

FUND DEVELOPMENT REPORT: August 2015

- ▶ End of fiscal year annual campaign numbers: total donations through June 2015: \$140,462.73.
- ▶ Auction totals were approx \$120,000 so total fundraising for the year=approx. \$260,462.73
- ▶ July 2014 total received: \$11,790.50 (please refer to Annual campaign monthly report for detailed information). This is a large increase for June from 2014 (\$3595.00)

Recent Activities:

- ▶ We organized a Fund Development social for new families on August. 9. Matt, Mitch, and Narin welcomed families and talked about the history of the school, why we need a campaign and auction, and ways to be involved as a new parent.
- ▶ We are planning to send mailers to grandparents before GP/Special Friends day and design a new simple reminder to parents to mail in October.
- ▶ We have ordered/replenished materials and swag for the year (letterhead, mailers, magnets, stickers, etc).
- ▶ Matt and Narin have met to discuss new strategies for the year, including reaching out more directly to local businesses, contacting our vendors and letting them know about our campaign and school initiatives, working on our branding materials, and also planning the new ANCS video.
- ▶ Narin has met with PTCA president Joy Prince to discuss ways to collaborate and will be attending a PTCA executive committee meeting to strategize ways to balance PTCA fundraising and fund development activities.
- ▶ We are finalizing auction chairs and date/location.

Current initiatives and goals:

1. maintaining the goal of 100% participation and \$200,000 in direct donations.
2. educating new families about the ANCS funding structure and the importance of supporting the auction and annual campaign.
3. creating new materials for the campaign and creating initiatives and materials that highlight why we still need funding, and what particular initiatives can be supported (eg. reducing class sizes, supporting nutrition/wellness programs, building foreign language programs etc).
4. improving our presence on the ANCS website/updating the Annual campaign page
5. continuing with our Fund development newsletters/e-blasts and incorporating more of a presence in the courier (still would like to create a Fund development section of courier) and facebook.