



Advancement Report April 2019

2018-2019 Annual Fund Campaign

Goal: \$625,000 and 100% participation from board, faculty & staff, and parents.

Comparisons

FY19 Progress to Date

\$640,832.14 Raised to Date
\$387,368.88 Raised from Parents (\$28,057.54 in pledges)
\$47,630.00 Raised from Grandparents/SF (\$2,100 in pledges)
\$144,964.70 Raised from Trustees (\$1,250.52 in pledges)
\$47,500.00 Company Matches (\$5,800.00 in pledges)
\$3,800.00 Alum and Parent of Alum
100% Faculty and Staff Participation
100% Board Participation
96% Parent Participation
\$1,451.67 Average Parent Gift
\$6,498.23 Average Trustee Gift
78 Leadership Donors**

FY 18

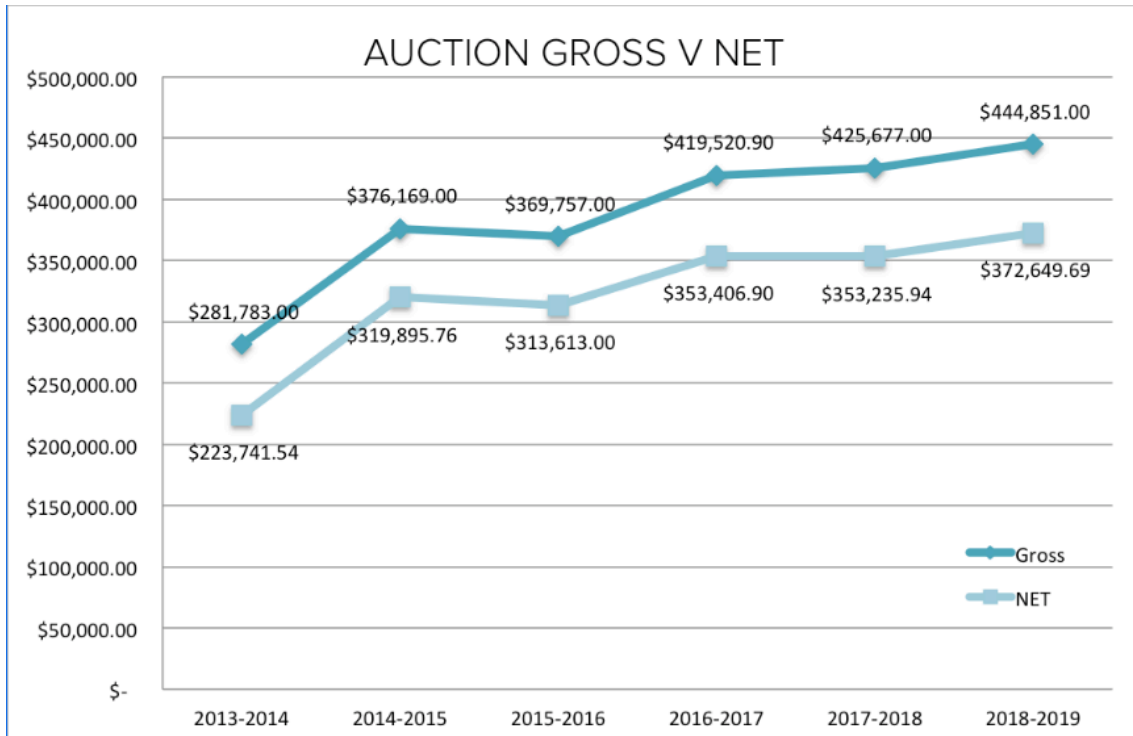
\$669,901.53 Raised
\$444,506.56 Raised from Parents
\$49,731.78 Raised from GPSF
\$102,596.75 Raised from Trustees
\$56,366.18 Company Matches
\$2,430 Raised from Alum and PAL
99% Faculty and Staff Participation
100% Board Participation
98% Parent Participation
\$1,565.33 Average Parent Gift
\$4,885.56 Average Trustee Gift*
79 Leadership Donors**

***including Trustees, Matching Gifts, Grandparents & Non-parent Trustees
Gifts as of 4/23/19 including matching gift verbals and pledges.*

Bid & Bash 2019: Where the Wild Things Are, the annual fundraiser supporting sliding scale tuition, brought over 360 parents, faculty, and staff to Bimbo's on March 29th.

Our Live Auction raised \$82,320 for sliding scale tuition and the Fund-A-Need portion brought over \$184,000 for the new Community Library and Center For Inquiry. In total, we anticipate this year's gross revenue to be over \$444,000 (NET: \$372,00), the largest amount raised at an auction.

Here is a breakout of auction income over the past few years:



While the overall income has steadily increased, here are some trends to note:

1) This year's Fund A Need raised the most income of any other Fund A Need.

History of Fund A Need

2019 – Community Library: \$185,150.00

2018 – Music Program: \$127,050

2017 – Art Program: \$140,050

2016 – Professional Development: \$150,126

2015 – Teacher Laptops: \$116,850

2014 – Sliding Scale Tuition: \$67,550

2) Over \$53,000 was raised for just the 'count me in' grade and faculty experiences, which is the most we have ever raised in this category (43% increase from last year). Last year, this category brought in \$30,000.

3) The live auction brought in \$82,320 in revenue. This is a 34% decrease from the prior year, which brought in \$124,000. This year we did not have two Jim Campbell works of art that accounted for \$88,000 in revenue last year.

4) Online and premier auction brought in \$24,741 in revenue with over 212 items, compared to last year of \$34,622. This is an area to reevaluate as the last few

years have brought in a smaller yield – 59-62% vs. an 80% yield (value) in prior years.

5) Sponsorships brought in \$46,675 in revenue, which was a decrease from last year of \$53,100. Several large corporate gifts were not renewed this year.

6) Attendance at the event remains strong. Here is the breakout by audience:

TICKET TYPE <i>(% of Total Attendees)</i>	2015	2016	2017	2018	2019
Full price (\$175)	65%	57%	58%	62%	66%
Half price (\$75)	6%	9%	6%	10%	10%
Comp (\$0)	6%	5%	8%	9%	5%
Faculty/staff (\$0)	23%	28%	28%	19%	20%
TICKET TYPE <i>(# of tickets sold)</i>	2015	2016	2017	2018	2019
Full price (\$175)	248	203	233	225	239
Half price (\$75)	24	33	25	37	37
Comp (\$0)	23	19	30	31	17
Faculty/staff/Guest (\$0/\$75)	87	100	111	68	71
TOTAL	382	355	399	361	364