

September 11, 2009

Hello SJB Families,

This document contains the key results of the May 2009 Fundraising Survey and the Fundraising Task Force's recommendations for SJB fundraising going forward. Any recommendations that H&S chooses to follow must receive approval from the school and parish offices before proceeding. It is the intent to have the H&S association (SJB parents) vote at the November 2009 meeting on the direction we would like to have SJB fundraising proceed in 2010 and beyond.

In addition, the association needs to decide on a spring fundraiser for 2010. We will also make this decision at the November 2009 meeting. Most suggestions to the H&S officers have focused on a "Fun Run" much like the way the Diabetes Walk or Jump Rope for Heart fundraisers are held – students would get pledges and then participate in a walk/run because of those pledges. There are different ways to have this type of event, including expanding it to the entire community. Different suggestions for this "Fun Run" are listed after the survey results and recommendations. If you have other suggestions for a spring fundraiser, please do not hesitate to contact any H&S officer.

If you have any questions about the information in this document, please contact any H&S officer for more information.

Thank you!

Kristin Strehlow, H&S President
Ann Torrison, H&S Vice-President
Colleen McConnaha, H&S Secretary
Tracie Nygaard, H&S Treasurer

2009 Fundraising Survey Key Results

- 82.7% think that fundraising participation SHOULD be expected from all SJB families
- 78.8% think that families should have option to pay an opt-out fee. Of 6th – 8th grade families, 86% think that there should be an opt-out fee.
- 31.3% think that \$200 maximum per family (per year) is an acceptable opt-out fee
- 90.4% participate in non-H&S fundraisers (church, co-curricular, classroom) with 91.5% of these saying that it does NOT deter them from participation in H&S fundraisers.
- Participation in non-H&S fundraisers is because families want to support the class/group (81.9%) or because the fundraisers directly help their children (69.1%)
- 96.1% participate in at least one on-going fundraiser with Box Tops being the #1 (91.3%), Campbell Soup UPCs is #2 (73.1%), Milk Caps is #3 (59.6%), Market Day is #4 (38.5%) and Ink Cartridge Recycling is #5 (34.6%).
- 98.1% participate in at least one annual fundraiser (actual fundraiser tracking shows that this number is 93%, which tells us that those that do not participate were less likely to complete the survey).
- 92.2% of families buy the fundraising items themselves with 27.5% buying 75-100% of the total purchases.
- 59.8% feel that there are too many SJB fundraisers. This percentage increases to 71.2% for families with 6th – 8th graders.
- 63.1% would like to see an annual campaign drive that would go toward general operating expenses (keeping tuition low) OR to whatever is needed that year.
- 66.3% of families would NOT accept a tuition increase so that fundraising could go toward a specific need (we interpret this as leaving the yearly goal as going toward general operating expenses).
- 3EC and 4EC families (without older students) request that more specific information about fundraising be given to them.

2009 Fundraising Task Force (FTF) Key Recommendations

The FTF recommends the following for Home & School Annual Fundraising Efforts:

- Annual Fundraising participation should be expected of every SJB family
- Each annual fundraiser should have an “opt-out” fee for families that do not wish to participate in the fundraiser by solicitation.
 - This opt-out fee will vary depending on the requirements of each fundraiser.
 - This opt-out fee can be based on a ‘per student’ or ‘per family’ amount depending on the requirements of each fundraiser.
- H&S should limit annual fundraisers to a maximum of two (2) per school year.
 - One (1) annual fundraiser should be during the fall season.
 - One (1) annual fundraiser should be during the spring season.
- Annual fundraisers should continue to apply toward the yearly H&S fundraising goal set by the parish
- H&S should clearly identify Annual fundraising efforts as helping H&S reach its yearly fundraising goal to distinguish from other fundraising activities (church, co-curricular, external, etc.). In the same respect, any fundraisers that do NOT help H&S reach its yearly fundraising goal should be clearly communicated to families.
- H&S needs to present results of fundraising regularly so that families understand what money is needed and what has been earned so far. Regular updates (daily, weekly) *during* an annual fundraiser are highly recommended so that families have the chance for an extra “push” before the end of the fundraiser.

The FTF recommends the following for Home & School On-Going Fundraising Efforts:

- On-going fundraising participation should be encouraged by, but not expected of, every SJB family
- On-going fundraisers should be used for a specific goal rather than applied toward the yearly H&S fundraising goal set by the parish
 - The specific goal could be short-term for the current school year needs

- OR the specific goal could be long-term where the money each year is reserved until a specific amount is reached (this could take multiple years)

*****Please note...2009 on-going fundraisers DO count toward our yearly H&S goal of \$25,000. This FTF recommendation is for the calendar year 2010 (or beyond) to accommodate requests in the survey to have fundraising to support a specific goal.**

The FTF recommends the following for other fundraising efforts :

- External Fundraising (Jump Rope for Heart, Diabetes Walk)
 - These external fundraisers promote a Christian attitude of community service and helping others and generally, they do not prevent participation in H&S fundraising, so they should continue as desired.
 - These external fundraisers should not take away from regular school instructional time (our own school fundraisers are not done during school hours).
 - A percentage of the money raised from these external fundraisers should remain with SJB School as part of the H&S yearly fundraising goal.
 - These fundraisers should not occur at the same time as H&S fundraising
- Classroom Fundraising (for field trips)
 - A better understanding of field trip costs and educational needs of field trips is needed to justify the need for the field trip and thus, the classroom fundraising for the field trip.
 - Find lower cost field trips to prevent the need for classroom fundraising?
 - Set a per student per year field trip cost limit to prevent the need for classroom fundraising?
 - Until the above suggestions are determined necessary or unnecessary.....
 - Classroom Fundraising should be limited to one (1) or two (2) per year per classroom.
 - Classrooms should offer “opt-out” option for families
 - These fundraisers should not occur at the same time as H&S fundraising
- Co-Curricular Fundraising (Chess Club, Athletics, etc.)
 - These fundraisers should not occur at the same time as H&S fundraising
 - No other recommendations for changes.
- Church Fundraising
 - No recommendations for changes
- Grant Writing or Direct Business Solicitation for donations
 - The FTF did not discuss this type of fundraising in detail nor were families surveyed about it.
 - However, we recommend that SJB develop a policy/procedure to address these types of donation requests.
 - To allow the school/parish office and its associated groups (H&S, School Board Committee, Parish Council) to be aware of which businesses are being solicited this way.
 - To prevent local businesses from being solicited multiple times in a single year.
 - To control the use of SJB's name in requesting donations.

Specific suggestions:

- Add an Annual Giving campaign as one of the two H&S annual fundraisers, but not until after the Faith in Our Future campaign is completed.
- Have a “Healthy” fundraiser like a “Fun Run” in which students/families would collect sponsorship for completing a certain number of laps/miles instead of selling something.
 - This would promote a healthy lifestyle and match up to our school wellness policy.
 - This would emulate the “Jump Rope for Heart” or “Diabetes Walk” fundraisers that have traditionally been as or more successful than SJB's “selling” fundraisers.

2010 Spring H&S Fundraiser – “FUN RUN”

There are 2 options for a spring “Fun Run” at SJB – keeping it internal or expanding it to our community. Either option will require participation of our SJB families not only as participants in the run itself, but also as volunteers during the event.

Below is a summary of the two options. This is not intended to be a complete list of each option’s requirements, but tries to give an overview of what each option could be like.

As an association, H&S will need to vote at the November 2009 meeting on which type of “Fun Run” SJB should hold in spring 2010.

Option 1 – Internal Fundraiser (like Diabetes Walk)

- Only SJB Students would participate and collect pledges
- Pledges could be a flat donation or based on the number of miles/laps
- Could be held during the school lunch/recess periods and students would walk around the school block or during non-school hours
- Would require parent volunteers during the run itself to monitor the block corners and track laps/miles of students
- Could ask city to close the streets around the school during this certain block of time, which would give students more room to walk/run.
- For reference, the Diabetes Walk in spring 2009 raised \$3171 with 59% of families collecting donations. Jump Rope for Heart in spring 2009 raised \$4246 with 55% of families collecting donations.

Option 2 – External Fundraiser (like Cheesehead Chase)

- Open the participation to the community and increase the number of participants.
- Pledges could be a flat donation or based on the number of miles
- Would be held on a weekend day
- Would need to mark off paths within city for the walk/run – could look into high school track, plank trail, county fairgrounds or city streets
- May need to have city close certain streets depending on path of the run.
- Would require all families to volunteer the day of the run to monitor water stations, start/finish lines, runners, etc.
- May require additional outside groups (ambulance, police, etc.) to be involved the day of the run.
- Would allow other SJB groups to hold fundraising activities (i.e., bake sale, brat fry) during the event
- For reference, the 2009 Cheesehead Chase raised \$6000.

If you have other options for a spring fundraiser, please let us know!