



**Fund Development Report // January 2019**  
**Prepared by Meeghan Fortson, Fund Development Chair**  
**ANCS Governing Board Meeting // January 22, 2019**

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

December donations received: **\$18,670**

Year to date: **\$91,139**

Goal: \$140,000

**Comparison to 2018:**

December donations received: **\$20,779**

Year to date: **\$83,414**

---

We had a strong year-end, bringing in an additional **\$18,670** for the Gather & Grow Fund in December. We are tracking about **\$8,000 ahead** of where we were last year at this time and have raised **65 percent** of our \$140,000 annual goal (by June 30).

Key end-of-calendar-year activities included: mailing a solicitation letter to all Board members who have not made a gift to the 2018-2019 Gather & Grow Fund; mailing a holiday card from the Fund Development Committee to all donors; social media posts and emails, reminding donors to give by December 31 for tax purposes.

**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. These sponsorships replace the sponsorships that were available for individual events in the past (Fall Fest, Auction, and Run With The Wolves).

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 **\$34,750** in corporate sponsorships to date. Many of these sponsors are repeat donors who have sponsored the Auction, Fall Fest, or Run With the

---

Wolves in the past, and several new sponsors have been identified as well.

The sponsorship team has wrapped up the majority of its work for the 2018-2019 year; however, sponsorship opportunities are still available with recognition at the Auction and Run with The Wolves. Contact Stephanie Galer at [sgaler@atlncs.org](mailto:sgaler@atlncs.org) for more information.

### **Auction Update:**

The **2019 Wonder Ball Auction** will be held at **Ambient Studios** on **Saturday, March 9, 2019**. This year's theme is **Jazz Age Speakeasy**.

The Wonder Ball Committee Co-Chairs (Rachael Smith and Christine Dyer) are leading a robust committee of volunteers and plans are well underway. They are currently soliciting donated items from the community to be auctioned at the event. Please consider whether you or your business can make a donation.

To donate an item to the auction, email [auction@atlncs.org](mailto:auction@atlncs.org).

Auction sponsorships are now part of our new corporate sponsorship model. So far, \$34,750 has been raised in corporate sponsorships, of which \$25,425 is credited to the Auction and will be directed to the school's operating budget. This is more than twice the amount raised in sponsorships for the Auction in the past, which suggests that the new corporate sponsorship model is working.

For more information about the Auction, go to [www.atlncs.org/auction](http://www.atlncs.org/auction).

### **Recent Meetings/Activities:**

- In **mid-December**, a solicitation letter was mailed to Governing Board members who had not yet made a gift to the 2018-2019 Gather & Grow Fund. Our goal is 100 percent participation from the Board. To make a gift online, visit **[www.atlncs.org/donate](http://www.atlncs.org/donate)**.
  - The Fund Development Committee sent a personally signed holiday card with a Gather & Grow magnet to all donors to thank them for their support and wish them well this holiday season. Cards went in the mail on **December 21**.
-

- **Meeghan Fortson** met with **Stephanie Galer** on **Friday, January 4** to review and discuss upcoming Fund Development activities. Monthly Fund Development Chair and Coordinator meetings are scheduled for the year.
- End-of-tax-year reminders were posted on social media and emails were sent the last two weeks of December to remind donors to make a gift by **December 31** for 2018 tax purposes.

### Upcoming Meetings/Activities:

- The next Fund Development Newsletter will be sent in **late January**.
- The Fund Development Committee meets quarterly. The next Fund Development Committee meeting is scheduled for **Wednesday, February 6**.
- **Meeghan Fortson** and **Stephanie Galer** will meet in early February to review the monthly financials report and discuss upcoming Fund Development activities. Monthly Fund Development Chair and Coordinator meetings are scheduled for the year.

End of Report.

---