



Fund Development Report // December 2018
Prepared by Meeghan Fortson, Fund Development Chair
ANCS Governing Board Meeting // December 18, 2018

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

October donations received: **\$18,729**
November donations received: **\$45,933**
Year to date: **\$72,470**
Goal: \$140,000

Comparison to 2017:

October donations received: **\$23,586**
November donations received: **\$28,875**
Year to date: **\$62,636**

With the fall solicitation mailing, Grandparents & Special Friends Day in October, and Gather & Grow Fund week in November, annual campaign gifts have been pouring in. Since the last board meeting, we've raised \$65,000 for the Gather & Grow Fund and are now tracking about \$10,000 ahead of where we were last year at this time. As we head into the end of the tax year, we are more than halfway to our \$140,000 goal with \$72,470 raised.

Key activities over the past two months include:

Grandparents and Special Friends Day:

On Friday, October 19, ANCS once again hosted Grandparents & Special Friends day, which was a huge success thanks to the hard work of the PTCA. Meeghan Fortson and Stephanie Galer staffed a Gather & Grow Fund table at both campuses to promote the annual campaign. Many grandparents made gifts that day, totaling about \$6,000. This is in line with what we have raised in the past at this event. Following the event, an email from Matt Underwood was sent to Grandparents & Special Friends with event photos and the link to our online giving page. Grandparent who did not make a gift at GP&SF day received our fall solicitation mailing in the weeks following.

Fall Gather & Grow Fund Mailing:

In November, the fall solicitation mailing for the Gather & Grow Fund was mailed to all current parents and grandparents who had not yet made a gift this fiscal year. It included 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.

Gather & Grow Fund Week:

As a follow up to the fall mailing, we held our Annual Campaign week on November 26-30, promoting it through email and social media as **#ANCSGives Week**. This was the first time our week of giving to support the Gather & Grow Fund was held for the first time in the fall, and it was a huge success! We set a goal of \$20,000 for the week and exceeded it by raising **\$33,957**.

Moving this week from the spring to the fall allowed us to coincide with Giving Tuesday/Georgia Gives Day, which was November 27. We utilized social media, and encouraged donors to create Facebook fundraisers and leverage Facebook's offer to match donations made on Giving Tuesday up to \$7 million. (We do not know yet how many of our donations will receive the Facebook match.) A total of **\$22,375** was raised for ANCS on Giving Tuesday alone (through Facebook and our website).

We kicked off Gather & Grow Fund Week with a Fund Development E-Newsletter, morning meeting announcements at both campuses, and a Coffee & Information table after morning meeting. Social media posts promoting #ANCSGives continued throughout the week. Elementary students helped us announce our grand total raised the following Tuesday in morning meeting.

The Gather & Grow Fund runs from July 1 to June 30 each year and helps cover ANCS's operating expenses. To make a gift, visit www.atlncs.org/donate.

ANCS Sponsorship Update:

Our new corporate sponsorship model (not part of the Gather & Grow Fund) launched this fall and has seen positive results so far. The goal of this new model is to coordinate and streamline PTCA and Auction solicitation efforts for increased efficiency and overall support for ANCS. Funds raised through sponsorships are divided between the school's operating budget and the PTCA.

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) have secured a total of **\$28,000** in sponsorships so far. The team met again on December 7 to review progress and plan to wrap up the majority of corporate sponsorships by winter break.

Sponsorship opportunities are still available. See the Courier for more information or contact Stephanie Galer at sgaler@atlncs.org.

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) are leading a robust committee of volunteers and plans are well underway. This year's theme and logo was announced in the December 12th Courier: **Jazz Age Speakeasy**.

In early December, information about the auction, including the history of the event and the first solicitation for donated items, was sent home in students' folders. To donate an item to the auction, email auction@atlncs.org.

Other Fund Development News:

- ANCS received \$70,000 grant (over two years) from the Dobbs Foundation for ongoing support of the CREATE teacher residency program
 - ANCS received \$1,000 grant from APS's Whole Child fund for field trips.
 - We have applied for a \$90,000 federal grant from the USDA to support Farm-to-school programs at ANCS, Maynard Jackson, King Middle School, and Parkside Elementary. We expect to hear whether we have received the grant in May/June.
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Recent Meetings/Activities:

- **Stephanie Galer** and **Meeghan Fortson** staffed 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 “Speed Dating” Meeting took place on **Thursday, October 25**.
- **Meeghan Fortson** met with **Stephanie Galer** on **Friday, November 2** to review and discuss upcoming Fund Development activities. Monthly Fund Development Chair and Coordinator meetings are scheduled for the year.
- The Fund Development Committee met on **Wednesday, November 7** to review the fall solicitation, Gather & Grow Fund week, and plans for the Auction.
- Gather & Grow Fund Week took place from **November 26-30**.
- A Fund Development E-Newsletter was sent on **Monday, November 26**.
- **Matt Underwood, Meeghan Fortson, and Stephanie Galer** met on **Thursday, December 6** to review Fund Development activities in light of Matt’s transition.
- The corporate sponsorship team met on **Friday, December 7** to review progress and make plans to wrap up sponsorship solicitations by winter break.
- **Meeghan Fortson** met with **Stephanie Galer** on **Friday, December 7** to review and discuss upcoming Fund Development activities. Monthly Fund Development Chair and Coordinator meetings are scheduled for the year.

Upcoming Meetings/Activities:

- This week, a solicitation letter will be mailed to Governing Board members who have not yet made a gift to the 2018-2019 Gather & Grow Fund. Our goal is 100 percent participation from the Board.
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- The Fund Development Committee will send a holiday card to all donors to thank them for their support and wish them well this holiday season. Cards are being signed this week and will go in the mail on **December 21**.
- End-of-tax-year social media posts and emails are scheduled for the last two weeks of December to remind donors to make a gift by **December 31** for 2018 tax purposes.
- The Fund Development Committee meets quarterly. The next Fund Development Committee meeting is scheduled for **Wednesday, February 6**.

End of Report.
