

## **BCSIS Ed Council Meeting August 2018-2019 School Year**

### **Emily welcomes everyone and introducing the role of EdCouncil**

#### **Fundraising Decisions related to budget: presented by Laurie Hollet**

- At the end of the last year, our budget was made with a goal of raising \$114k for this year, she has made one change, which is to remove the 5<sup>th</sup> grade Spaghetti Dinner from both fundraising and spending b/c it is specifically for outdoor education, and does not need to be part of the Ed Council budget.
- So new goal is to raise \$109, minus the \$8k+ we had intended for rollover – new goal is \$100k. Main fundraisers are
  - Community Growth Fund (raised over \$70k from last year)
  - Winter Festival & Spring Festival
  - Raffles
  - Grocery Cards
  - Community Dinners
- Our goal this year is to try and minimize and streamline fundraising - minimize our asks – and focus on fun community events throughout the year rather than asking for money over and over.
- Laurie thinks that CGC is THE way to go for the bulk of fundraising. We just have to continue to increase participation at all levels.
  - Last year we had 50% participation last year, this year we want to increase that with one of our messages being, “the more we raise in CGC, the less you have to worry about more down the road.”
  - We should all be ambassadors for the CGC.
- Currently, we are looking at a \$20k surplus for the year, we need to revisit how we approach this. Last year we had \$15k. Need to think about the fact that we end the year with so much extra money.... parents want to give money so it is used that year for their children rather than going to a slush fund for the future. Do we spend more or raise less?

#### **Community Growth Campaign (CGC): Presented by Sabina**

- CGC is a condensed fundraising campaign that kicks off on back to school night that goes through first two weeks of October
- Goal is \$70 from \$62k last year (we made \$70k and blew away our goal last year).
- We are not asking or expecting 100% participation, but will strongly focus on the message of “give what you can.”
- The ask is \$325 per student
- \$70k is 70% of budget
- Joss Corkin and Pete Mortimer are behind the scenes co-chairs working with Sabina, the three of them have been strategizing on messaging to do what Laurie talked about – get more people to contribute so we handle most or all of fundraising up front.
- On Back to School Night Sabina and Pete will present at the big community meeting and then go to the classrooms she can during breakout sessions. Pete

- Mortimer offered to go to classrooms as well, and if it works, we can have class parents from the classes who are Ed Council also represent CGC.
- There will be an email blast weekly during campaign for 6 weeks, each week will focus on a different theme related to the impact of CGC.
  - We will find a place either on the bulletin board for our school, or out front of visual representation of the progress during the year. Sabina will work with Phil to see if we can put it outside the doors so it is seen more or could put it on 1/3 of the bulletin board.
  - Will use Friends of BCSIS FB page as well.
  - Wants to talk to Phil about ability to use mass text messaging. He thinks text messaging use is only for emergency only, but he will ask.
  - Have to figure out how to get more people to really HEAR what the funding goes towards – pull on parent’s heart strings to get people to see how our funding makes us such a unique school.
  - If you have thoughts about how to message – email Sabina directly. Sabina Mackay <sabinabailey@earthlink.net>

**Back to School Night: Phil. The overall theme is community.**

- **Logistics:**
  - What forms/info do teachers need for meetings in classrooms?
    - Stickers (Jessica will have 500 made – Ed Council will pay— Jessica can connect with Laurie directly about this)
    - Donation forms (Sabina will print)
    - Bookmarks of community meaning (Micha)
    - Kitchen Nextdoor (Mischa)
    - Volunteer sheet – Kim is working on idea with Meagan and Emily
    - Each of the people above will give their printouts to Jennifer Stuckey (coordinate with her) and she will make sure each teacher has them. Materials should be to Jennifer by Tuesday morning.
  - Tables in back of room Emily will get more detail via email to confirm what tables are needed, but here is the list of what was discussed:
    - Grocery cards (Emily will ask them what they want)
    - CGC fundraising
    - Help at school: Volunteer
    - Winter festival
    - TripTracker
    - Library Help
  - Sabina needs people to message CGC in classrooms AND mention grocery cards: Sabina will email to get volunteers for that and workout script/logistics
  - During the class meetings there will be tables and sign ups in the gym (they will also be there during the big community meeting). Theresa can ask via email parents to come a little early and stay a little late to participate in tables
- **Agenda**
  - **First** is Phil’s talk: 8 minutes

- Phil and Meaghan, along with one or two other teachers, will discuss What it means to be in Community and present the current ideas of the faculty in our work to support building a positive, inclusive school community.
  - Micha had the idea to frame everything as not volunteering, but *participating* in your child's school.
- **Second** Ed Council. Emily and other reps will present for 8 minutes - she will send email with her thoughts on what she will say, some ideas presented were:
  - An introduction to what Ed-Council is.
  - What it means to be in community as parents.
  - Participating by not just volunteering, but coming to events – share not just your time and money, but your presence at events like festivals, lantern walks, community dinners, etc.
  - Our participation is what is so precious and unique about this school
  - Sabina will introduce CGC and start the slide show
- **Third** is Slide show: 8 minutes
- **Closing:** Pete to drive people to CGC. Tbd is where people can donate, ideas include:
  - People in the room set up with Squares
  - Tables in the room
  - Write a check and give to your teacher
  - Pull out device and log in to Paypal

### **Winter Festival presented by Emily**

- NEED to have a co-chair in the next few days
- Have someone on decoration
- This is a big event which Needs co-coordinator and committee heads
- Budget was doubled this year which makes a HUGE difference

### **Submissions for next meeting**

1. Communication efforts from last year