

APPROVED



**ATLANTA NEIGHBORHOOD
CHARTER SCHOOL**

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Atlanta Neighborhood Charter School

Minutes

Fund Development Committee Meeting

Date and Time

Wednesday September 11, 2019 at 8:15 AM

Location

ANCS Elementary Campus, 688 Grant Street, SE, Atlanta, GA 30315

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

Committee Members Present

Eric Teusink, Meeghan Fortson, Narin Hassan, Sabrina Sexton, Stephanie Galer

Committee Members Absent

Susannah Darrow

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Meeghan Fortson called a meeting of the Communications & Advancement Committee of Atlanta Neighborhood Charter School to order on Wednesday Sep 11, 2019 at 8:22 AM.

C. Approve Minutes

Minutes are approved with Sabrina's minor edit to Section II B to clarify wording about Kindergarten letters.

Narin Hassan made a motion to approve minutes from the Fund Development Committee Meeting on 08-14-19 Fund Development Committee Meeting on 08-14-19.

Sabrina Sexton seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Old Business

A. Final June 2019 Report

Once end of year giving was applied to the 2018-2019 campaign, the final total for 2018-19 year was \$140,541, which means that we surpassed the goal.

The final 2019 WonderBall report was included at the bottom of the June Financial Report. Final Auction net income after all expenses was \$78,920. This was \$20,000 increase over the 2018 Auction. Sponsorship money was \$26K compared to \$10K the previous year.

B. Donor Recognition Plan

Last night's major donor reception at Mediterranea went well and everyone seemed to have a good time. Approximately 55 guests attended. This event recognized last year's Gather and Grow Fund donors of the \$1,000 or above as well as last year's sponsors at the \$1,000 level or higher.

New donor recognition benefits will go up on the website. A link to the sponsor packet will also be added to the website.

The donor plaque for \$5,000 Thrive donors will be done over the summer and displayed at the beginning of the school year. Idea to have one plaque with small brass plates added each year.

A change was suggested for the Cultivate Donor Level to remove language about "Opportunity to have coffee with ED or Board Chair" but instead have ED or Board Chair deliver thank you gift. Stephanie will revise wording and send final version to the committee.

The committee discussed Wonderball benefits for Thrive gift club level. We will offer the opportunity to purchase a VIP Auction table this year at \$500 and we will consider entering all Gather and Grow Fund donors into a drawing for a VIP table.

III. New Business

A. July/August Financial Report

We reviewed the August numbers and have raised \$6,813 to date. No solicitations had gone out but these gifts came in through recurring or lapsed donors. We have roughly \$30,000 in pledge recurring gifts.

A suggestion was made to include a fac/staff participation number on this report.

Parent participation last year was 18%. This year the goal is to reach 28% parent participation.

Stephanie will share various campaign goals for each constituency next month.

We will discuss donor engagement response (included at the bottom of the financials report) at the next meeting.

B. Database Recommendation

Stephanie proposed that we remove gender and title from the fundraising database. The committee approved this decision.

C. 2019-2020 Sponsorship Update

To date, \$26,000 has been raised in corporate school sponsorships. The first inclusion deadline was yesterday (to be included in Kickball tournament recognition benefits).

These are all renewals, with some sponsors increasing their level of support over last year.

D. Board Pledge Form

The committee reviewed a new pledge form for Governing Board members to make their Gather & Grow Fund pledge as well as consider other ways to support the school.

Stephanie will send a google doc to the committee for edits to be made by the next Fund Development Committee meeting. Include language of 100 % board giving importance. Separate out the Gather and Grow Fund giving expectation.

E. Wonderball Auction Update

Stephanie gave us an update on auction chair recruitment. We still need to identify our 2020 auction chairs.

Stephanie will send the list of last year's auction volunteers as well as the people who signed up in orientation forms; Committee will brainstorm names and send Stephanie any feedback by Oct 1. The Auction chair recruitment ask will come from the committee.

IV. Closing Items

A. Adjourn Meeting

Eric Teusink made a motion to adjourn the meeting.

Sabrina Sexton 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 9:37 AM.

Respectfully Submitted,
Meeghan Fortson