed on Wednesday.
- The next **Fund Development Committee** meeting is scheduled for **September 11** at **8:15 AM**.

End of Report.

2019-2020 Fund Development Committee

Susannah Darrow*
Meeghan Fortson, *Chair*
Stephanie Galer*, *Fund Development Coordinator*
Narin Hassan*
Chuck Meadows, *Executive Director*
Sabrina Sexton
Eric Teusink

**Non-Board Member*
