APPROVED

Eno River Academy

Minutes

Fundraising Committee Meeting - January

Date and Time
Thursday January 15, 2026 at 9:00 AM

Committee Members Present
Lindsey Sealy (remote), Trish Blackmon (remote)

Committee Members Absent
None

Guests Present
Cecelia Stonebraker (remote), Charlie Oakley (remote), Karen Kirby (remote), Sarah Shore (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Lindsey Sealy called a meeting of the Fundraising Committee Committee of Eno River Academy to order on Thursday Jan 15, 2026 at 9:00 AM.

II. Fundraising Committee

A. Updates:

Penny Wars Initiative - Lindsey Sealy
Penny Wars raised $1,635 with nine business sponsors, and the winning grade levels received pizza and ice cream parties. The top two ideas for spending the money were from kindergarten and fifth grade, both proposing outdoor learning spaces.

Children's Winter Market - Lindsey Sealy
Lindsey Sealy provided an update, noting it is not a significant money maker but a good learning experience for kids. The event is part of a unit on goods and services for kindergarten through second grade.

Annual Fund/Giving Day - Lindsey Sealy
Lindsey shared the annual fund update, mentioning a goal of $85,000 and current progress of $54,000.

B. New/Upcoming:

Family Dance
Lindsey Sealy discussed the upcoming family dance, mentioning a DJ has been booked and an orthodontist office is interested in sponsoring. Date is Friday February 13th from 5-7pm.

Book Fair
Lindsey Sealy reported that a book fair is planned for March with the possibility of a used book sale.

Bobcat Bonanza (BB)
Lindsey Sealy emphasized the need to focus on the Bobcat Bonanza, mentioning the importance of securing silent auction items and sponsorships.

Silent Auction - Karen Kirby asked for help with local phone calls and door-to-door efforts to secure gift cards and sponsorships. The group discussed the need for clear guidelines for basket categories and the importance of parental involvement in securing donations. Charlie Oakley will check with boosters to help get items for auction.

Event Planning Discussion included:

- Cecilia discussed reaching out to the arts teacher for a T-shirt design and using the same vendor as last year.
- Sarah Shore suggested moving the whole event (Touch a Truck included) near the upper field for better visibility.
- While the Bounce House company was difficult to work with, it was agreed the concept was worth the pain. Lindsey suggested continuing to have a bounce house or obstacle course - but not with the previous company
- All agreed the 5 K was great and would continue.

- Cross Country has volunteered to work with food.
- The idea of incorporating more interactive and messy activities, like pieing a teacher, was proposed. Talked about booths that were popular - such as the chickens, hair painting, face painting, etc.
- Sarah Shore proposed parental booths or class booths for raising money for specific needs, such as teacher wish lists or outdoor projects. The importance of having a clear plan and guidelines for the parental booth was emphasized.
- The group also discussed the logistics of splitting profits with clubs and teams.
- The group discussed the logistics of handling rain and the possibility of moving the event indoors if necessary. Charlie said they could move into the gym.
- Charlie also brought up the option of moving to a different location such as Fairview Park - there was discussion around what additional activities that would afford such as pickleball tournaments, etc. but it was agreed that would better serve as an additional opportunity - maybe establishing as a Fall event.

Volunteers:

- Discussed how to incentivize parents to participate -
  - Making sure that people know what is needed and how to volunteer.
  - Volunteers get ticket price cuts
  - Teachers could assign for their booths

It was agreed that the group needed to meet more frequently in order to prepare for BB.

Action Items From Discussions

- Reach out to Mrs. Finkenstadt (arts teacher) and last year's vendor to arrange t-shirt production and discuss pricing/possible pre-sales for Bonanza.
- Email Karen the list of silent auction or donation items Lindsey has already received so Karen can track them
- Organize and share a sign-up and instructions for class/grade basket themes with staff and families to collect auction donations
- Reach out to Topgolf, Urban Air, and other large donors/experiences to solicit major auction items
- Organize and run the 5K event again this year and confirm the proceeds split arrangement with the cross country team
- Confirm Bounce House
- Confirm Stage Prep and schedule of events
- Touch a Truck lineup
- Develop list of booths and activities
- Outline Communication Plan to enlist and incentivize volunteers

C. Athletic Fundraising Update:

Charlie Oakley reported that he had not had the opportunity to meet with the Boosters re: next steps.

III. Other Business

A. ERA Development/Capital Campaign Update

Trish Blackmon reported that Armstrong McGuire had been chosen to work with Lindsey Sealy in support of the work of the Expansion Task Force. Based on the outcomes from that group, a Capital Fundraising Taskforce would be named to move forward also working with Armstrong McGuire.

IV. Closing Items

A. Adjourn Meeting

The next Fundraising Committee meeting is February 19th at 9am. Additional meetings will be determined.
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,
Trish Blackmon