

APPROVED



**ATLANTA NEIGHBORHOOD
CHARTER SCHOOL**
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Atlanta Neighborhood Charter School

Minutes

Fund Development Committee Meeting

Date and Time

Wednesday April 15, 2020 at 8:45 AM

Location

Virtual Meeting: meet.google.com/ifj-hezr-dnu

Phone Number: (US) +1 267-873-3249; PIN: 627 005 052#

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

Committee Members Present

Eric Teusink (remote), Meeghan Fortson (remote), Narin Hassan (remote), Stephanie Galer (remote), Susannah Darrow (remote)

Committee Members Absent

Sabrina Sexton

Guests Present

Chuck Meadows (remote)

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 Apr 15, 2020 at 8:55 AM.

C. Approve Minutes

Eric Teusink made a motion to approve the minutes from Fund Development Committee Meeting on 02-12-20.

Narin Hassan seconded the motion.

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

II. New Business

A. Updated Financial Report & Recent Activities

Stephanie Galer shared the current financial report, showing that over \$11,000 was raised for the Gather & Grow Fund in March, which is significantly more than is typical at this time of year. Approximately \$7,000 of this total came in as a result of the special fundraising effort in response to the coronavirus pandemic. Chuck reported that ANCS launched a sub-campaign of Gather & Grow Fund to raise resources to help us support staff and student families impacted by the virus. Messaging went out via Facebook and the Courier. Examples of the support provided to families include technology needs and Kroger gift cards. Donations given through this effort are directed to the Gather and Grow Fund, giving the school the ability to help as needed. Stephanie is using an appeal code to track donations that came in for this sub-campaign.

Gather & Grow Fund has raised approximately \$112,000 to date, including pledges, which is on track to meet our goal. The Committee discussed the best way to approach fundraising given the current economic climate and coronavirus crisis. Stephanie proposed a strategy for a spring campaign that gives people the opportunity to help the school community during this time. Committee discussed timing of the campaign in late April or May and suggestions were made to include GA Gives Day (May 2) and messaging around end-of-year celebrations in communications.

Committee agreed to continue with the same messaging that had already gone out in March and give a broader community of ANCS donors an opportunity to give. Messaging will include examples of how these donations help families. Send messaging through Fund Development Newsletter, which goes to a broader ANCS community.

Stephanie will share Fund Development Newsletter and other messaging with Committee to review and provide feedback before it goes out.

B. Wonderball Auction Results

Chuck Meadows and Susannah Darrow left the meeting at approximately 9:30.

Stephanie reported on the 2020 Wonderball Auction, held on March 7, 2020. Event went smoothly, guests seemed to have a great time. Auction Team received only positive feedback. A big win this year is the creation of detailed "How to" documents with all information for planning the event for future volunteers to use.

Ticket sales were similar to last year, with approximately 415 tickets sold. Auction numbers are still being finalized. Approximately \$115K (gross) came in and we were aiming for \$130K. Raffles, class art, and Fund-A-Need efforts came in lower than expected. Committee discussed possible reasons for shortfalls, including Atlanta United Game conflict, coronavirus impact after the event; and changes in donor culture.

C. Spring Fundraising Strategy

Discussed earlier in the meeting. See above.

III. Closing Items

A. Adjourn Meeting

Narin Hassan made a motion to adjourn the meeting.

Meeghan Fortson 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 9:55 AM.

Respectfully Submitted,
Meeghan Fortson

Documents used during the meeting

None