



**Development Committee Report  
18 February 2020**

**Committee Chair:** Meghann Adams

**Report Type:** Update

**Updates:**

**1. Operational Budget/Fundraising Goals**

- a. 2019-2020 Fundraising Goal: \$250,000; 2% of operating budget
- b. Fundraising Expenses to date: \$16,159
- c. GLOBE Trot: \$135,162.52
- d. Annual Fund: \$84,942 received to date
- e. GLOBE Rocks: \$9,206.50
- f. Total Raised (does not include unpaid pledges): \$229,311.02; 92% of fundraising goal

**2. Fundraising Policy**

- a. Made small grammatical revisions, removed mentions of old dates and changed HOS to ED
- b. Added information regarding sponsorships and made updates to current fundraising efforts
- c. Requesting approval from the board

**3. Donor Prospect Videos**

- a. Filming completed on 2/10 and 2/11
- b. 8-10 weeks for postproduction

**4. Donor Relations/Database Management**

- a. Creating centralized worksheet that includes Annual Fund, GLOBE Trot and GLOBE Rocks
- b. Annual Fund Donor Data
  - a. Lifetime Major Donors \$5K+: 10 (6 families; 4 organizations)
  - b. Lifetime \$3K+ Total Donors: 19 (17 families/2 organizations)
  - c. Lifetime \$1K+ Total Donors: 111 (100 families/11 organizations)
  - d. \$1K+ in a Single Gift Donors: 81 (68 families/13 organizations)
  - e. 5-Year Sustainer Donors: 17 families
  - f. 4-Year Advocate Donors: 24 families
  - g. 3-Year Supporter Donors: 67 (61 families & 6 organizations)
- c. Single Donor Database – committee researching options
- d. Send out thank you at end of school year for entire year of giving
- e. Donor wall – recommend moving to digital recognition on large monitors at each campus
- f. Working on updating “support” pages on GLOBE website

**5. Grant Management Update**

- a. GADOE Facility Grants (one grant per campus)
  - i. LC grant spent on phase II of playground project
  - ii. UC grant was allocated entirely to putting on a new roof (\$59K project and grant was for little over \$40K) – Biggest need to address

- b. GADOE Security Grant (one grant for entire school)
  - i. Jerry waiting on one final bid from a vendor before the purchase is made
  - ii. He's aware of 4/30/20 deadline to submit for reimbursement

**6. GLOBE Auction – Saturday, March 28 at 6:30pm**

- a. Tickets range between \$55-\$65 (available now online)
- b. Spring Hall (7130 Buford Hwy NE #100)

**7. Next Development Committee Meeting via Zoom: Tuesday, March 17, 2020 @ 7:30 pm**

**END REPORT**