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ATLANTA NEIGHBORHOOD CHARTER SCHOOL
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Atlanta Neighborhood Charter School

Minutes

Advancement Committee Meeting

Date and Time
Friday April 4, 2025 at 9:30 AM

Location
ANCS Admin Offices
423 Georgia Ave
Atlanta, GA 30312
(entrance on Cherokee Ave)

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
Bex Godsey, Evan Saadat (remote), Jonna Martin, Rebecca Wagner, Susannah Darrow (remote), Wakita Jacobs

Committee Members Absent
Ashley Coogan, Barrett Krise

Guests Present
Alastair Pullen, Paige Teusink

I. Opening Items

A. **Record Attendance**

B.

Call the Meeting to Order

Rebecca Wagner called a meeting of the Advancement Committee of Atlanta Neighborhood Charter School to order on Friday Apr 4, 2025 at 9:33 AM.

C. Approve Minutes

Jonna Martin made a motion to approve the minutes from Advancement Committee Meeting on 02-14-25.
Bex Godsey seconded the motion.
The committee **VOTED** to approve the motion.

II. Advancement

A. Financial Report

March giving exceeded expectations, continuing February's strong momentum. With $30,000 left to reach the $140,000 goal by June, progress remains on track. February focused on Wonderball planning, while March saw $12,900 in individual donations, plus corporate matches and grandparent contributions. Notably, an $8,000 gift came from a charitable trust. The remaining goal is considered achievable.

B. Wonderball Report

Wonderball did not meet financial targets, similar to last year. The event required significant time from January to March, and without an event coordinator this year due to budget concerns, it was challenging to balance multiple priorities while meeting expectations. Raffles performed well, with strong participation and no expenses. However, admissions revenue declined, as expected, due to an increase in complimentary tickets from sponsorships, and auction revenue did not offset the shortfall. Event expenses remained consistent with last year, despite not hiring an event planner.

Ticket sales were down, and the event did not sell out, with comps making up about 30% of attendees. One-third of ticket holders did not show, primarily due to no-show comps. Fixed costs, like food and alcohol, were high relative to ticket pricing and did not adjust for no-shows. External factors, like illness, may have impacted attendance.

The core question: Is Wonderball a community event or a fundraiser? If it's a fundraiser, we should focus on maximizing revenue, not offering a low-cost social event. If it's a community event, consider hosting it at the MC rather than an expensive venue. We need to shift the culture to emphasize financial support, not just a night out.

Given the lack of volunteer support for large-scale events, Wonderball is no longer viable in its current form. The name should be retired, and a new identity should be created for future community-driven fundraising efforts. There is a push for a simpler, parent-focused social event and a possible shift toward a Spring Giving Week with online auctions and

raffles. The event's current format no longer aligns with community needs, especially as many current parents never attended in its original form.
Jonna Martin made a motion to Reimage/reformat Wonderball as a new, more effective fundraising model for next year.
Wakita Jacobs seconded the motion.
The committee **VOTED** to approve the motion.

III. Fundraising

A. Upcoming Opportunities

The goal is to raise $30,000 by the end of the year. Key fundraising efforts will focus on leveraging community events such as Bingo Night on April 18, Run with the Wolves, and the Spring Picnic & Concert. Direct messaging will emphasize how donations support the school, particularly highlighting recent achievements, such as winning Charter School of the Year. The Spring Fundraising Drive will include a Jumbo Postcard Campaign, mailing on April 18, that will feature fundraising goals and progress. Volunteers are needed for a Bingo Night table, which will focus on promoting recurring donations, and there will be a Field Day incentive, offering an extra 30 minutes of Field Day for those who increase their recurring donations.

The communication and engagement plan includes a push for recurring donors, with QR codes for easy giving, promotional materials, and donor spotlights. Increased visibility will be achieved through posters, social media, and weekly Courier mentions. Parent and community engagement will be enhanced with weekly announcements at Friday Morning Meetings, parent fundraising advocates, and a Giving Week push from April 22-26.

Action items include assigning Bingo Night volunteers, finalizing postcards and messaging, identifying parent fundraising advocates, increasing visibility with signage and social media, and preparing materials for the Character Book Parade & Friday Coffee. Additional fundraising efforts include a follow-up for Grandparents & Special Friends, with card mailings, an event calendar, and an accelerated timeline. An end-of-year appeal will focus on school supply needs, nostalgic messaging, and targeting 8th-grade parents.

Donor retention is a concern, particularly with a decrease in recurring donors, generational giving gaps, and reliance on grandparent contributions. Efforts to rebuild the post-COVID community will ensure an inclusive culture of giving, which includes time, skills, and money. Spring sponsorship and corporate giving outreach needs to begin early, with sponsorship packages finalized by May. Lastly, a replacement for the Wonderball event must be developed by May to retain sponsors.

B. New Events

TBD

IV. Closing Items

A. Adjourn Meeting

Next committee meeting is May 9th.
There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 10:29 AM.

Respectfully Submitted,
Paige Teusink

Documents used during the meeting

- Fund Development Report March 2025.xlsx - FD Report.pdf
- Wonderball 2025 Event Report.pdf