3.2.12 Fund Development, Fundraising, and theAnnual Campaign

Purpose

The purpose of ANCS's primary fundraising initiatives is to supplement funding received from the state and Atlanta Public Schools.

The revenue from these initiatives enables ANCS to maintain the operations and educational programs of the school. These initiatives also provide an opportunity for ANCS to connect with the larger community. ANCS families will be encouraged to focus their support on the primary fundraising initiatives of the school.

Duration

This policy is permanent.

Policy

All ANCS fundraising efforts should be coordinated between the Executive Director, the Fund Development office, and the Fund Development Chair.

SECTION 1. Fund Development Committee

The Fund Development Committee reports to the Governing Board and works closely with the Executive Director and the Fund Development office.

SECTION 2. Annual Fund Development Goals and Strategies

a. ANCS's annual financial goals for fund development initiatives will be set by the Governing Board as a part of the approved budget each year. This includes, but is not limited to, the annual campaign and the auction.

b. Each year a comprehensive fundraising strategy will be developed by the Executive Director, Fund Development office, and Fund Development Committee.

SECTION 3. Acknowledgement of Gifts

a. Tax acknowledgement letters, also serving as a thank you letter, will be sent from the Executive Director to all individuals who make a financial contribution to the school. All IRS guidelines regarding tax acknowledgement will be followed.

b. Management of acknowledgement letters is a function of the Fund Development office.

SECTION 4. Directed Donations

With the exception of grants, ANCS generally does not accept directed donations

(donations that must be spent on specified items or expenses). Exceptions may be made as deemed appropriate by the Executive Director and the Governing Board.

SECTION 5. Request for Items by Teachers/Advisors

ANCS makes funds available to school staff through the annual school budget process and the PTCA mini-grant program. Staff are encouraged to follow these avenues for funding class and project needs rather than establish fundraising efforts such as GoFundMe, DonorsChoose, and other campaigns.

SECTION 6. Fundraising and Collection of Goods to Benefit the Larger Community

In-school collections of goods for charities (e.g., canned food drive) sponsored by groups of students (by clubs, advisory, etc.) are appropriate and acceptable on a limited basis with prior arrangement and permission with the Campus Principal. ANCS believes that students learn most by contributing to the larger community through direct involvement rather than by soliciting funds from others, therefore advisory, class, and club benefits will focus on acts of service, not on raising monies and the presentation of a check. No advisory, class, or member of a club or group should carry out any fundraising in the context of their service/benefit unless express permission has been granted by the Executive Director.

SECTION 7. All Other Charitable Fundraising or Solicitation of Goods

In order to minimize fundraising demands on the ANCS community and avoid having to choose between publicizing one charitable cause over another, the school will limit all other solicitation of funds or goods for the broader community.

SECTION 8. Inclusiveness

a. In all fundraising, the school should honor the economic diversity of its families.

    i. All should feel welcome, regardless of the size of their contributions. Entrance charges for events and dues/fees for participation in clubs or other activities should be modest.

    ii. Every effort will be made to coordinate fundraisers so that they are spread out over the school year in order to avoid placing a burden on families and/or subjecting them to “giving fatigue.”

SECTION 9. Fundraising Communication

a. Fundraising shall be centrally coordinated. Publicity for solicitations of donations or goods should not dominate communication from the school, and should be kept to the minimum necessary.

b. All fundraising requests must receive approval from the Executive Director or the Fund Development office.

c. The school calendar will include a listing of all upcoming fundraisers.

d. The use of the Courier, morning announcements, emails, social media, and mailings home for fundraising or solicitation of goods will be limited and must be approved by the Fund Development office with support from the Executive Director and Fund Development Committee.

e. Any representative of the school (staff, student, or parent/guardian) seeking financial and/or in-kind donations from businesses should first receive approval from the Executive Director .

SECTION 10. Fundraising Situations Outside of This Policy

a. Novel situations involving fundraising will arise, with new ideas and proposals for activities that do not easily fit in an established category.

b. The ANCS Fund Development Committee will make recommendations to the Executive Director and the Fund Development office regarding any fundraising proposal that is not already covered by this policy. The expectation would be that any new fundraising ideas would replace existing events, rather than be added on to the existing slate of events.

Approval

Policy approval date:	Policy effective date:	Policy review date:
06/21/2021	06/21/2021	08/1/2024