

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 December 7, 2022 at 9:00 AM

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

Barrett Coker Krise, Jenna Civitello (remote), Oriol Miroso (remote), Shannon Rutledge (remote), Susannah Darrow

Committee Members Absent

Amber Suitt, Jennifer Tomasino, Pouya Dianat

Committee Members who arrived after the meeting opened

Susannah Darrow

Guests Present

Cassie Leymarie (remote), Chuck Meadows (remote), Paige Teusink (remote), Rebecca Fuller (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Shannon Rutledge called a meeting of the Communications & Advancement Committee of Atlanta Neighborhood Charter School to order on Wednesday Dec 7, 2022 at 9:00 AM.

C. Approve Minutes

The committee did not have a quorum and so the approval of the November minutes will be moved to the January meeting

II. New Business

A. Fund Development Report

Paige Teusink reported on the November financials.

- Giving Tuesday's results were significantly lower than hoped. It looks like this was a trend across the sector, the total raised for 2022 was \$10,363 from 26 donors as opposed to \$18,673 from 63 donors in 2021.
 - There is concern that the Giving Tuesday message is getting diluted as well as general fatigue given elections and other communications
 - On the other side the ANCS website donors have increased since 2020, from \$1,539 in 2020 to \$6,823 in 2022
- Gather and Grow update, November lagged behind prior years. Much of this seems to be due to lower donations from Giving Tuesday and from Grandparents and Special Friends
- \$69,920 so far, \$90,773 including sponsorships
 - Part of the concern is that we haven't had a GPSF day in person since prior to the pandemic. We do see donations from 3 grade and above more than from K-2, which could lead to this.
 - Additionally, now that families are responsible for paying for lunch some of the decrease could be due to the return of those fees, as well as aftercare
 - Overall donations are still trending ahead of every year historically except for last year.
 - Action Item: Paige will pull list of LYBUNT donors and committee will divvy up to do personal outreach
- End-of-year appeals are beginning, 12/7 Courier will have request for holiday assistance for families. There will also be a community newsletter going out week of 12/12 with fundraising ask. There will also be a year-end appeal in the last Courier for the year.
- Ms. Teusink is considering the timing of the bookplate appeal, consideration to pair it with Read Across America in March

Susannah Darrow arrived at 9:11 AM.

B. Wonderball Event

Shannon Rutledge and Rebecca Fuller presented a proposal for the 2023 Wonderball theme.

- Denim, Diamonds, and Pearls
 - Theme will utilize the school colors and play up the 20th anniversary using the existing logo
 - Dress code is casual, leaning into denim as well as school colors
 - The event will take place at the Middle Campus and will utilize a large tent to help encourage close-knit use of space to bring people together
- The fund development committee approves the theme for 2022.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 10:00 AM.

Respectfully Submitted,
Barrett Coker Krise