

## Fund Development Committee Monthly Financial Report - March 2022

\*Financials from Bloomerang may not match QuickBooks due to processing delay

\*\*30% of sponsorship income is allocated to the PTCA

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Cumulative
<b>INDIVIDUAL GIVING</b>													
<i>Revised Goals</i>								\$4,000.00	\$4,000.00	\$4,000.00	\$10,000.00	\$10,000.00	
20-21 Goals	\$3,000.00	\$7,000.00	\$5,000.00	\$20,000.00	\$23,000.00	\$20,000.00	\$4,000.00	\$7,000.00	\$16,000.00	\$15,000.00	\$10,000.00	\$10,000.00	\$140,000.00
<b>20-21 Actuals*</b>	<b>\$3,972.01</b>	<b>\$8,764.49</b>	<b>\$6,247.88</b>	<b>\$30,009.00</b>	<b>\$33,514.76</b>	<b>\$23,343.88</b>	<b>\$5,247.15</b>	<b>\$6,887.58</b>	<b>\$4,099.54</b>				<b>\$122,086.29</b>
Variance	\$972.01	\$1,764.49	\$1,247.88	\$10,009.00	\$10,514.76	\$3,343.88	\$1,247.15	\$2,887.58	\$99.54	\$4,000.00	\$10,000.00	\$10,000.00	\$8,086.29
SUPPLY DONATIONS	\$6,548.85	\$3,410.18	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00				\$10,059.03
SPONSORSHIP**	\$0.00	\$18,760.22	\$9,778.73	\$1,250.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$2,500.00				\$33,788.95
<b>TOTAL REVENUE</b>	<b>\$10,520.86</b>	<b>\$30,934.89</b>	<b>\$16,026.61</b>	<b>\$31,259.00</b>	<b>\$33,514.76</b>	<b>\$23,343.88</b>	<b>\$6,747.15</b>	<b>\$6,887.58</b>	<b>\$6,599.54</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$165,834.27</b>

<i>Recurring Donations/Pledges</i>	\$1,604.20	\$2,356.96	\$1,845.41	\$1,845.41	\$1,845.41	\$1,845.41	\$1,845.41	\$1,845.41	\$1,845.41	\$1,845.41	\$2,099.09	\$3,845.41	\$24,668.94
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<b>HISTORICAL GIVING</b>													
20-21	\$3,496.52	\$2,552.42	\$2,469.48	\$7,142.44	\$7,674.91	\$36,722.68	\$4,073.17	\$8,259.88	\$24,137.88	\$6,867.90	\$11,226.49	\$11,369.74	\$125,993.51
19-20	\$2,342.15	\$4,471.12	\$4,117.36	\$20,059.86	\$9,784.23	\$35,619.88	\$4,227.01	\$4,610.71	\$12,266.42	\$8,131.94	\$9,433.23	\$4,066.79	\$119,130.70
18-19	\$2,939.00	\$2,677.80	\$2,375.98	\$18,728.84	\$33,429.90	\$20,669.81	\$4,255.27	\$8,719.02	\$6,753.07	\$15,614.18	\$11,720.37	\$12,658.17	\$140,541.41
17-18	\$3,689.36	\$3,635.65	\$2,850.50	\$23,585.50	\$28,874.49	\$20,778.70	\$3,214.50	\$3,691.50	\$2,298.50	\$5,513.14	\$29,673.67	\$5,738.56	\$133,544.07

### GIVING BY DONOR TYPE (HOUSEHOLDS)

	# of donors	Total amount	Participation Rate
Parent/Guardian	243	\$89,340.00	46%
Grandparent/Special Friend	86	\$32,019.00	9%
Board Member	12	\$7,341.54	100%
Faculty/Staff	13	\$2,275.64	12%
Alumni Parent	9	\$1,890.00	7%
Supporter			0%

### FY22 FUND DEVELOPMENT BUDGET

Annual Campaign	\$140,000	Software	\$3,200
Wonderball	\$60,000	Marketing/Direct Mail	\$6,425
Sponsorships	\$30,000	Wonderball	\$30,000
Other Fundraising	\$3,000	Other Events	\$7,000
<b>TOTAL INCOME</b>	<b>\$233,000</b>	<b>TOTAL EXPENSES</b>	<b>\$46,625</b>

## FY22 Budget

### Projected Income

Annual Campaign:	\$140,000
Auction:	\$60,000
Sponsorship:	\$30,000
Other Fundraising:	\$3,000

**Total: \$233,000**

### Expenses

Software:	\$3,200
Marketing/Direct Mail:	\$6,425
Auction:	\$30,000
Other Events:	\$7,000

**Total: \$46,625**

NET: \$186,375

## Proposed FY 23 Budget

### Projected Income

Annual Campaign:	\$140,000
Wonderball:	\$30,000
Sponsorship:	\$30,000

**Total: \$200,000** -\$33,000

### Expenses

Software:	\$3,000	-\$200
Marketing/Direct Mail:	\$6,000	-\$425
Wonderball	\$10,000	
Other Events:	\$7,000	

**Total: \$26,000** -\$20,625

NET: \$174,000 -\$12,375

## FUND DEVELOPMENT EXPENSES FY 2022

<u>Date</u>	<u>Vendor</u>	<u>Description</u>	<u>Amount</u>
<b>Fund Development Software</b>			
9/1/21	Bloomerang	Annual Database Fee	\$2,388.00
1/14/22	Canva	Graphics Program Annual Fee	\$238.00
<b>TOTAL</b>			<b>\$2,626.00</b>
<b>Marketing/Direct Mail</b>			
9/28/21	Smartpress	GPSF cards	\$360.47
9/30/21	Vistaprint	Pledge cards + envelopes	\$256.96
10/11/21	Amazon	Seeds for GPSF Mailing	\$84.70
10/11/21	StickersBanners	Sponsorship banner	\$31.50
11/4/21	Sticker Mule	GG magnets	\$297.00
<b>TOTAL</b>			<b>\$1,030.63</b>
<b>TOTAL FUNDRAISING EXPENSES</b>			<b>\$3,656.63</b>

Notes

Qty: 500

Qty: 500

Qty: 300

## Sponsorship Report

Company	Level	Contact	Email Address	Website
Pellerin Real Estate	\$5,000	Philippe Pellerin	<a href="mailto:philippe@pellerinrealestate.com">philippe@pellerinrealestate.com</a>	<a href="http://www.pellerinrealestate.com/">http://www.pellerinrealestate.com/</a>
Helen Kynes	\$5,000	Helen Kynes	<a href="mailto:helen@kynesrealestate.com">helen@kynesrealestate.com</a>	<a href="https://kellerknapprealty.com/author/hkynes/">https://kellerknapprealty.com/author/hkynes/</a>
Washington & Bell	\$5,000	Quinton Washington	<a href="mailto:quintongwashington@gmail.com">quintongwashington@gmail.com</a>	<a href="https://bellwashington.com/">https://bellwashington.com/</a>
Williams Teusink	\$5,000	Eric Teusink	<a href="mailto:eteusink@williamsteusink.com">eteusink@williamsteusink.com</a>	<a href="https://williamsteusink.com/">https://williamsteusink.com/</a>
Athletes' Potential	\$3,000	Ashley Matta	<a href="mailto:ashley@athletespotential.com">ashley@athletespotential.com</a>	<a href="https://www.athletespotential.com/">https://www.athletespotential.com/</a>
PDS Solutions	\$3,000	Davy Nixon	<a href="mailto:davy@pdsolutions.com">davy@pdsolutions.com</a>	<a href="https://www.petrodatasync.com/">https://www.petrodatasync.com/</a>
Original Baby Intown Learning Center	\$3,000	Brooke Midgette	<a href="mailto:brookemidgette@gmail.com">brookemidgette@gmail.com</a>	<a href="http://www.originalbabyintown.com/">http://www.originalbabyintown.com/</a>
Sheldon Sinrich	\$3,000	DeAnn Sinrich	<a href="mailto:deann@sheldonsinrich.com">deann@sheldonsinrich.com</a>	<a href="http://www.sheldonsinrich.com/html/SheldonSinrich_About.html">http://www.sheldonsinrich.com/html/SheldonSinrich_About.html</a>
Cross Fit Atlanta Downtown	\$3,000	Michael Michaelides	<a href="mailto:michaelsquared@at1barbell.com">michaelsquared@at1barbell.com</a>	<a href="http://www.cfdatl.com">www.cfdatl.com</a>
Atlanta Orthodontic Specialists	\$1,000	Christopher Brady	<a href="mailto:cbrady355@gmail.com">cbrady355@gmail.com</a>	<a href="https://atlantaortho.com/">https://atlantaortho.com/</a>
Krevolin & Horst	\$1,000	Joyce Lewis	<a href="mailto:jlewis@khlawfirm.com">jlewis@khlawfirm.com</a>	<a href="https://www.khlawfirm.com/">https://www.khlawfirm.com/</a>
Paula Properties	\$1,000	Paula Ewert	<a href="mailto:paulaewert@kw.com">paulaewert@kw.com</a>	<a href="https://paulaproperties.kw.com/">https://paulaproperties.kw.com/</a>
Glide Pizza	\$500	Rob Birdsong	<a href="mailto:birdsong@glidepizza.com">birdsong@glidepizza.com</a>	<a href="https://www.glidepizza.com/">https://www.glidepizza.com/</a>
The Justin Landis Group	\$500	Justin Landis	<a href="mailto:justinlandis@gmail.com">justinlandis@gmail.com</a>	<a href="http://www.justinlandisgroup.com/">http://www.justinlandisgroup.com/</a>
Beam Imagination	\$500	Pouya Dianat	<a href="mailto:pouya@beamimagination.com">pouya@beamimagination.com</a>	<a href="https://beamimagination.com/">https://beamimagination.com/</a>
Jim Ellis Cadillac	\$250	Carmin Charen	<a href="mailto:fulfillment@zipsprout.com">fulfillment@zipsprout.com</a>	<a href="https://www.jimelliscadillac.com/">https://www.jimelliscadillac.com/</a>
Doc Chey's	\$250	Ashlee Lepore	<a href="mailto:alepore@doccheys.com">alepore@doccheys.com</a>	<a href="https://www.doccheys.com/">https://www.doccheys.com/</a>
Reliable Quality Home Inspections	\$250	Jean Casseus	<a href="mailto:jean@rqhomeinspections.com">jean@rqhomeinspections.com</a>	<a href="https://reliablequalityhomeinspections.com/">https://reliablequalityhomeinspections.com/</a>
<b>TOTAL</b>	<b>\$40,250</b>			
FD (70%)	\$28,175			
PTCA (30%)	\$12,075			