



Fund Development Report // April 2020
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // April 21, 2020

2019-2020 Gather & Grow Fund

February donations received: **\$4,611**
March donations received: **\$11,070**
Year to date: **\$95,362**
Goal: **\$150,000**
Board Participation: **85%**

Comparison to previous years:

2019 February donations received: **\$8,719**
2019 March donations received: **\$6,753**
Year-to-Date: **\$100,549**

2018 February donations received: **\$3,692**
2018 March donations received: **\$2,299**
Year-to-Date: **\$92,619**

2019-2020 Gather & Grow Fund:

- The Gather & Grow Fund has raised **\$95,362** in cash with an additional **\$16,500** in unpaid pledges and recurring gifts that will be paid by June 30. We have raised **75%** of our goal of \$150,000.
 - In response to the coronavirus crisis, ANCS launched a sub-campaign of the Gather & Grow Fund to raise resources to help us support staff and student families impacted by the virus. Messaging went out via Facebook and the Courier in March. Examples of the support provided to families include technology needs and Kroger gift cards. Donations given through this effort are directed to the Gather and Grow Fund, giving the school the ability to help as needed.
 - Approximately \$7,000 in donations has come in so far as a result of this special fundraising effort, which explains our higher than usual totals in March.
 - The Fund Development Committee discussed our spring fundraising strategy given the current economic climate and coronavirus crisis. We will continue with the same messaging that went out in March, giving a broader community of ANCS donors an opportunity to give. Fund Development Newsletter to go out in late April or early May.
 - Thank you to all Board members who have made a commitment to Gather & Grow Fund so far! The Board is close to reaching 100 percent participation. If you haven't already, please make your gift at www.atlncs.org/donate.
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2020 Wonderball Auction Update:

- The 2020 Wonderball Auction was held on **Saturday, March 7, 2020** at Ambient Studios. This year's theme was Boogie Wonderball: A Night at the Disco.
- **Special thanks** to the 2020 Auction Co-Chairs **Christine Dyer, Heather Corrigan, and Jennifer Singh**, Fund Development Coordinator **Stephanie Galer**, and their team of volunteers for all of their time, energy, and hard work on this event.
- Event went very smoothly and guests had a great time. Auctioneer and electronic screens worked well. "How to" documents are being finalized and will help future volunteers plan and execute the event.
- Preliminary results show that the auction raised approximately **\$115,000** (~\$78K net), slightly below the projected goal of \$130,000. In particular, raffle baskets, Fund-a-Need and child art came in lower than expected. The committee discussed reasons for this, including the Atlanta United Game at the same time as the event; impact of coronavirus after the event, and a shift in donor culture.

Other Recent Meetings/Activities:

- The Fund Development Committee met virtually on **April 15** to discuss:
 - March Financial Report
 - 2020 Wonderball Auction Results
 - Spring Strategy & Special Fundraising Effort

Minutes from this meeting have been posted on Board on Track.

Upcoming Activities:

- **Fund Development E-Newsletter** will go out in late April/early May to current families, alumni parents, and grandparents.
- The next **Fund Development Committee** will meet virtually on **Wednesday, May 13 at 8:45 AM**. Call-in information is available on the ANCS website.

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*
