

## Break-Out Session Results

### 2017 Spring Foundations Summit

#### Group Title: Auctions

Name of School Foundation	What was the event? Who was the audience?	How many participated?	How much money was raised?	What were the biggest challenges? (And/or what lessons were learned ?)
Turtleback	Auction and carnival with food Cause4auction	800 kids & parents (500 kids) Bidders less	\$7,000	<ul style="list-style-type: none"> <li>- Too many moving parts</li> <li>- Not much profit</li> <li>- Hard to get people into MPR</li> </ul>
Canyon View	PTA does carnival; Foundation does auction	200	\$20,000	
Highland Ranch	Adult event with themes	110 - 120	\$20,000	
Sunset Hills	Family event with silent auction	120	\$17,000	<ul style="list-style-type: none"> <li>- Getting people to attend</li> <li>- getting auction items</li> </ul>
Stone Ranch	Adults offsite with live auction	100	\$50,000	<ul style="list-style-type: none"> <li>- Getting people to attend</li> </ul>
Oak Valley	Adult offsite with live auction		\$26,000	<ul style="list-style-type: none"> <li>- Getting people to attend</li> <li>- Had live painter, then auctioned off the painting</li> </ul>

## Break-Out Session Results

**Group Title: Annual Drives**

Name of School Foundation	What was the event? Who was the audience?	How many participated?	How much money was raised?	What were the biggest challenges? (And/or what lessons were learned ?)
Highland Ranch	Fall Campaign Red Envelope	150 – 170 parents	\$23,000	- Data entry, tracking donations, corporate matching, thank you's, incentive planning, last minute
Turtleback	Back to School Information Packet	Handed out at Back to School Night	-----	- Found it to be very helpful to described what fundraiser were coming throughout the year
Canyon View	Fall Campaign Red Envelope	73%	\$30,000	- Conveying information especially to kindergarten, why we are asking for this money

## Break-Out Session Results

### Group Title: Family Events

Name of School Foundation	What was the event? Who was the audience?	How many participated?	How much money was raised?	What were the biggest challenges? (And/or what lessons were learned ?)
Pomerardo	APEX Fun Run	All students 400	\$10K Net	- Communication with APEX
Valley	Cinco De Mayo Trail Run 5K and 10K	1,200	\$35K	- Hard to get sponsors - Getting the word out - Lower participation rate so far
Black Mountain	4 <sup>th</sup> Annual Fall Carnival	750-1,000 Staff, Parents & Students	\$50K	- Volunteers - Chair; don't have one for next year
Garden Road	Family Event Don't do well	Well attended	Not much	- Engagement - Convert to revenue
Monterey Ridge	Science Night Hands-on activities	300	Does not make money	- Sign-up was slow at first
Monterey Ridge	Fun Run	85%	\$25K	- Getting families to donate more than just buy shirts - Most buy the shirt
Los Penasquitos	Code-a-Bot FLL	59 kids	\$2K 3-5K with Camp	- Coordination - Volunteers

## Break-Out Session Results

### Group Title: The Adults

Name of School Foundation	What was the event? Who was the audience?	How many participated?	How much money was raised?	What were the biggest challenges? (And/or what lessons were learned ?)
Turtleback	Golf; RB Inn Auction		\$6,000	<ul style="list-style-type: none"> <li>- Free, Silent Auction</li> <li>- Funds music, art camps</li> </ul>
Turtleback	Hawaiian Luau More family, with dance class			
Turtleback	APEX Fun Run		\$5,000	
Turtleback	Big Ask			<ul style="list-style-type: none"> <li>- 125=T-shirts</li> <li>- 250 Breakfast with principal</li> </ul>
Poway High Choral Amazon Smile	Ticket Sales		\$7,000-10,000 4 / year	<ul style="list-style-type: none"> <li>- Need \$30,000</li> <li>- 5% Amazon Associates</li> </ul>

## **Individual Thinking – Recording Sheet**

2017 Spring Foundations Summit

### **What was your event?**

Answer: Sunset Hills: direct ask program at the beginning of the year

### **Who was your audience?**

Answer: The parents of all students

### **How many participated?**

Answer: We had 22% participation – about 480 students

### **How much money did you raise?**

Answer: \$30,000

### **What were your biggest challenges? (And/or your lessons learned?)**

Answer: Getting more participation and marketing it

## **Individual Thinking – Recording Sheet**

2017 Spring Foundations Summit

### **What was your event?**

Answer: Canyon View Elementary; Gift Cards (semi-annually) and Red Envelope (annually)

### **Who was your audience?**

Answer: CVES Families

### **How many participated?**

Answer: Gift Cards - 50 families; relatively small  
Red Envelope- 73%

### **How much money did you raise?**

Answer: Gift Cards - \$1,500K annually  
Red Envelope - \$30,000

### **What were your biggest challenges? (And/or your lessons learned?)**

Answer: Scheduling, money deposit / turn around and communication

## **Individual Thinking – Recording Sheet**

2017 Spring Foundations Summit

### **What was your event?**

Answer: Black Mountain Middle School; Fall Carnival in October

### **Who was your audience?**

Answer: Families

### **How many participated?**

Answer: Approximately 700 people; staff, parents and students

### **How much money did you raise?**

Answer: \$50K

### **What were your biggest challenges? (And/or your lessons learned?)**

Answer: Recruiting volunteers including an event chair