

Foundation Meeting

September 17, 2007

Richmond brought \$500,000 in revenue to PPS by bringing in children from outside the district!

Present

Andy Felcher

Angie Tomlinson

Jeffery Hardy

Tim Gooding

Kerry Sheryl

Kristina Kallen

Kathryn Anderson

Jean Kaliszewski

Katie Whitney

Cathy Zaerr

Jennifer Gregor

David Gregor

Doug Peters

Shannon Sweet

Plan for the fall (Decisions made)

1. Restaurant drive –

- September Lauro
- October Academy Theater
- November Pizzicato
- December Bar
- January ??
- February Barnes & Noble

2. Playground fundraising – Colleen will work on asking businesses. As of October 15, PTA will make up the difference

3. Parent pledge drive – goal approx. \$125,000 TBD based on budgets in Spring.

- Flyer – soon – focus on class size and expanded enrichment
- Kickback the Kicker – Weekly November
- Fall focus – family participation
- Spring Focus – staffing positions

4. Leadership team for foundation

- Andy – President
- Tim – Treasurer
- Angie & Katie – Secretary
- Jean – Donor relations

Next meeting – October & 3rd Monday of every month

Agenda items: Business pledge drive. Target golf sponsor Inoye.

Auction

November Kicker campaign

To Do

Person responsible	Task	Timeline
Angie	Reminder to listsev about Lauro fundraising. Gift certificates also count. Include menu URL	Tonight
Kristina Kallen	have PTA work with Kathryn on transportation planning issue.	Next PTA meeting
Kathryn	Newsletter -- neighborhood transportation plan contacts so parents can contact city offices	Next newsletter
Angie, Tim, Jean & Andy	attend Foundation luncheon.	September 26
First grade parents. <i>Who specifically?</i>	come to Kindergarten tea to mentor new parents.	September 28
Sara	Creative hallway display about fund drive. Fall focus on percent participation	By end of September
Angie	Ad or article in the SE Examiner for October (Academy) and November (Pizzicato) fundraisers	By end of September
Cathy	Ad or article in Richmond Neighborhood newsletter about restaurant fundraisers	By end of September
Jeff, Andy, David – maybe Dawn, Anne (who wrote the flyer last year).	Flyer for Kick Start for Richmond campaign – include link to calculate your kicker. Send to foundation for email comments	Send out every week starting in November
Colleen	Get playground \$ from businesses, community board	Before October 15
PTA	Close gap in playground funding	October 15
Colleen, Jennifer, Angie, Maxine	figure out December restaurant fundraiser and February B & N event. Burgerville	End of October
Jean, Cathy, Shannon	Thank you notes for fund drive donations	As donations come in
Cultural Center committee, Kristina, Kathryn	Coordinate arts donations, cultural arts specialist, artists in residents – create class art projects for possible auction event	Ongoing

Meeting Notes

Restaurant Update
Goal: one per month.

Lauro Fundraiser – September 19 – Can buy a gift certificate for the Richmond fund, and they will assign that money. Will include a reminder email to ONK newsletter.

October – Academy Theater? Wednesday night. Probably October 17. Gate, concessions, will donate 15% of Richmond families. Have babysitting. Have Ratatouille? Kids show at 4 – 4:30.

Pizzicato – November 6th – 61st and Division location – could get a gift card and use it at anyone. 400 – 500 out of it.

Potential upcoming

- Burgerville – December? Colleen could follow up. Make sure that there are football or basketball games at Cleveland High School to help revenue.
- Bar like place – Bridgeport, McMenamins on Broadway
- Saturday B & N event at Lloyd Center. Raised \$1300 in the past. Have children and greeters at the door to ask shoppers to say that their purchase is for Richmond. Children performed with Richmond. Between January and March, it would also help us with promotion for 2008-2009 enrollment.

Increasing total sales – talk to local businesses about promoting catering on that day (call two weeks in advance).

Grant Committee

Opus foundation 3 – 1 match. Up to \$15,000. Richmond needs to raise \$5000. Donations are about \$1000 so far. Colleen is working on getting \$ from the community board, neighborhood businesses. As of October 15, PTA will make up remainder so that installation can take place.

Raised \$11,000 for garden. Need a general contractor. Didn't get grant from Kinsman.

Parent Pledge Drive

Results as of September 17 = \$5040 from 15 families.

Review of past Foundation strategies and funds raised

	2004-2005	2005-2006	2006-2007	2007-2008 goals
Parent pledge drive	\$3,302	\$19,337	\$42,174	Y
Matching gifts		\$750	\$2,620	
Business pledge drive		\$3,100		Y
Auction		\$6,544	\$12,607	?
Grants		\$25,000		?
Individual Fund		\$3,148		

raisers				
Scrip			\$239	Y
Spring Festival			\$1059	Y
Restaurant Drive			\$464	Y
Yearly Total	\$3,302	\$58,518	\$65,276	\$125,000

Anticipated Needs

TBA – have an interim superintendent and don't know who will be making budget for new school year. Usual timeline is Nov – Dec.

Best Estimate = full FTE (\$100,000) +

- Continue to fund .5 position (1st grade teacher). Keep four classes for K, 1st, 2nd.
- Replacement for priority fund. Cultural arts specialist. Plan for certified.
- Plus reading specialist = 25,000

Certified staff – 1 FTE = \$100,000 (teachers, can be alone with children)

Classified staff - .5 FTE = \$50,000 (money goes farther, can't be solely responsible for children)

Marketing

Need to use different approaches to get different parents. Possibly:

- giving as a habit in September and October (and again in January)
- Kicker in November and December
- Spring Drive focus on results to fund new positions
- urgency at end of year to close funding gaps.

Habit. What does it take to make a World Class Program?

- Vision Statement. What does it take to be a world class program.
- Just get accustomed to writing the check
- Build and expand the program through Cultural Arts, small class sizes
- Knowing how much money is needed up front
- Growth trends. A buzz. Pride issue

Opportunity

- Kick Start for Richmond. Kick your kicker to Richmond Foundation

Results. How does foundation money improve Richmond?

- 19/20 children who worked with reading specialist met or exceeded benchmarks. Without a reading specialist the previous year, they didn't.
- Achievement data from K and 1 teachers who can tell impact of reduced class size, and what that academic result looks like.
- Compare class sizes in our school with other schools who are not title I.
- Benefits to K, 1, 4 & 5 grade in class sizes
- Money goes directly to kids – commitment from Principal

Urgency

- Flux in district means uncertainty about funding – plan for next year now, not in May and June. Stability of staff.
- Plan for particular staffing needs as we know them

Donor Appreciation

Fall – % participation. 380 families.

Milestones – what have we achieved? Note when we've raised enough money for 1 FTE

Spring – thermometer – approaching a particular goal

Break up into two pieces.

Thank you notes -

Key Message

Small Class sizes – PPS office

Expanded enrichment – music, art & culture

Foundation membership & leadership

Tim – Treasurer

Katie & Angie – secretaries

Jeff & David – public relations

Jean – donor relations

Outreach.

Word of mouth. Parents need to know who they can talk to when they have questions.

Mentoring new parents to participate

Get representation from each grade level on foundation

Auction

- Cultural Committee is working on arts enrichment
- Can put together with arts vendors interested in contributing materials & classes
- Will talk about this further at next meeting

Transportation

Bike parking – Urban Development Partners, might be interested in building covered bike parking. There are interested parents, who are fact-finding about this. Looking at city agencies, bicycle transportation alliance. Could be an opportunity as Sam Adams is running for Mayor to help.

City is working on safe routes to school.

Need an overarching transportation plan. Kathryn is working with city of Portland and community policing to create a traffic plan. Parents could have an impact if they email.