APPROVED

ATLANTA NEIGHBORHOOD CHARTER SCHOOL
helping students learn to use their minds well

Atlanta Neighborhood Charter School

Minutes

Fund Development Committee Meeting

Date and Time
Wednesday August 14, 2019 at 8:15 AM

Location
Hodgepodge Coffeehouse, 720 Moreland Ave SE, Atlanta, GA, 30316

In accordance with Georgia's open meetings requirements, notice of this meeting has been posted at both campuses and on the ANCS website.

Committee Members Present
Eric Teusink, Meeghan Fortson, Narin Hassan, Sabrina Sexton, Stephanie Galer

Committee Members Absent
Susannah Darrow

Committee Members who arrived after the meeting opened
Eric Teusink

Committee Members who left before the meeting adjourned
Sabrina Sexton

Ex Officio Members Present
Chuck Meadows

Guests Present
Chuck Meadows

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Meeghan Fortson called a meeting of the Advancement Committee of Atlanta Neighborhood Charter School to order on Wednesday Aug 14, 2019 at 8:20 AM.

C. Approve Minutes

Sabrina Sexton made a motion to approve minutes from the Fund Development Committee June Meeting on 06-19-19 Fund Development Committee June Meeting on 06-19-19.
Meeghan Fortson seconded the motion.
The committee **VOTED** unanimously to approve the motion.

II. Fund Development

A. 2018-2019 Wrap Up

Stephanie Galer shared the final 2018-2019 Financial Report for Gather & Grow Fund, which showed a total raised of $139,575.35, ($140,000 goal). She pointed out the following:

- Increase in recurring donations towards the end of the year, so we will see benefit in the 2019-2020 year.
- There were a handful of significant donations received last year that did not come in this year, including $6,000 for film shoot and $4,000 + in Coca Cola Matching Gifts (program was discontinued).
- Faculty/Staff more than doubled their giving amount (this includes parents who are also fac/staff). It could be attributed to positive feedback from faculty/staff after the Wonderball. Meeghan asked what percentage of Fac/Staff gave last year. **Stephanie will provide that number so we can encouraged increased participation this year.**
- 100 percent of the Governing Board supported the Gather & Grow Fund, giving a total of $12,800.

Sabrina asked which grade level has the highest participation. Stephanie will be starting to track/solicit by grade year this year.

Stephanie will send the committee the final Auction financials report.

The group reviewed the past year's annual fund totals listed at the bottom of the report, noting that certain factors need to be considered. These totals pre-date the

implementation of a fundraising database (launched in 2018-2019); Fall Fest originated as a Fund Development event before becoming a PTCA fundraiser event; school facing financial challenges at one time, which explains higher fundraising.

We also discussed the process for gifts that come in at the end of the fiscal year. For donor recognition and fundraising reporting purposes, it was decided that gifts will be applied to the campaign for which the donor intended as per the discretion of the Fund Development Coordinator. **Stephanie will create a written process for year-end gifts.**
Eric Teusink arrived.
Chuck Meadows arrived.

B. 2019-2020 Fund Development Plan

We reviewed the goals for fund development and 2019-2020 schedule of activities, including the 2019-2020 Gather and Grow plan.

- Brochures: Stephanie will use leftover brochures for Kindergarten families because they didn't receive them the year before. Additional brochures will be reprinted without the pledge card. A suggestion was made to change the photos to include groups of students or shots of campus, middle campus. It was suggested we have a planning session to determine what types of photos we need each year and to have a photo shoot each year to capture these photos.
- Segmented letters this year by grade. Kindergarten letter to come from Eric Teusink and Chuck Meadows. Stephanie will be purchasing a printer (FD budget) so she can print these letters

C. 2019-2020 Sponsorships & New PTCA Fundraiser Event

The group reviewed and approved the proposed pricing for the new PTCA Kickball Tournament. This event is replacing the Yard Sale and is intended to be a community building event as well as a fundraiser for the PTCA:

- $150 Paid Team Donation
- $15 Paid Individual Registration
- $150 Additional Donation to Support Another Team
- $15 Additional Donation to Support Another Individual
- No Cost Team Registration
- No Cost Individual Registration

In addition the committee reviewed the 2019-2020 sponsorship opportunities, including the coffee series sponsorship that Piedmont is sponsoring this year. Sponsorship funds are shared between PTCA and the operating budget of the school; the breakdown is based on the benefits/value of the events. The group discussed whether in the future a standard split should be applied across the board to all sponsorships. Further consideration will be given to this idea next year.
Chuck Meadows left.

Sabrina Sexton left.

D. Gather & Grow Gift Clubs & Donor Recognition

The committee reviewed the proposed gift club level recognition benefits for Gather & Grow Fund donors. It was decided that the "opportunity" to purchase a WonderBall table would be one of the benefits. Stephanie will update the gift level benefits and share the final version with the committee.

E. Best Practices & Expectations

The committee discussed best practices and expectations to work most efficiently and effectively. When action/feedback is required from the committee, Stephanie will indicate a "reply by" date in the subject line.

III. Closing Items

A. Adjourn Meeting

Meeghan Fortson made a motion to adjourn the meeting.
Eric Teusink seconded the motion.
The committee **VOTED** unanimously to approve the motion.
There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 10:18 AM.

Respectfully Submitted,
Meeghan Fortson