



Fund Development Committee Report | December 14, 2020

Prepared by Sabrina Sexton (Vice Chair, Fund Development Committee Chair)

2020-2021 Gather & Grow Fund (Annual Campaign):

- YTD Total: \$40,642.25 (as of 12/2)
- Goal: \$140,000 (proposed change to \$105,000)
- Board Participation: 42%

Gather & Grow Goal

- Due to the constraints of the 2020-2021 fiscal year, the Fund Development Committee — in partnership with the ED — recommends revising the Gather & Grow revenue goal to \$105,000 (from \$140,000). This will be reflected in the revised budget that will come before the Governing Board for approval.

Gather & Grow Campaign Activity

- Giving Tuesday's fundraising goal was exceeded with a total of \$19,162 in donations.
- The next campaign milestone is the end of the year. While our fiscal year runs through June 2021, December 31, 2020 is the last day to realize tax benefits from a 2020 donation.
- Paige Teusink shared the year-end campaign plan with the committee.
- The remaining campaign plan will be finalized based on the school's resources and what is determined to be manageable given the ongoing demands of the plan for reopening.

Sponsorships

- Sponsorships continue to be secured. The current sponsorship information is available at <https://atlncs.org/become-a-corporate-sponsor/>
- Sponsorship revenue benefits both the school's operating budget and the PTCA.

Spring Fundraising Event (aka Wonderball)

- The Fund Development Committee asks the team of parent volunteers to propose a plan for the spring fundraising event, considering what is feasible for this year in what is likely to be a virtual environment.
- Chuck is managing outreach to parent volunteers.

Committee Meetings

- Monthly meetings are the first Friday of the month from 2 to 3 p.m.
- The next committee meeting is scheduled for Friday, January 8, from 2 to 3 p.m.
- The committee is planning to meet monthly but may reevaluate the meeting cadence in 2021.

End of report.