



PALISADES

CHARTER HIGH SCHOOL

Development Report Board of Trustees Meeting June 23, 2020

Results to Date (thru 6/18/20):

TOTAL FUNDS RAISED TO DATE:	Fund	Current Year	Last Year	Inc/Dec.	2020 Budget
The PCHS Fund	General	\$392,612	\$218,324	\$174,288	\$500,000
Attendance Gift	General	\$2,295	\$0	\$2,295	\$0
Campus Safety & Security	General	\$0	\$2,860	-\$2,860	\$0
Pali Alumni Fund	General	\$1,627	\$0	\$1,627	\$0
The Pali GO Fund	Pali GO	\$4,187	\$42,408	-\$38,221	\$0
TOTAL UNRESTRICTED FUNDS RAISED		\$400,421	\$263,592	\$136,829	\$500,000
Donations to Athletic Teams	ASB	\$9,185	\$10,131	-\$946	\$0
Donations to Classroom Teachers	ASB	\$52,312	\$19,504	\$32,808	\$0
Donations to Extra-Curriculars	ASB	\$53,610	\$32,109	\$21,501	\$0
Donations to Pali Cares	ASB	\$571	\$0	\$571	\$0
Legacy Brick Campaign	General	\$250	\$4,071	-\$3,821	\$0
CTE Incentive Grant	General	\$171,045	\$0	\$171,045	\$171,655
Perkins V Grant	General	\$37,102	\$29,570	\$7,532	\$37,102
Foundation Grants	General	\$8,300	\$0	\$8,300	\$0
Rest. Donations/Pledges - Recd	General	\$49,468	\$99,151	-\$49,683	0
Rest. Donations/Pledges	General	\$0	\$49,468	-\$49,468	0
TOTAL RESTRICTED FUNDS RAISED		\$381,843	\$244,004	\$137,839	\$208,757
TOTAL FUNDS RECEIVED		\$782,564	\$507,596	\$274,968	\$708,757
TOTAL EXPENSES TO DATE:					
Bacio Design		\$3,600	\$6,705	-\$3,105	\$5,100
L.A. Press Printing		\$5,703	\$10,746	-\$5,043	\$6,900
American Direct Mail		\$7,962	\$1,625	\$6,337	\$5,000
Postage		\$625	\$1,700	-\$1,075	\$1,000
Subscriptions		\$5,086	\$21,683	-\$16,597	\$10,000
SafeSave service fees		\$8,618	\$6,725	\$1,893	\$6,232
Salaries & Benefits		\$176,928	\$176,928	\$0	\$176,928
Office supplies		\$703	\$286	\$417	\$200



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Videography	\$1,020	\$495	\$525	\$1,500
Young Alumni Pizza Lunch	\$0	\$199	-\$199	\$190
Career Day & Fair Breakfast/Lunch	\$0	\$322	-\$322	\$0
Donor Bricks	\$2,050	\$0	\$2,050	\$500
Donor Banners	\$675	\$0	\$675	\$1,500
Chamber Expo/Best of the Palisades AD	\$495	\$175	\$320	\$200
New Parent Welcome Breakfast	\$1,400	\$1,162	\$238	\$1,162
TOTAL EXPENSES FOR UNRESTRICTED FUNDS	\$214,865	\$228,751	-\$13,886	\$216,412

TOTAL NET FUNDS **\$567,699 \$278,845 \$492,345**

CTE Incentive Grant Budget to Date:

	Budget	Actual	Balance
CTEIG Funds received:		\$172,705.00	
Mercer Upgrade	\$37,500.00	\$35,919.68	\$1,580.32
VEI/DECA Registration Fees	\$18,095.00	\$18,335.00	-\$240.00
VEI Color Printer	\$400.00	\$423.80	-\$23.80
VEI Class/Trade Show Supplies	\$4,000.00	\$3,707.26	\$292.74
MakerSpace Lab	\$23,150.00	\$10,136.84	\$13,013.16
MakerSpace IMA	\$2,500.00	\$1,913.71	\$586.29
Gilbert Hall Lighting Upgrade	\$4,440.19	\$0.00	\$4,440.19
Music Dept. Apple Cart	\$77,521.03	\$61,508.33	\$16,012.70
VEI Additional Classes	\$9,100.00	\$0.00	\$9,100.00
	\$176,706.22	\$131,944.62	\$44,761.60

Budget included \$4,000 from Perkins Grant for DECA

Campaigns initiated to date:

- 1.) Joint Appeal with Booster Club sent 8/1/19
- 2.) New Parent Welcome Breakfast was heavily attended on 8/17/19
- 3.) Joint Appeal at Booster Kick-Off event on 8/28/19 brought in over \$10,000
- 4.) Back-to-School Night brought in over \$17,000
- 5.) Driveway Days was held on October 16 - 19 promoting PCHS Fund and Booster Club brought in



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\$18,421

- 6.) Joined the Booster Club Phon-a-Thon on November 4th and 13th raising \$25,000
- 7.) Major Donor Reception was held on November 7th brought in \$15,200
- 8.) The CTEIG application for the 2020-21 school year has been submitted. A maximum amount would be \$275,000
- 9.) #Giving Tuesday brought in \$11,271 in one day
- 10.) PCHS Fund Year-End Appeal (12/27 - 12/31) yielded \$27,980 vs. \$10,969 last year.
- 11.) 30 Donor letters were sent to those who committed to making a pledge at the November PhonThon yielded 2 donations.
- 12.) The donor database was broken down by donors who have not given to date into five distinct regions that have historically brought in considerable support over the years. The list was reviewed by the the Development committee.
- 13.) A questionnaire was sent to 25 alums to obtain feedback on the Alumni Network and give ideas on how to make it more engaging for alums. Many alums have requested to be eliminated when they email solicitations.
- 14.) There are 11,928 Pali alums on the www.classmates.com website that is used to connect alums and promote reunions. Looking into how to solicit alums to enroll on the school's website.
- 15.) Thank you email was sent to all donors and discussed the good works during the pandemic and current school needs.
- 16.) Student led Thank You video was sent out and nearly \$3,000 the night of its release.
- 17.) #GivingTuesdayNOW Campaign brought in \$31,503.85. A follow up mailing will be sent to 1,190 families from selected zip codes who have not given to the PCHS Fund or the Booster Club this year.
- 18.) State of the School address from Dr. Magee to be released prior to the mailing to discuss important issues parents want to know and discuss the fiscal impact of the Governor's May Revised Budget will have on PCHS for the next two years.
- 19.) CTEIG allocation for 2020-21 was approved for \$173,107. Perkins V grant funds have been approved for the 2020-21 school year in the amount of \$34,746
- 20.) FEMA-DR-4482-CA-COVID-19 funding application will be submitted before the June 1st deadline once total expenses associated with COVID-19 can be detailed.
- 21.) Year-end solicitation mailing went out 6/9/20 to 1,190 families in 5 designated zip code areas who have not given to the PCHS or Booster Club this year.

Comments:

- 1.) PCHS Fund is up 79.8% over the same period last year (\$171,438).
- 2.) Total unrestricted funds of \$400,421 is 80.1% of our goal for the year.



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- 3.) Current participation in 473/2,718 families (17%). Total families over the same period last year - 276
 Pali GO Fund had and additional 175 donors last year. Total for both = 451
- 4.) PCHS Fund is up 51.9% over the combination of the PCHS Fund and the Pali GO Fund.

<u>Grants Submitted:</u>			<u>Submitted</u>
		Campus Unification & Academic Equity	
Steinmetz Foundation	\$5,000		12/9/2019
CTE Incentive Grant	\$173,107	CTE Grant for 2020-21 school year	11/15/2019
Perkins V Grant	\$34,747	CTE Grant for 2020-21 school year	7/15/2020
FEMA 4482DR	\$98,287	COVID-19 Relief Fund	4/1/2020
CA Teleconnect Fund		Calif. Utilities Commission Relief Fund	4/24/2020
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	\$311,141		

<u>Grants Received:</u>			<u>Received:</u>
Lewis A. Kingsley Foundation	\$10,000	Program Support	7/30/2019
Target Foundation	\$1,000	Soccer equipment	12/27/2019
Mara W. Breech Foundation	\$5,000	Teacher professional development	1/7/2020
American Legion Post 283	\$1,500	Academic Decathlon	2/24/2020
PPWC Foundation	\$800	Repair mosiac in quad	3/3/2020
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	\$18,300		

<u>Grants to be Submitted:</u>			<u>Deadline</u>
J.P. Morgan Foundation	\$5,000	Entrepreneurship	TBD
U.S. Bank Foundation	\$5,000	Entrepreneurship	TBD
MUFG Union Bank Foundation	\$5,000	Special Population Support	TBD
Georgia-Pacific Found.	\$5,000	Entrepreneurship	TBD
Marc & Evan Stern Fdn.	\$5,000	Performing Arts	TBD
Hugh & Hazel Darling Fd	\$2,500	Academic Equity/Pali->START	3/15/2020
Braitmayer Foundation	\$5,000	Academic Equity/Pali->START	3/15/2020
Sydney Stern Trust	\$5,000	Academic Equity/Pali->START	4/1/2020
Joseph Stanley Leeds	\$10,000	Pali->START/Video Production	4/1/2020
Cognizant USA Found.	\$25,000	MakerSpace Grant	5/1/2019
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	\$72,500		

Grants to be Vetted:



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Partner for Dev. Futures	\$5,000	Charter School Education	To inquire
W.M. Keck Found.	\$100,000	Mathematics/Science/Technology Equip	To inquire
Chartwell Charitable	\$10,000	Performing Arts/Program Development	To inquire
S. Mark Taper Fdn.		Performing Arts Transportation	To inquire
William H Hannon Fdn.	\$10,000	Assistance/Scholarships Tech	To inquire
Annenberg Found.	\$20,000	Equity Transportation	To inquire
Carrie Estelle Doheny Eisner Foundation	\$20,000	Assistance/Scholarship Performing Arts	To inquire To inquire
Verizon Foundation	\$5,000	STEAM program development	To inquire
M.B. Seretean Foundation	\$5,000	No response	To inquire

Grants Denied:

Amgen Foundation	\$15,000	Looking for nationwide impact programs	
Wells Fargo Foundation	\$1,000	Must be invited 356 awardees nationally.	
Non Profit Security Grant	\$100,000		
America Honda Foundation	\$25,000	Looking for nationwide impact programs	
Dart Foundation	\$4,500	Only gives within 20 mile radius of Foundation	
Toyota USA Foundation	\$5,000	Must be invited by one of their companies (Torrance N/A) Funds selected projects	
Ella Fitzgerald Charitable Found. Willametta Day Fdn.		No unsolicited proposals accepted Only districts received money; only 2 LEAs granted	
K12SWP Grant	\$20,000		
Ahmanson Foundation	\$59,720	Digital Classroom Renovation	
Best Buy Community Grants	\$5,000	Not Accepting Requests at this time	
Roth Family Foundation	\$5,000	No longer accepting applications	TBD
Semel Charitable Fdn		Only Supports Higher Education	To inquire
Joseph Drown Found.	\$25,000	Program Support - Pali->START	To inquire
Motorola Solutions	\$30,000	Gives only to regional locations	
Mazda Foundation	\$10,000	Gives only to regional locations	



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William C. Bannerman	\$7,000	Supporting COVID-19 emergency	
Alaska Airlines Found	\$10,000	Does not support education	
Cathay Bank Foundation	\$5,000	Does not support annual grants	11/19/2019
		Not enough resourec to support all	
Ralph M. Parsons Found.	\$30,000	apps.	3/5/2020