



**Fund Development Report // August 2018**  
**Prepared by Meeghan Fortson**  
**ANCS Governing Board Meeting // August 21, 2018**

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

Year-End Total: **\$133,544**  
(July 1, 2017 – June 30, 2018)  
Goal: \$125,000

**Comparison to last two fiscal years** (*as reported to Board*):

2016-2017 Total: **\$119,915**  
2015-2016 Total: **\$122,507\***

*\*This total reflects donations through May 2016*

**2018-2019 Gather & Grow Fund (Annual Campaign):**

July 2018 donations received: **\$3,023**  
Year to date: **\$3,023**  
Goal: \$140,000

**Comparison to 2017:**

July 2017 donations received: **\$3,689**  
Year to date: **\$3,689**

---

**Wrapping up 2017-2018:**

In addition to our Gather & Grow Fund week in May (reported at the May Board meeting), other Fund Development efforts, including personal outreach to last year's donors who hadn't given yet in the 2017-2018 year, continued throughout May and June to wrap up the fiscal year. E-blasts and social media posts were sent throughout June to remind donors to give to the Gather & Grow Fund by the end of the Fiscal Year (June 30).

These year-end efforts resulted in an additional **\$29,674** in May and **\$5,739** in June for the Gather and Grow Fund, bringing our final total to **\$133,544** as of June 30. We surpassed our goal of \$125,000 by close to \$9,000! Many thanks to Stephanie Galer, Fund Development Coordinator, for all of her great work!

---

## New Sponsorship Structure:

Over the spring and summer, Fund Development Coordinator Stephanie Galer worked with PTCA leadership and the Fund Development Committee to create a new model for corporate sponsorships at ANCS. With guidance and support from Stephanie, the PTCA and Auction Committee will implement the new sponsorship model this fall and will review the progress and gauge success mid-way through the year. The goal of this new model is to coordinate and streamline PTCA and Auction solicitation efforts, for increased efficiency and overall support for ANCS through the Auction and PTCA events.

## Recent Meetings/Activities:

- **May 22** - Matt Underwood, Meeghan Fortson, and Stephanie Galer met with Rachel Ezzo (PTCA Fundraising/Social Media Coordinator) and Hannah Beth Millman (PTCA President) to discuss changes to PTCA fundraising initiatives for next year and coordination with Fund Development activities.
  - **June 5** - The **Fund Development Committee** met on June 5 to review Gather & Grow Fund totals to date and plan for the end of the fiscal year; review previous years of Wonder Ball Auction budgets; and review and propose edits to the Fund Development Policy. *Minutes have been posted on Board on Track.*
  - **July 23 - Matt's Letter to 2018-2019 Parents** - Matt Underwood emailed & posted on Facebook a letter to all parents at the beginning of the 2018-2019 school year. This letter provided an overview of ways to support the school through fundraising and volunteer support of the PTCA, Gather & Grow Fund, and the Auction. It also helped to clarify the difference between the various groups (PTCA and Governing Board) and activities at ANCS.
  - **July 29** – The school and the PTCA co-hosted an **event for families of new students** at the Elementary Campus on Sunday, July 29 from 4-6 pm. This was the first year that the school partnered with the PTCA to host this event rather than hold two separate events. The purpose of the event was for families to socialize and learn more about the PTCA and Governing Board. The event was deemed a success with good attendance. Stephanie reported that several parents signed up to volunteer for Fund Development activities.
-

- **August 7** - The **Fund Development Committee** met on August 7 to review the final numbers for the 2017-2018 fiscal year, finalize changes to the Fund Development Policy (to be voted on at a future board meeting); review the new PTCA Membership levels and proposed combined sponsorship opportunities model; and to discuss Fund Development plan for the 2018-2019 school year, including Gather & Grow Fund and the Auction. The committee also set meeting dates for the remainder of the year (Nov 7, Feb 6, May 8). *Minutes from this meeting will be posted on Board on Track.*

### Upcoming Activities:

- The **Donor Appreciation Party** to thank last year's annual campaign donors of \$1,000 or more and our Auction sponsors of \$1,000 or more is scheduled for the evening of **Tuesday, September 25** at **Mediterranea** Restaurant in Grant Park.

### 2019 Auction Update:

- **Stephanie Galer, Meeghan Fortson**, and Auction Chairs **Rachael Smith** and **Christine Dyer** met on **August 10** to discuss plans for the Auction and review sponsorships structure and various roles and responsibilities of Auction volunteers, staff, and the Fund Development Committee. Plans are underway for the **2019 Wonder Ball Auction** at **Ambient Studios** on **Saturday, March 9**.
- **Stephanie Galer, Rachael Smith** and **Christine Dyer** will meet on **Thursday, August 23** to work on the Auction timeline, detailed budget, and volunteer committee descriptions and expectations.
- **Stephanie, Meeghan, the Auction Team, and Rachel Ezzo (PTCA)** will meet on **Friday, August 24** to discuss the plan for sponsorship asks this fall and review the new, combined sponsorship model for PTCA and Fund Development sponsorships.

### Attachments:

- Matt's Letter to Parents (Emailed on July 23)

End of Report.

---

## Matt Underwood's Letter to ANCS Families – Emailed and posted on July 23, 2018

**Dear ANCS Families,**

Since even before the doors of our school first opened to students in August 2002, we have been fortunate at ANCS to have families that give of their time, talents, and resources to help support our students and the mission of our school. As we prepare to open ANCS's 17th year, I wanted to let you know about ways you can be involved in supporting our school family and your students' educational experiences and to help you better understand the differences between various groups and activities at ANCS.

**Join the ANCS Parent-Teacher-Community Association (PTCA) and attend its meetings and events:** The PTCA **coordinates and promotes parent, teacher and community involvement and communication within the school.** All parents/guardians, teachers, staff and community members are encouraged to join the PTCA, to get involved with its committees and activities, and to attend bi-monthly meetings starting in September. Membership dues and funds raised from PTCA events help provide funding through “mini-grants” for programs and materials that strengthen students' experiences at ANCS, like technology, scholarships for extracurricular activities, and library enhancements. For more details, visit the [website](#) or contact [Hannah Beth Millman](#), PTCA President.

**Volunteer to help out with a PTCA committee or event:** The PTCA runs various committees, such as Health and Wellness and Related Arts, to support ongoing activities for students at the school while also organizing several events, such as Grandparents and Special Friends Day and the Run with the Wolves 5K, that bring our school family together. **These committees and events only happen because of the work of volunteers**, so visit the [PTCA website](#) to learn more about them and see how you can help.

**Support ANCS's “Gather & Grow Fund”:** The [ANCS Governing Board](#) sets the strategic direction and policies for our school to ensure we fulfill the terms of our charter. One aspect of this work is an annual campaign, facilitated by the board's Fund Development Committee, that serves as the school's most important fundraising initiative with every dollar raised directly supporting ANCS's operating budget. While the school receives the majority of its funding from state and local sources, it is not enough to provide support for the project-based learning curriculum and the low student-to-teacher ratios that are vital to our students. **The Gather & Grow Fund brings our community together in a spirit of**

---

**giving on behalf of our students, with a goal of 100% participation from our families.** This fall you will receive more information about how to make a gift to this fund, but in the meantime, for more details, visit [atlncs.org/gather-grow-fund](http://atlncs.org/gather-grow-fund) or contact [Stephanie Galer](#), Fund Development Coordinator. And to learn more about the ANCS Governing Board, visit [atlncs.org/board](http://atlncs.org/board).

---

**Attend and volunteer for the ANCS Wonderball:** Also facilitated by the ANCS Governing Board's Fund Development Committee, **our annual signature fundraiser is a fun and festive community event** that also raises money to support our school's operating budget. The date for this school year's auction is **Saturday, March 9, 2019**, and we hope you will not only attend but also consider volunteering on the planning committees or at the event. Look out for more details once the school year is underway, but if you have questions in the meantime, contact [Stephanie Galer](#).

Finally, here is **a calendar of important PTCA and school activities and events for the coming year**. I look forward to working together to make this a wonderful school year for our students at ANCS!

Sincerely,

Matt Underwood Executive Director

---



# ANCS Calendar 2018-2019

**Color Key:** ■ First/Last Day ■ PTCA Activity or Event ■ ANCS Activity or Event  
■ Holiday ■ Teacher Professional Learning Day (Students do not report) ■ Possible Inclement Weather Makeup Day

### July 2018

- 4 Independence Day
- 16 PTCA Executive Committee Meeting
- 18-20 New Employee Orientation
- 24 Faculty/Staff Retreat
- 25 K-5th New Family Orientation
- 25-31 Teacher Preplanning Day
- 29 New Student Social
- 30 K-5th Open House
- 31 6th-8th Orientation/Meet & Greet

### August 2018

- 1 First Day of School for Students
- 3 Ice Cream Social at EC
- 7 PTCA Chairs Kick-Off Meeting
- 14 PTCA General Meeting
- 17 PTCA 3rd Friday EC Coffee
- 20 PTCA Executive Committee Meeting
- 21 ANCS Governing Board Meeting
- 22 Elementary Campus Curriculum Night
- 24 PTCA MC Coffee
- 30 Middle Campus "Meet the School Family"
- 31 PTCA Mini Grant Applications Go Live

### September 2018

- 3 Labor Day
- 14 PTCA Mini Grant Applications Due
- 15-16 PTCA Yard Sale
- 17 PTCA Executive Committee Meeting
- 18 ANCS Governing Board Meeting
- 21 PTCA 3rd Friday EC Coffee
- 29 PTCA Cardboard Challenge

### October 2018

- 2 PTCA General Meeting
- 4 Midpoint, Semester 1
- 8 Teacher Professional Learning Day
- 8-12 Fall Break
- 15 PTCA Executive Committee Meeting
- 16 ANCS Governing Board Meeting
- 19 Grandparents & Special Friends Day
- 26 PTCA MC Coffee

### November 2018

- 3 PTCA Fall Festival
- 16 PTCA 3rd Friday EC Coffee
- 19-23 Thanksgiving Break
- 26 PTCA Executive Committee Meeting

### December 2018

- 4 PTCA General Meeting
- 11 K-1st Grade Winterfest
- 12 2nd-3rd Grade Winterfest
- 13 4th-5th Grade Winterfest
- 17 PTCA Executive Committee Meeting
- 18 ANCS Governing Board Meeting
- 21 PTCA 3rd Friday EC Coffee
- 21 End of First Semester  
Early Dismissal
- 24-31 Semester Break

### January 2019

- 1-3 Semester Break
- 4 Teacher Planning Day
- 4 PTCA Mini Grant Applications Go Live
- 7 Begin Second Semester
- 8 PTCA General Meeting
- 18 PTCA 3rd Friday EC Coffee  
PTCA Mini Grant Applications Due
- 21 M.L. King, Jr. Birthday
- 21 PTCA Executive Committee Meeting
- 22 ANCS Governing Board Meeting
- 25 MC Coffee  
PTCA Bingo Night

### February 2019

- 15 PTCA 3rd Friday EC Coffee
- 18-22 Winter Break
- 22 Teacher Professional Learning Day
- 21/22 Possible Inclement Weather Makeup Day
- 25 PTCA Executive Committee Meeting
- 26 ANCS Governing Board Meeting

### March 2019

- 9 Wonderball Silent Auction
- 12 PTCA General Meeting
- 15 PTCA 3rd Friday EC Coffee
- 15 Midpoint Second Semester
- 18 Teacher Professional Learning Day
- 18 Possible Inclement Weather Makeup Day
- 18 PTCA Executive Committee Meeting
- 19 ANCS Governing Board Meeting
- 22 PTCA Mini Grant Applications Go Live
- 25-29 Teacher Appreciation Week

### April 2019

- 1-5 Metro Area Spring Break
- 12 PTCA Mini Grant Applications Due
- 15 PTCA Executive Committee Meeting
- 16 ANCS Governing Board Meeting
- 19 PTCA 3rd Friday EC Coffee

### May 2019

- 4 Run with the Wolves
- 14 PTCA General Meeting
- 20 PTCA Executive Committee Meeting
- 21 ANCS Governing Board Meeting
- 24 Last Day of School for Students  
Early Dismissal
- 27 Memorial Day
- 28-29 Teacher Postplanning Days

### June 2019