



Fund Development Committee Report | March 15, 2020

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

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

- YTD Total (through February): \$72,227.26
- With recurring and pledges (through year-end): \$80,663.58
- Goal: \$105,000
- Board Participation: 92%

Gather & Grow Campaign

- The committee discussed the campaign financials, which exceeded the February goal by over \$4,000.
- The committee discussed how sponsorship revenue is reported going forward and determined the school should be deliberate about developing a strategy to improve participation rates across donor groups, including faculty and staff, next fiscal year.

No Ball Wonderball

- In lieu of an in-person fundraising event, the school community and past Wonderball supporters are invited to support the school through a direct donation this week (March 15-19).
- Supporters are asked to share Wonderball memories on their social channels using the #Wonderball tag, attend a fun-filled evening of trivia and prizes on March 18, and donate towards a \$10,000 fundraising goal.

Fund Development Budget for 2021-2022

- The committee reviewed and approved the fund development income and expense budget to be included in the school's FY2022 budget. The approved budget is the same as the FY2020 budget (pre-COVID) and includes \$233,000 in income (Gather & Grow campaign plus Wonderball) and \$51,400 in expenses (such as event expenses, direct mail, and the donor database license).

Marketing Materials

- The committee reviewed and agreed with Paige's recommendation that printed materials are designed without dates and individual contact information so that they can be more evergreen, reducing the need to incur printing expenses year after year.

End of report.