



## **Fund Development Committee Report | December 09, 2021**

Prepared by Barrett Coker Krise (Fund Development Committee Chair)

### **2021-2022 Gather & Grow Fund (Individual Giving)**

- YTD Total (through November 30): \$82,508.14
- Goal: \$140,000
- Board Participation: 100%

### **Other Fund Development Activities (YTD)**

- Sponsorships (includes pledges): \$29,788.95

### **Gather & Grow Campaign**

- The Gather & Grow campaign is staying strong with each month outperforming the monthly goal. In looking over the history of Gather & Grow giving this is the strongest response we have seen since the 2017-2018 school year.
- Giving Tuesday was a success, exceeding our \$15,000 goal, bringing in \$18,673 via the website and Facebook campaigns. While there were fewer donors to the campaign this year the average gift size was higher.
- The committee discussed the End of Year strategy. There are several communications and reminders to give being staggered throughout December to encourage people to support the school and take advantage of tax savings by making an end of year gift.

### **Other Updates**

- Wonderball planning is in full swing. The reimagined, outdoor event is scheduled for April 23 at the Middle Campus. The focus for this year is all about our school community and bringing us back together. There is a small committee of parents who have already volunteered to help and an additional plug for volunteers, as well as the Save the Date, ran in this week's Courier.

*End of report.*