



**Fund Development Report // December 2017**  
**Prepared by Meeghan Fortson**  
**ANCS Governing Board Meeting // December 12, 2017**

**2017-2018 Gather & Grow Fund (Annual Campaign):**

October 2017 donations received: **\$23,756**  
November 2017 donations received: **\$29,077**  
Year to date: **\$62,096**  
# of donors: **351**  
Goal: **\$125,000**

**Comparison to 2016:**

October 2016 donations received: **\$21,611**  
November 2016 donations received: **\$28,544**  
Year to date: **\$63,488**  
# of donors: **n/a**

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Since our last Fund Development report in October, the 2017-2018 Gather & Grow Fund has raised over \$50,000, bringing our total amount raised to **\$62,096**. This represents 50% of our \$125,000 goal. We are tracking closely with where we were last year at this time, and are in a strong position as we enter into the end of the tax year.

The total above reflect gifts to the 2017-2018 Gather & Grow Fund received through the end of November, including a successful Georgia Gives Day, in which we raised over \$15,000 in unrestricted support for ANCS.

The following Gather and Grow Fund activities have taken place since our October board meeting:

**October 18 – Message in Courier** following up on the fall solicitation mailer and encouraging parents to give to the Gather & Grow Fund.

**October 19 – Fund Development Newsletter #1** launching the 2017-2018 Gather & Grow Fund and including language to help explain the difference between the PTCA fundraising activities and Gather & Grow Fund.

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**October 20 - Grandparents Day.** The PTCA, hosted another successful Grandparents and Special Friends Day on both ANCS campuses. Guests spent time with their student(s), visited classrooms, watched a chorale performance, and learned more about ANCS and its programs. Matt Underwood encouraged Grandparents and Special Friends to support the 2017-2018 Gather & Grow Fund, and a Fund Development table was set up at the event. A solicitation mailer had been sent in early October to Grandparents and Special Friends.

**October 26** – Following Grandparents Day, Matt Underwood sent an **email to Grandparents and Special Friends**, including a link to view photos from the event and make a gift online. To date, Grandparents and Special Friends have given a total of **\$20,773** to the 2017-2018 Gather and Grow Fund.

**November 20 – Fund Development Newsletter #2**, including Grandparents Day update, Auction Date, Georgia Gives Day, Faculty/Staff Challenge, and a reminder to support the Gather and Grow Fund. Included messaging that ANCS will receive less local funding than budgeted due to the unexpected freeze on Fulton County residential property tax assessments.

**November 28 – Georgia Gives Day on Giving Tuesday.** On November 28, our state's annual day of giving (Georgia Gives Day) joined forces with the national movement #GivingTuesday to maximize charitable giving for Georgia's non-profits during a 24-hour marathon of giving on the Tuesday following Thanksgiving. ANCS participated in Georgia Gives Day again this year and raised over \$15,000 in one day from 38 donors. Contributions made on Georgia Gives Day count as annual campaign donations and go directly towards our operating budget. We marketed this day as a great opportunity for donors to make their annual Gather & Grow Fund gifts if they have not already. We also encouraged parents to share this information with friends and relatives who might want to support ANCS.

**November 30 - Faculty/Staff Challenge.** Based on feedback we received when visiting the Faculty/Staff meetings this fall, the Fund Development Committee assembled a group of anonymous donors to challenge the ANCS faculty and staff to increase their participation in the Gather & Grow Fund this year to 25 percent

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during the month of November. (Last year, Faculty and Staff participation was 14 percent.) If the goal could be reached by November 30, the anonymous donors would make a gift of \$1,000 to ANCS. A gift of any size counted towards this challenge and any gifts that had been made so far during this school year were included.

Meeghan Fortson sent a series of emails to the Faculty and Staff throughout the month of November, and Kristen Daniel encouraged colleagues to participate when she spoke at the November 29 faculty/staff meeting. The challenge concluded on November 30. Faculty and Staff reached an impressive participation rate of **37 percent**. In early December, the anonymous donors made a gift of \$1,000 to the Gather and Grow Fund, which will be reflected in next month's giving totals.

**November 30** - The Fund Development Committee had its first meeting of the year. *See minutes attached.*

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### **2018 Auction:**

The 2018 Wonderball auction is scheduled for **Saturday, March 3**. This date is on the school calendar and has been included in the Fund Development Newsletter.

Throughout the fall, the Fund Development Committee has been actively recruiting volunteers for the 2018 auction. While several key roles have been filled, co-chairs have not yet been identified. An email to parents who indicated interest in volunteering for the auction will go out this week. The first auction committee meeting will take place in January. Anyone interested in volunteering for the auction should contact Meeghan Fortson at [mfortson@atncs.org](mailto:mfortson@atncs.org).

### **Fundraising Software Update:**

- See Fund Development Committee meeting minutes.

### **Part-time Fund Development Coordinator Position:**

- A part-time Fund Development Coordinator position has been posted on the [ANCS website](#). See Fund Development Committee meeting minutes for more information.
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### **Grant Requests/Foundation Support:**

- Matt Underwood, Kari Lovell and David Bradley worked with partnering schools Parkside, Maynard Jackson, and Obama Academy to finish and submit an application for a **USDA Farm-to-School grant** to provide opportunities to build out the farm-to-school program further at ANCS and share learning with these partnering schools. We will find out in May whether we will be awarded the grant, which is \$100,000 over two years.
- The **Zeist Foundation** invited ANCS to meet with them for an update on CREATE. They have committed to continue to support the program.
- This month, we expect to receive the second half of the **Sartain Lanier Foundation's** \$30,000 commitment to support the facilities of the school.

### **Other Fund Development Meetings/Activities:**

- On **October 19**, Meeghan Fortson and Matt Underwood met with PTCA President Hannah Beth Millman, PTCA Fundraising Coordinator Rachel Ezzo, and PTCA Vice President Paige Teusink to discuss messaging around the differences between PTCA and Fund Development. This messaging will be included in Gather & Grow Fund Newsletters and PTCA Newsletters throughout the year to help clarify for parents the various ways to support ANCS.
  - On **October 24**, Meeghan Fortson and Kim Kurtz (Fund Development Assistant) met to discuss the Bloomerang software implementation process and Fund Development activities.
  - On **November 8**, Meeghan Fortson, Matt Underwood, and Kim Kurtz met to discuss Fund Development activities, including Faculty and Staff Challenge, Bloomerang, the 2018 auction, GA Gives Day, the October Fund Development financial report, and the new part-time Fund Development Coordinator position.
  - On **December 6**, Meeghan Fortson, Matt Underwood, and Kim Kurtz met to
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discuss Fund Development activities, including the 2018 Auction, Bloomerang, the status of the November Fund Development report, and the Fund Development Coordinator job posting.

### **Upcoming Activities:**

- **December 18** - Email to community, reminding them to consider making their Gather & Grow Fund gift before the tax year ends on December 31.
- **December 21** - Alumni Breakfast

*For a full list of Fund Development solicitations and activities, please see the calendar on the next page.*

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**ANCS**  
**2017-2018 Fund Development**  
**Calendar of Solicitations & Activities**

**July**

31 Open House at Elementary & Middle Campuses *(Fund Development has a table)*

**August**

13 New Parent Event

**October**

3 Donor Appreciation Event *(2016-2017 Gather & Grow Fund Donors at or above \$1,000)*

4 Faculty Meeting *(Fund Development Chair to attend; encourage support of Gather & Grow Fund)*

6 Fall solicitation letter to Parents and Grandparents **(Mailed Oct 6)**

6 Follow-up email to Donor Appreciation Event Attendees *(include giving link and photos)*

17 Fund Development Newsletter #1 – Email and Facebook *(Kick off 2017-2018 Gather & Grow Fund, differences btwn PTCA & FD)*

18 Announce 2017-2018 Gather & Grow Fund in Courier Post *(Submit by 10/17)*

20 Grandparents & Special Friends Day *(Fund Development has a table)*

21 Fall Fest (PTCA)

26 Follow-up email to Grandparents and Special Friends with PDF

**November**

6 Email from FD Chair to Faculty/Staff with Gather & Grow PDF *(Include participation goal & challenge)*

20 Fund Development Newsletter #2 – Email & Facebook *(Promote GA Gives Day, Fac/Staff Challenge, Grandparent Giving, Announced Auction Date 3/3)*

28 Georgia Gives Day on Giving Tuesday *(Email/Social Media from Exec Dir: Make your Gather & Grow Fund Donation if you haven't already!)*

30 Final Day of November Faculty & Staff Challenge to reach 25% participation

**December**

18 End-of-year Email Solicitation *(Reminder of 2017 tax deadline)*

21 Alumni Gathering

**February**

12 Fund Development Newsletter #3 *(Promote Auction, Gather & Grow Reminder)*

**March**

3 Auction

**May**

TBD Run With the Wolves (PTCA)

7 Fund Development Newsletter #4 & Social Media Posts *(Promote Annual Campaign Week)*

7-11 Annual Campaign Week *(tentative)*

**June**

11 June 30 Email Solicitation #1 – *Reminder to give by June 30*

25 June 30 Email Solicitation #2 – *Reminder to give by June 30*

30 June 30 Email Solicitation #3 – *Last day to give to 2017-2018 Gather & Grow Fund*

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**Minutes**  
**Fund Development Committee Meeting**  
**November 30, 2017**  
**8:30 - 9:30 AM**  
**Elementary School Learning Cottage**

**Attendees:** Matt Underwood, Meeghan Fortson, Eric Teusink, Narin Hassan

**Guests:** Molly Griffith

**Unable to attend:** Mitch White

- I. Meeghan Fortson called the meeting to order**
- II. Fund Development**

**A. Gather & Grow Update**

The committee reviewed the Fund Development calendar of solicitations and activities. Meeghan Fortson shared the following updates with the group:

At the end of the October, the Gather & Grow Fund had raised approximately \$33,000, which is on track with where we should be at this time of year. In comparison, last year we had raised \$34,000.

On Tuesday, November 28, ANCS participated in GA Gives Day on Giving Tuesday and raised over \$15,000 from 38 donors for the Gather & Grow Fund through this 24-hour fundraising effort. In comparison, last year we raised approximately \$14,000 on GA Gives Day.

The Faculty/Staff Gather & Grow Challenge to reach 25 % participation in Gather & Grow Fund by Nov 30 is underway and looks like it will be a success. A group of anonymous donors will give \$1,000 if faculty/staff reach their goal.

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## **B. New Fund Development Position**

Matt Underwood shared that a new 20-hour/week Fund Development Coordinator position has been posted on the ANCS website. The current Fund Development Assistant will be transitioning into fully supporting the CREATE program. This new Fund Development position will be fully focused on Fund Development and will help with all Fund Development activities, including the Auction. This position will need to be approved in the budget at the January board meeting when the board votes on the mid-year budget adjustment. The Committee was encouraged to share the job posting with their networking groups and anyone they think may be interested. Matt will look into posting it on Opportunity Knocks and AFP (Association of Fundraising Professionals) and other sites.

## **C. Donor Management Software (Bloomerang)**

Matt Underwood and Meeghan Fortson shared that the Fund Development Assistant has been working closely with Bloomerang to prepare data to be implemented into the software. We hope to “go live” and begin using the new software to track donations, donors, volunteers, and other relevant information after the first of the year.

## **D. Auction**

The Committee discussed how volunteer recruitment for the auction is going so far. Several volunteers have been recruited for the Auction Committee, but no chairs have been identified yet.

Matt Underwood will schedule a meeting with Narin Hassan, Meeghan Fortson, Kari Lovell, and Matt Underwood to meet with an event planner that the school is thinking about contracting with to help with Auction planning.

Meeghan Fortson will continue to reach out to volunteers to identify this year’s chairs and will keep the committee updated on progress. If no

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chairs are identified by early December, the committee will consider sending an email to the community to recruit a chair.

### **E. Fund Development Policy**

Meeghan Fortson notified the Committee that they will meet to review and make any updates to the Fund Development Policy during the second half of the year, following the Mid-Year Board Retreat. Committee members can find the policy on the ANCS website.

### **III. Meeghan Fortson adjourned the meeting.**

