

Poway Unified School District Foundation
2015 Spring Foundations Summit
Break-out Session Results

What is your Foundation most proud of and how do you sustain it?

Chaparral Elementary

- Online Auction: "Cause 4 Auction" (CAP Commission %) 210 Items
 - 200 students, open to community
 - Pre-bidding: \$5,000
 - Net: \$20,000

Note: Alternative bidding company "Bidding 4 Less" used by Park Village and Sundance Elementary Schools

Deer Canyon Elementary

- Tripled dining out numbers/percentage for commission \$10,000

Design 39 Campus

- Direct ask \$40,000; 19 to 21% participation
 - Golf Tournament \$21,000
 - Carnival and Auction in May

Garden Road Elementary

- Budget: \$10,000; Actual: \$20,000
 - Entire year new type of events
 - McTeacher Night: This is our most popular restaurant night. McDonalds, on Poway Rd., donates 20% of proceeds that evening if our staff members take orders and serve our families.

Midland Elementary

- APEX Fun Run
 - Online solicitation to raise the funds \$20,000+ (APEX fee not included) APEX's fee is 48% of proceeds. APEX provides all staff, paperwork, provide instructors for classroom lessons for all grades and classes prior to the Run, they maintain the Run's website and processes all paper pledges as well as online. They also provide all prizes for the students.

Park Village Elementary

- Parent Participation:
 - Direct Ask: 40%
 - Jog-a-thon: 67%
 - Direct ask-letter writing campaign

continued

Rancho Bernardo High School / Mt. Carmel Music Boosters

- Collaborating to bring school program groups to benefit by the funding options of 501©3
 - Rancho Bernardo High School: Sports Teams
 - Mt Carmel Music Boosters: Orchestra, Band, Marching Band, Color Guard
- We use "Show Me The Money Packet" ideas to get donations for silent auctions
 - Google "California Product Donations" for donor list
- Online Auctions
- Bidding For Good
- Pasta dinner fundraisers

Shoal Creek Elementary

- Everything has increased because of Facebook
 - Dine out – OutBack Steakhouse – budget \$1,200; Actual \$3,600 = increase 3X
 - 60 Likes to 300 Likes – business page = increase 5X
 - Get stuff to like and share

Sundance Elementary

- Trimester Fundraiser Focus
 - Fundraiser with PTA (Fall)
 - Jog-a-thon (Winter)
 - Auction (Spring)

Stone Ranch Elementary

- Fun Run PTA
- Spring Fling Gala (Couples event) made \$47,000 for our school. Here's where the money came from:
 - Live auction including "2 Principal for a Day", and 2 sets of Braces: \$16K
 - Silent Auction: \$13K
 - Direct Donations at the Gala: \$9
 - Teacher Experiences, 4 kids from each class do a special activity with the teacher: \$7K
 - Tickets, Sponsorship and misc: \$15K
 - Expenses: \$13K

Tierra Bonita Elementary

- Work with PTA \$50,000
 - S.T.A.R.S. (Science, Technology, Arts and Reading)
 - Auction, Outreach

Westwood Elementary

- Fun Run PTA
- Won a Contest
- Mighty Nest
- Natural Living
- Raffle

continued

What is your greatest challenge and what are possible solutions?

- Differentiate between PTA and Foundation
- Parent burn-out – donations
- Drawing people to come to the events
- Including all students and families in the community – dual signage
- Gain/Losing Board Members – changing of the guard
- Obtaining and maintaining volunteers
- More money
- New parent involvement
- Pre-summer introduction meeting
- SNAP Program for Facebook donating
- Ticketleap – online ticket sales