



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

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

September 2018 donations received: **\$2,191**

Year to date: **\$7,808**

Goal: \$140,000

Comparison to 2017:

September 2017 donations received: **\$2,851**

Year to date: **\$10,176**

As of September 30, the Gather & Grow Fund has raised \$7,800 towards our annual goal of \$140,000 (to be reached by June 30). We have not sent any solicitations yet this year, so the money raised so far is a result of recurring, monthly donations. Compared to last year at this time, we continue to track about \$2,000 behind. (As a reminder, this is largely due to a \$1,000 corporate matching gift that was received last July and a \$1,000 foundation grant that came in last August. While we expect to receive these two gifts again this year, the timing of these types of gifts can be inconsistent.)

Fall Gather & Grow Fund Mailing:

The fall solicitation mailing for the Gather & Grow Fund will be mailed to current parents and grandparents this week. It includes a personalized letter from Matt Underwood and a newly designed brochure highlighting the unique aspects of an ANCS education that are made possible with the help of the Gather & Grow Fund.

This mailing serves as our primary solicitation for the Gather & Grow Fund; however, we will have another big push this fall during our November Annual Campaign Week, which incorporates Giving Tuesday/Georgia Gives Day.

New Sponsorship Structure:

With guidance and support from Stephanie Galer, the PTCA and Auction Committee are implementing our new corporate sponsorship model this fall and will review 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.

This year's sponsorship team –Rachel Ezzo (PTCA representative), Rachael Smith (Auction Chair), Rachel Higgins (sponsorship volunteer), Meeghan Fortson (Fund Development Chair) and Stephanie Galer (Fund Development Coordinator) – met on **Friday, September 21** to finalize materials and have been soliciting corporate sponsors for the past few weeks with positive results so far. The first sponsorship deadline is **October 19** (to be included in Fall Fest materials.)

Donor Appreciation Party:

Our annual Donor Appreciation Party took place on **Tuesday, September 25** from **7-9pm** at **Mediterranea Restaurant** in Grant Park. This event was co-hosted by Matt Underwood and the Governing Board. All those who supported the 2017-2018 Gather & Grow Fund at the Nurture Level (\$1,000 or more) or who sponsored the 2018 Auction at the \$1,000 level or higher (including in-kind donations) were invited. Complimentary food, wine, and beer were served.

There was a brief program during which Lia Santos (Board Chair), Matt Underwood (Executive Director), Stephanie Galer (Fund Development Coordinator), and Meeghan Fortson (Fund Development Committee Chair) spoke about fundraising efforts at ANCS. Approximately **70 people** attended.

Auction Update:

The **2019 Wonder Ball Auction** will be held at **Ambient Studios** on **Saturday, March 9, 2019**.

The Wonder Ball Committee Co-Chairs (Rachael Smith and Christine Dyer) have recruited leadership volunteers to chair the Auction sub-committees. The Co-Chairs and Sub-Committee Chairs had their first meeting on **October 4** to review the Auction committee structure and job descriptions.

There will be an informational “volunteer speed dating” meeting open to anyone interested in volunteering for the Auction on **October 25** at the **Elementary Campus**. Childcare will be provided. We are hoping to have all auction volunteers secured before Thanksgiving break.

Other Fund Development News:

At the state board of education meeting in September, ANCS was awarded a \$75,000 facilities safety grant, which we had applied for this summer. We will use the funds to cover the cost of a new classroom and office door lock project at the elementary campus and interior and exterior door improvements at the middle campus to improve safety and security.

Recent Meetings/Activities:

- The corporate sponsorship team met on **Friday, September 21** to finalize materials and begin soliciting for the PTCA and Fund Development sponsorships. The group met again on **Wednesday, October 3** to review their progress.
- The Donor Appreciation Party took place on **Tuesday, September 25** to thank last year's most generous donors. (*See details above*).
- The Auction Sub-Committee Chairs met on **Thursday, October 4**.
- **Meeghan Fortson** met with **Stephanie Galer** on **Friday, October 5** to review and discuss upcoming Fund Development activities. Monthly Fund Development Chair and Coordinator meetings are scheduled for the year.
- **Matt Underwood** and **Meeghan Fortson** met on **Monday, October 7** to review Fund Development activities.

Upcoming Meetings/Activities:

- **Stephanie Galer, Meeghan Fortson, and Fund Development volunteers** will staff a table at Grandparents Day on **Friday, October 19** to promote the Gather & Grow Fund and accept donations from Grandparents.
 - The Wonder Ball Auction Volunteer Informational Meeting will take place from **6-8 pm** on **Thursday, October 25** at the **Elementary Campus**. Childcare will be provided.
 - The monthly Fund Development Chair and Coordinator meeting will take place on **Friday, November 2**.
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- The Fund Development Committee meets quarterly. The next Fund Development Committee meeting is scheduled for **Wednesday, November 7** at **8:15 AM** at the **Elementary Campus**.

End of Report.

