



Fund Development Report // January 2018
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // January 16, 2018

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

December 2017 donations received: **\$14,757**

Year to date: **\$76,853**

of donors: **412**

Goal: **\$125,000**

Comparison to 2016:

December 2016 donations received: **\$22,552**

Year to date: **\$86,040**

of donors: n/a

Since our last Fund Development report in December, the 2017-2018 Gather & Grow Fund has raised close to \$15,000, bringing our total amount raised to **\$76,853 as of December 31**. We are over half-way towards our \$125,000 goal, which is a strong place to be half-way through the fiscal year.

In comparison to where we were last year at this time, we're tracking approximately \$10,000 behind. The Fund Development Committee will research further to identify donations that came in last year that have not come in this year and take steps to close that gap during the second half of the year, including personal solicitations of our major donors (\$1,000 and above).

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

December 27 – Email blast to parents reminding them of the end of the 2017 tax year and encouraging their support of the Gather & Grow Fund by Dec 31.

December 31 – Facebook post reminding donors of the end of the tax year and encouraging their support of the Gather & Grow Fund by Dec 31.



2018 Auction:

The 2018 Wonderball auction is scheduled for **Saturday, March 3** at the Georgia Freight Depot. December and January have been very busy months for auction planning. Three co-chairs have been identified: **Gracie Gummere, Howard Jenkins, and Sarah Wilcox**. New this year, we are working with a professional event planner (**Rachel Eisaman** from Joli Residential). She and her team will provide support throughout the entire planning process, including help with the auction software, website, and on the night of the event, helping to alleviate the burden on volunteers and staff.

The following meetings/activities have taken place since our last board meeting:

December 12 – Auction Meeting. Meeghan Fortson, Narin Hassan, and Matt Underwood met with Rachel Eisaman of Joli Residential to discuss Rachel’s role with the auction.

December 13 – “Auction Volunteer Information” Email sent to volunteers. Email included a save the date for first Auction Committee meeting in January and announcement that we are working with professional event planner this year. All those who signed up to help with the auction at beginning of year on registration forms and anyone recruited during the fall received the email.

December 18 – “Save the Date for ANCS Auction” Email blast sent to all parents announcing the date of the auction.

December 20 – Auction Meeting. Meeghan Fortson, Narin Hassan, Matt Underwood, Kari Lovell, and Rachel Eisaman met to discuss auction planning, including topics such as division of labor, timeline for auction activities and planning, volunteer leadership, and sponsorship and donations.

December 22 – “Call for Donations” Email sent to last year’s sponsors and donors, announcing the date of the auction and asking them to be on the lookout for sponsorship/donation opportunities in early January.



January 8 – Auction Meeting. Rachel Eisaman, Kari Lovell, Gracie Gummere, Narin Hassan, Meeghan Fortson, and Matt Underwood met to discuss auction topics including timeline, theme, budget, venue, run of show, and first committee meeting.

January 12 – Email to Auction Volunteers reminding them about the first committee meeting on January 17. Approximately 20 volunteers are planning to attend the meeting; and over 30 volunteers and vendors have committed to helping with the auction so far.

Upcoming Auction Activities:

January 15 – Requests for Sponsorship/Donations to be emailed to former sponsors/donors, sent home to all parents, and posted on Facebook.

January 17 – Auction Committee Meeting

Anyone interested in volunteering for the auction should contact Meeghan Fortson at mfortson@atnics.org.

Fundraising Software Update & Recent Activities:

Kim Kurtz, Fund Development Assistant, continues to work closely with Bloomerang to prepare our data to be implemented into the new software. We hope to go live” and begin using the new software to track donations, donors, volunteers, and other relevant information in early 2018.

December 14 – Meeghan Fortson and Kim Kurtz met with Allison from Bloomerang to discuss data clean-up process.

Update on Part-time Fund Development Coordinator Position:

Matt Underwood has received several applications for the part-time Fund Development Coordinator position, posted this fall. Candidates are currently being interviewed. We expect to fill the position in February.



Other Activities:

In an effort to stay connected with our alumni, Matt Underwood hosted an ANCS Alumni Breakfast at the Elementary Campus on **December 21**. Over 40 alums from as far back as the first year of the school attended.

End of Report.