

**Agenda**  
**12/5/2013 Board Meeting**  
**Alice Birney Elementary Classroom**

<b>Time</b>	<b>Item</b>	<b>Who</b>	<b>Action</b>	<b>Attachment</b>
6:00 PM	1. Approve Agenda	All	Motion/ Vote	
6:03 PM	2. Approve minutes of 11/7/13	All	Motion/ Vote	attachment 1
6:05 PM	3. Treasurer's Report & Budget Review, thermostat, & Jill Thompson funding	John	No	attachment 2 & 3
6:15 PM	4. Give Big: December 19th	All	No	attachment 4
6:30PM	5. Grant Writing Committee: Update	Samantha	No	None
6:30PM	6. PNO #2 - Decide on date and location	Susan	No	None
6:40 PM	7. Jog-a-thon	Jennifer	No	None
6:50 PM	8. FOAB outreach: Jennifer, Beth L. working on donor tools info, annual report, and general donor communications/appreciation	Jennifer	No	None
6:55 PM	9. PTA report and message from FOAB:	Beth	No	None
6:58 PM	10. Next meeting: January 2, 2013 (will people be able to attend?)	Jennifer	No	None
7:00 PM	11. Adjourn	All	Motion/ Vote	None

**2013/2014 FOAB**

**meeting dates and main topic of discussion**

9/5/13	UHUH and Parent's Night Out #1
10/3/13	Open house, subcommittees
11/7/13	Budget, grant writing, & Big Give
12/6/13	Grant writing and Big Give
1/9/14	Parent's Night Out #2
2/6/14	Parent's Night Out #2 & Jog-a-thon
3/6/14	Jog-a-thon
4/3/14	Long range planning & budget review
5/1/14	Summer Event
6/5/14	Budget & Pride Parking
7/10/14	Yr. in Review & 2014/2015 calendar
8/7/14	Draft Budget

**Committee chairs**

Budget	<u>John</u>
UHUH Festival	<u>Jennifer</u>
Parent Nights Out	<u>Susan &amp; Laura</u>
Big Give	<u>Brenda</u>
Jog-a-thon	<u>Aracely &amp; Sean</u>
Pride Parking	<u>Elizabeth</u>
Give Big	<u>Brenda?</u>
Grant Writing	<u>Samantha</u>
Outreach/publicity	<u>Jennife r&amp; Beth D.</u>
Summer Event	<u>N/A at this time</u>
Passive fund raising	<u>Karin &amp; Melissa</u>
New Ideas Research	<u>Beth Lunde</u>

# *Friends* of Alice Birney Elementary

MINUTES  
**11/7/13 Meeting**  
 Room 3

Meeting Called to Order by Susan 6:10p.m.

Topic	Discussion	Action
Agenda	Reviewed-	Motion by Susan/Laura
Minutes	Reviewed-	Motion by Laura/Dennis
Attendance	Jennifer Ayala            President Elizabeth Austin        Vice President Susan Biegenzahn       Secretary Dennis Gage              Treasurer Amanda Hammond Williams Principal Samantha Boice         SSC Rep Beth Deig                 PTA Rep John Amat                 Member Laura Dadmun            Member Guest: Melissa Cruse, Sarah McLure, Aryn Famiglietti, Jennifer Bailly, Beth Lunde,	
Financial	Treasurer's Report – Dennis & John 1. Balance as of 11/5/13 49751.42 2. New Thermostat Banner purchased 3. Budget behind in the area of Arts 4. Jill Thompson Funding	
Fundraising Report And additional information	Fundraising reports- UHF – Urban Harvest Festival – raised 1139.55 PNO – Parents Night Out – raised 2319. Razoo – Beth/Jen to create link Mail Chimp - 3 question survey after event for feedback Grant Writing committee met, 3 page grant due Grant writer subscribe to periodicals for additional ideas Big Give Dec 19 – start advertise after thanksgiving	
Other business	IB Teacher Training=Expectations of District Dog Poo Banner – Laura, Liz, & John Game Table – Student Counsel to discuss and get back FOABE website update	
Adjourn	Meeting adjourn at 7.50pm	
Next Meeting	Next meeting rescheduled to Thursday, Dec. 5	

	<u>Current</u>	<u>Year to Date</u>	<u>Budget</u>
<b>Cash Balance Forward</b>			
Chase Checking	54,542.66	69,768.49	69,768.49
Total Cash Balance Forward	<u>\$ 54,542.66</u>	<u>\$ 69,768.49</u>	<u>\$ 69,768.49</u>
<b>Income</b>			
Donations - Administration	75.00	1,190.00	15,000.00
Donations - Community	10,200.00	10,230.00	0.00
<b>Fundraisers</b>			
2014 Run for the Green	0.00	0.00	33,000.00
Amazon Store Front	70.44	131.00	519.00
DonorNation	10.46	328.81	0.00
Give Big	0.00	0.00	20,000.00
Grants	0.00	0.00	10,000.00
Harvest Festival	1,139.55	1,139.55	0.00
Monthly Contributions	320.00	1,610.00	3,500.00
Parents Night Out1	0.00	0.00	2,000.00
Parents Night Out2	0.00	0.00	2,000.00
Pride Parking	0.00	4,381.37	4,381.00
U31	159.21	2,439.21	1,180.00
Total Income	<u>\$ 11,974.66</u>	<u>\$ 21,449.94</u>	<u>\$ 91,580.00</u>
<b>Expenses</b>			
Advertising & Promotion	0.00	0.00	200.00
Bank Charges	0.00	0.00	50.00
Bank Charges - NSF	0.00	0.00	50.00
Insurance	0.00	0.00	885.00
Operating Expenses	0.00	0.00	128.00
Other Expenses	200.00	200.00	700.00
PayPal Fees	3.78	36.12	0.00
PayPal Fees - Administration	0.00	1.03	25.00
<b>Fundraisers</b>			
2014 Run for the Green	0.00	0.00	800.00
DonorNation	1.72	9.29	0.00
Give Big	0.00	0.00	420.00
Monthly Contributions	12.63	69.35	180.00
Pride Parking	0.00	0.00	352.00
<b>Programs</b>			
Art/Music/Dance	0.00	0.00	23,000.00
Garden	2,200.00	3,864.24	21,000.00
IB Membership and Evaluation	0.00	7,790.00	7,790.00
Library	0.00	13,000.00	13,000.00
Spanish	3,700.00	5,840.00	23,000.00
Total Expenses	<u>\$ 6,118.13</u>	<u>\$ 30,810.03</u>	<u>\$ 91,580.00</u>
Net Income	<u>\$ 5,856.53</u>	<u>\$ (9,360.09)</u>	<u>\$ 0.00</u>
Carry Over Funds			\$ 0.00
Unallocated			\$ 69,768.49
<b>Cash Balance</b>			
Undeposited Cash	9.21	0.00	

**Adjusted Cash Balance**

\$ 60,408.40	\$ 60,408.40
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**Checks to Ratify**

175	Dig Down Deep	October Invoice	2,200.00
176	John Amat	Thermometer Banner & Harvest Festival Banner	224.40
177	Lynn Patterson	U31 Supplies	10.79
178	Elizabeth Austin	Open House Refreshments/Snacks	50.00
180	IES - Spanish	October 2013 Invoice	3,700.00
181	Franchise Tax Board	2012-2013 Fiscal Year Taxes	10.00
182	Attorney General's Registry of Charitable Trust	2012-2013 Fiscal Year fee	25.00

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Signature

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Date

Date	Type	Number	Description	Amount	Totals
<b>Chase Checking</b>					
<b>Balance On Hand 11/01/2013</b>					<b>\$ 54,542.66</b>
<b>Income</b>					
11/01/2013	DEPOSIT		Deposit	\$ 500.00	
11/01/2013	DEPOSIT		Deposit	70.00	
11/01/2013	ADJUSTMENT	9	Bank/Change for Harvest Festival	50.00	
11/02/2013	VOID CHECK	179	IES - Spanish, October Invoice	3,700.00	
11/04/2013	DEPOSIT		Deposit	823.95	
11/04/2013	VOID CHECK	174	Void	1.00	
11/08/2013	DEPOSIT		Deposit	200.00	
11/13/2013	DEPOSIT		Deposit	10,070.00	
11/27/2013	ADJUSTMENT	6	Paypal transactions 10/28/13 to 11/25/13	116.22	
11/27/2013	ADJUSTMENT	7	PayPal Transactions 10/28/13 to 11/25/13	17.95	
11/27/2013	ADJUSTMENT	8	PayPal Transactions from 10/28/13 to 11/25/13	267.37	
11/29/2013	DEPOSIT		Deposit	70.44	
<b>TOTAL</b>				<b>\$ 15,886.93</b>	<b>\$ 15,886.93</b>
Total Income					<b>\$ 15,886.93</b>
<b>Expenses</b>					
11/01/2013	ADJUSTMENT	10	Reverse this deposit because it was posted twice in error. This was posted on 11/8/13 with Grainger	\$ 50.00	
11/01/2013	ADJUSTMENT	11	Fixing posting errors for Harvest Festival bank/change	50.00	
11/02/2013	CHECK	175	Dig Down Deep, October Invoice	2,200.00	
11/02/2013	CHECK	176	John Amat, Thermometer Banner & Harvest Festival Banner	224.40	
11/02/2013	CHECK	177	Lynn Patterson, U31 Supplies	10.79	
11/02/2013	CHECK	178	Elizabeth Austin, Open House Refreshments/Snacks	50.00	
11/02/2013	CHECK	179	IES - Spanish, October Invoice	3,700.00	
11/02/2013	CHECK	180	IES - Spanish, October 2013 Invoice	3,700.00	
11/04/2013	CHECK	174	Void	1.00	
11/07/2013	CHECK	181	Franchise Tax Board, 2012-2013 Fiscal Year Taxes	10.00	
11/07/2013	CHECK	182	Attorney General's Registry of Charitable Trust, 2012-2013 Fiscal Year fee	25.00	
<b>TOTAL</b>				<b>\$ 10,021.19</b>	<b>\$ 10,021.19</b>
Total Expenses					<b>\$ 10,021.19</b>
<b>Balance On Hand 11/30/2013</b>					<b>\$ 60,408.40</b>

# Friends of Alice Birney Give Big 2013

Thursday, December 19<sup>th</sup> 7AM – 7PM

1. Board Seed Money Commitments
2. Anonymous Donor for matching? How important and how would we reach out for one?
3. Current fundraising message: **Funds raised go towards supporting our Specials Programs for all K-5 students: Spanish, Library, Art and Garden.** Does the status of teachers affect this? Should we add a message that if we raise more than our \$92,500 goal we can use additional funds for IB teacher training or keeping staff?
4. Email lists – PTA list and last year's donor list – **Beth L**
  - a. Mailchimp set up last year which is now also shared by PTA
  - b. Beth L to handle campaigns
  - c. Send out emails on Thursday the 12<sup>th</sup> (one week prior event), Wed. the 18<sup>th</sup> and Thursday the 19<sup>th</sup>
5. Will reuse graphics from last year but with updated date and information - **Brenda**
6. Will use FOABE website as we did last year – **Beth L**
  - a. Beth L to update with new information
  - b. Will need updated stats from last two years to include on the site
  - c. Continue to update throughout the day of with new totals
7. Anonymous donors
  - a. Link to both with explanation about higher service charge for razoo
8. Include handout with next week's Buzz (Dec. 12<sup>th</sup> Edition) advertising the event - **Brenda**
  - a. Brenda to submit copy in Word to Beth D on Wednesday the 11<sup>th</sup> by 1PM
  - b. Handout flyers on day of in front of school before and after - Brenda
9. Other advertising?
  - a. Banner on field?
  - b. Distribute handouts through local business?
  - c. Local newspapers?
  - d. Other?
10. Social Media
  - a. we should contact Todd Gloria's office in advance and see if he would retweet info for us. Who else?
  - b. Same content of email blasts should go to:
    - i. FOABE facebook (I have credentials)
    - ii. PTA facebook (who can do this?)
    - iii. FOABE NextDoor
    - iv. NorthPark, San Diego facebook page
    - v. Tweet from PTA (did Michelle Livermore pass this info to anybody?)
    - vi. What else - where do you get your local news?
  - c. Do we know anybody in the Birney community who has a big reach with social media? 1 or 2 could really extend the reach of our messaging
11. Schedule of Email Blasts and Robo Calls
  - a. Email Blasts – **Beth L, Brenda to provide copy**
    - i. Prior to the 19th
      1. Prior Donors – Tuesday and Wednesday
      2. All others – Tuesday and Wednesday
    - ii. Day of
      1. Blas to all – Thursday AM
      2. Update emails throughout the day based on goals met
  - b. Robo Calls – **Amanda, Brenda to provide copy**
    - i. Tuesday and Wednesday
    - ii. Thursday at 7AM, 1PM, 6PM – include updated totals in each call
12. Post Event – **Brenda, Beth L, Jennifer, Amanda**
  - a. Send tax receipts to paypal donors (razoo sends their own)
  - b. Confirm match if any
  - c. Wrapup / thank you letter posted on the website, email blast
  - d. Update donor tools with new donors / donations

# **Friends of Alice Birney Give Big 2013**

**Thursday, December 19<sup>th</sup> 7AM – 7PM**

- e. Update school thermometers