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Atlanta Neighborhood Charter School

Minutes

Fund Development Committee Meeting

Date and Time

Friday September 11, 2020 at 4:00 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/87392258467?pwd=N3BqdTRLbnQ2ei9WbXB0cGJpbDNXdz09>

Meeting ID: 873 9225 8467

Passcode: 826771

One tap mobile

+19292056099,,87392258467# US (New York)

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

Committee Members Present

Barrett Coker Krise (remote), Eric Teusink (remote), Meeghan Fortson (remote), Sabrina Sexton (remote), Susannah Darrow (remote)

Committee Members Absent

None

Committee Members who arrived after the meeting opened

Susannah Darrow

Committee Members who left before the meeting adjourned

Eric Teusink, Susannah Darrow

Guests Present

Chuck Meadows (remote), Stephanie Galer (remote)

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Sabrina Sexton called a meeting of the Communications & Advancement Committee of Atlanta Neighborhood Charter School to order on Friday Sep 11, 2020 at 4:02 PM.

C. Approve Minutes

Eric Teusink made a motion to approve the minutes from Fund Development Committee Meeting on 06-17-20.

Meeghan Fortson seconded the motion.

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

II. New Business

A. Updated Financial Report

Stephanie Galer presented the Fund Development Financial Report for the 2019-2020 fiscal year. Gifts made through June 30, 2020, are included in the report, although there may be a few minor updates coming as the Business Office continues to process financials.

Gather & Grow giving ended the year at approximately \$119K, which is 79% of our \$150K goal. The end of the year did not see the usual levels of giving, primarily due to uncertainty and impacts of COVID-19.

Susannah Darrow arrived.

B. Review 20/21 Fund Development goals

The committee discussed the Fund Development goals that were established pre-COVID and incorporated into the approved fiscal year budget. Given the ongoing impacts to the Fund Development program, including the inability to hold in-person events and staff/resource constraints, revisions to the fundraising goals will be considered based on what is manageable and attainable.

Eric Teusink left.

C. Annual Campaign Strategy

Stephanie Galer presented a draft of the 2020-2021 Fund Development Plan. The committee discussed stated assumptions around in-person events, mailings, and digital fundraising tactics, as well as communication vehicles. Alternate methods of showing gratitude to major donors were discussed, including a video thank you, a restaurant offer, and recognition on the school marquees. Any committed benefits should be revisited since COVID may impact the school's ability to fulfill them completely.

Susannah recommended pushing out November fundraising communications before the election. A communication from Chuck to the school family was recommended to show all the ways families can support the school, including financial support to the Gather & Grow fund.

D. 2021 Wonderball Auction

Due to the uncertainty of the pandemic, and in order to focus resources on a single plan to execute, the committee recommends that the spring fundraising event Wonderball is not held in person. Stephanie will begin conversations to recruit an event planning committee, and Susannah offered to facilitate a connection with her colleagues who have executed numerous virtual events. There was discussion about ensuring there are equitable opportunities for families at any sort of virtual event/auction (e.g., Teacher Time experiences).

Susannah Darrow left.

E. Sponsorships Program

The committee discussed the need to connect with PTCA to determine what to do with the sponsorship program for 2020-2021. Sabrina is seeking a member of the committee to serve as the committee partner, with the Fund Development Coordinator, to work through the plan and recommendations with the PTCA.

F. Committee Meetings Schedule

The committee will meet monthly through December and will reevaluate the frequency of meetings at that time.

III. Closing Items

A. Adjourn Meeting

Barrett Coker Krise 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 5:11 PM.

Respectfully Submitted,
Sabrina Sexton

Documents used during the meeting

- June 2020 Monthly Report.pdf
- 20-21 Outline of Activities and Dates.pdf
- Wonderball 2021 Suggestions.pdf