APPROVED

ATLANTA NEIGHBORHOOD CHARTER SCHOOL
helping students learn to use their minds well

Atlanta Neighborhood Charter School

Minutes

Advancement Committee Meeting

Date and Time
Friday October 10, 2025 at 8:30 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
Ashley Coogan, Bex Godsey, Evan Saadat (remote), NaTasha Woody-Wideman, Rebecca Wagner, Robin Hubier, Susannah Darrow, Wakita Jacobs

Committee Members Absent
Barrett Krise, Jen Hidinger-Kendrick

Guests Present
Alastair Pullen

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 Oct 10, 2025 at 8:34 AM.

C. Approve Minutes

Ashley Coogan made a motion to approve the minutes from Advancement Committee Meeting on 09-12-25.
Wakita Jacobs seconded the motion.
The committee **VOTED** to approve the motion.

II. Advancement

A. Financial Report

- Tracking at the same pace for fundraising as last year.
- September was a stronger month than expected from the success of the school supply appeal and the 25% increase in recurring donors.
- No recurring giving appeal or secondary appeal as the focus had been on sponsorship.
- Grandparents Day is the next focus and the next appeal will be toward the end of October.

III. Upcoming Events and Support

A. Grandparents and Special Friends Day

- Communication should let them know what to expect in the classroom visit and to look for the table to purchase bookplates, along with options for how to pay. Include in the Courier, as well.
- Send a thank you email afterward. Will look into options to track who gave against Paige's list of people who registered and send a follow-up communication to those who may still want to give.
- There is a new farm work day on the Saturday after Grandparents and Special Friends Day to provide a volunteer opportunity for this group.

B. Donor Appreciation Event

- Committee to arrive at 6:45 p.m., 15 minutes early so there are people in the room as guests arrive.
- Committee to ask the Why I Give questions and capture some quick notes to report back to Bex.
- Many guests will be current and former board members.
- Make a list of key donors for Alastair to connect with that evening.

- These will be the same people we invite to the spring giving event(s).

IV. PTCA Update

A. Upcoming Meetings and Events

Upcoming Meetings and Events

- Fall Fest on Nov. 8 - free family fun event at the EC; volunteers are needed for food, games, setup, clean-up, etc.
- Bingo Night on Jan. 23 - family friendly evening of games for families at both campuses, held at the MC; volunteers needed for prizes, crowd flow, etc.
- Run with Wolves on May 2 - 5K and 1-mile fun run for ANCS families and broader community; volunteers needed registration, t-shirts, time-keeping, etc.
- PTCA is currently paid for by the school, but would like to start moving toward PTCA supporting the school.

1. **Next PTCA meeting Jan. 13**

V. Committee Planning and Business

A. Gather and Grow Fundraising Initiatives

1. **Gather and Grow Fundraising Initiatives**

- Fall Fest
  - Currently a completely free event. Discussed ways for Fall Fest to fundraise for Gather and Grow that could easily be activated in a month (e.g., raffle, family photos, jars/envelopes/QR code to put money into for the person who will get a pie in the face, etc.).
  - Want to get people hearing the message that fundraising is important to the school.
- Giving Tuesday
  - Even if it doesn't drive a lot of dollars, a Giving Tuesday promotion reminds people the school is one organization that should be considered for giving now and EOY. Send an email focused on this, that also serves as lead generation for a push for EOY giving and recurring giving.
  - Paige to give Class Parents language about opportunities to give.
  - Get a flyer into student's communication folders for EC and virtual with MC.
  - For the MC, consider a competition for the advisory that has the most people who give in any amount. The winning group gets a reward like a pancake breakfast. To track it, we could alter the giving form to include the grade or other identifier.
  - At the October donors dinner, responses to the digital Why I Give card will be shared every week through November building to Giving Tuesday.
- Winter Wonderland

    - Consider a raffle
    - Add donation button or link with the program that people will download.
- Consider a fence wrap (evergreen for multiple events) that people can scan the code to give while they wait.
- Sell light-up bracelets, etc. at the door.

- Continue to think about fundraising ideas big and small and send to Rebecca or email the Advancement Committee as ideas pop up; doesn't have to wait until the monthly meetings

B. Committee Work and Meetings

1. **Committee Work and Meetings**

- Roles/Responsibilities
    - Rebecca: Board Member, Cmte Chair
    - Alastair: ED
    - Bex: Dev Staff
    - Wakita: PTCA Chair
    - Robin: Board Member, Communications; Recurring Giving
    - Jen: Board Member, Communications; Events
    - Evan: Board Member, Donors; Sponsors
    - Ashley: Community Member, Major Donors; Events
    - Barrett: Community Member, Foundation; Recurring Giving
    - Susannah: Community Member, Foundation; Events
- New Meeting Time
    - Moving forward we will meet 8-9 a.m. Friday before Board meeting

VI. 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 9:22 AM.

Respectfully Submitted,
Rebecca Wagner