



Fund Development Report // December 2019
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // December 17, 2019

2019-2020 Gather & Grow Fund

November donations received: **\$8,784**
Year to date: **\$39,835**
Goal: \$150,000
Board Participation: **46%**

Comparison to previous years:

2018 November donations received: **\$33,430**
2018 Year-to-Date: **\$60,152**
2017 November donations received: **\$28,875**
2017 Year-to-Date: **\$62,636**

2019-2020 Gather & Grow Fund:

- The November totals for the **2019-2020 Gather & Grow Fund** are less than what we typically raise in November, because they do not include Fall Giving Week/Giving Tuesday donations. Giving Tuesday is usually in November, but this year it was in December due to a late Thanksgiving
- With Fall Giving Week donations and recurring donations already scheduled, we are still on track to reach a total of \$60,000 by the end of December.

Corporate Sponsorships:

- This is the 2nd year of our school-wide corporate sponsorships program. The funds raised from sponsorships are shared between the PTCA and the school's operating budget.
 - So far this year, the sponsorship team of volunteers and staff has raised **\$36,250** in new and renewed corporate sponsorships towards our 2019-2020 goal of \$50,000. Last year, we raised \$36,000 in corporate sponsorships.
 - We will continue to raise sponsorships throughout the year. For more information, visit <https://atlncs.org/become-a-corporate-sponsor/>
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2020 Auction Update:

- The **2020 Wonder Ball Auction** will be held on **Saturday, March 7, 2020** at **Ambient Studios**. Plans are in full swing.
- The 2020 Wonder Ball Co-Chairs **Christine Dyer, Heather Corrigan, and Jennifer Singh** have been busy recruiting volunteers and building their auction committee.
- Solicitations have gone out to all those who have donated auction items in the past, and donations are starting to come in.
- This year's theme is Boogie Wonderball: A Night at the Disco. The Fund Development Committee approved the 2020 Auction Logo at the Fund Development Committee meeting on **December 11**.

Other Recent Meetings/Activities:

- The **Fund Development E-Newsletter** went out on **December 2** to kick off Fall Giving Week and encourage support on Giving Tuesday for a possible match from Facebook.
 - **Fall Giving Week** took place **December 2-6** to coincide with Giving Tuesday/GA Gives Day on Dec 2. Fund Development Committee members and staff promoted the Gather & Grow Fund throughout the week with email blasts, social media posts, morning meeting announcements, yard signs, and handing out info and treats at drop-off and pick-up at both campuses. The week was a success with **26 new donors** and over **\$18,000** raised for the **Gather & Grow Fund**.
 - **December 11** - The Fund Development Committee met to review/discuss:
 - November financial report
 - Review of Gather & Grow Fund solicitations/materials to date
 - Fall Giving Week (Dec 2-6)
 - End-of-Tax-Year Solicitation Plan
 - Wonderball Auction Update
 - Approval of the proposed 2020 Auction Logo
 - *Minutes from this meeting have been posted on [Board on Track](#).*
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Upcoming Activities:

- A series of social media posts, personalized emails, and mass email reminders are scheduled to go out this month to remind constituents to make their gift by December 31 for the 2019 tax year.
- A Fund Development E-newsletter is scheduled to go out on **December 23**.
- The next **Fund Development Committee** meeting is scheduled for **Wednesday, January 8 at 8:15 AM** at the Elementary Campus.

End of Report.

2019-2020 Fund Development Committee

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

**Non-Board Member*
