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**NOCCS  
Development/  
Communications  
2016-2017**

# OUR PREMISE

For the 2016-2017 school year, we need to retain our current level of fundraising, to be financially sustainable.

We are not able to survive on public funds, and for 16/17 we are tracking lower in our fundraising than we budgeted for.

Even if we grow to be a more optimally sized school (enrollment of approximately 400), we will likely continue to need to fundraise, if fundraising at other OUSD schools of larger size is any guide.

# How do we frame our fundraising need?

We're defining our core program as including "extras" such as teaching assistants and enrichment programming (art, music, outdoor ed, Get Empowered, academic intervention and support). There is a fundraising gap between what we get from the state and what we consider our core program. This gap is approximately \$800/student/year. We don't expect every family to pay that amount.

# Who is in charge of fundraising?

There will be a fund development council (FDC) that includes parents leading fundraisers who meet regularly to plan, set goals, and execute fundraisers. The FDC will also include NOCCS staff, FTO council members, and members of the Dev/Comm committee.

The FTO will be responsible for running the Walkathon and NOCCS night out fundraisers. All funds from these fundraisers will be deposited into a NOCCS bank account to go towards the general operating budget.

# How do we ensure ongoing leadership for all fundraising events?

The FDC will have a central leader and then point people for each fundraising event, e.g., walkathon, annual fund, and auction.

There will be training for these leaders so that we transmit this institutional knowledge.

The FDC will develop a “how to” manual for each event so that we’re not constantly reinventing the wheel.

# How much to rely on staff to assist in fundraising?

We will continue to rely on David Bond (.25 FTE) but we want to tilt towards relying more on the FDC.

# Cost and return on fundraisers that we've historically done?

Event	2013-14	2014-15	2015-16	2016-17 (Budget)	2016-17 (To date)
Annual Fund	79,304	73,981	85,874	80,000	60,000
Walkathon	27,930	29,195	28,497	30,000	22,026
Auction	29,406	31,255	31,519	25,000	0 (April)
<u>Outdoor Ed</u>	<u>46,000</u>	<u>46,000</u>	<u>20,000</u>	<u>20,000</u>	<u>?</u>
Total	182,640	180,431	171,890	161,000	82,026

## Costs:

Walkathon	\$1000
Annual Fund	\$4000
Auction	\$5000

# Additional fundraisers that are high impact and low cost that we could start doing?

Ask members of the board to host small events in their homes with larger donors.

Ask parents for creative fundraising ideas, e.g., Peralta parent who is a realtor and donates portion of commission on referrals.



# **In fundraising, how do we effectively communicate to the school community that we're all in this together?**

Need to work to get all families to contribute, either financially or in terms of labor towards fundraising. We're not saying every family needs to contribute \$800/year, but we do all need to work to eliminate the gap. Attendance matters, volunteering matters, and doubling your money matters - through employer match, an old car to donate.

To this end, we have rewards for percent participation levels per class.

We will return to offering a "Show me the Money" presentation at Back to School Night.

At the State of the School event in February, we will offer an abbreviated version of the "Show me the Money" presentation.

# An inclusive call to fundraising in 10 steps

*Like all California public schools, NOCCS depends on your financial support and enthusiasm. Our school has three big fundraisers each year: the Walk-a-Thon, the Annual Fund, and the Auction. Apart from direct fundraising, there are many ways to contribute to the school!*

## **1. Attendance**

Send your child/children to school every day! State funding for California public schools is largely driven by “Average Daily Attendance,” or ADA. If a student is absent--for whatever reason--NOCCS loses \$60 per student that day. Beyond the academic and social benefits, strong attendance makes a positive impact on our school’s budget!

## **2. Walk-a-thon**

Plan to participate in the annual walk-a-thon. The walk-a-thon is a day filled with exercise, fun with friends, and community support. It has been a strong fundraiser and is a great way for students to actively support their school. It’s also a great way to involve extended family and the community.

## **3. Wear a NOCCS T-shirt**

NOCCS T-shirts are a great way to support our school and promote greater awareness of NOCCS across Oakland. T-shirts are available in youth and adult sizes.

# An inclusive call to fundraising (cont)

## 4. Contribute to the Annual Fund

Each family is encouraged to make a tax deductible financial contribution to NOCCS for an amount meaningful for your family. Our goal this fall is to raise \$70,000 with 100% family participation. Whether your family contributes \$1, \$10, \$100 or \$1,000, every donation counts! For those of you who've been paying tuition for preschool, please consider donating at least **JUST ONE MORE MONTH** of what you paid for preschool or childcare before NOCCS.

## 5. Spring Auction

Identify favorite local restaurants, family experiences, and summer camps that you can ask to donate to our Spring 2017 on-line auction! Consider other ways you can help: pick up donated items, e-mail donors, host a pick-a-party for children or adults, make posters,

## 6. Join the Fund Development Committee

We are parent volunteers focused on raising money for NOCCS and having fun while doing so. There are many ways to get involved. From spending a few hours on a project to leading an event, all help is welcome! There are plenty of ways to volunteer outside of school hours too!

# An inclusive call to fundraising (cont)

## **7. Subscribe to Pizza Day for your child to support the Outdoor Ed Fund/Contribute to MOSAIC or Woolman tuition for your student**

The Outdoor Ed fund sends our fourth graders to Mosaic, a peacemaking/community building/ conflict resolution outdoor school that embodies the way that we teach at NOCCS.

## **8. Attend a NOCCS Night Out**

These fun events allow kids to get together at school for pizza, movies, and games, and allow parents a well deserved night out, all while supporting NOCCS!

## **9. Come to NOCCStoberfest**

Bring your friends and family to this community event with great food, craft beers, fun games and prizes.

## **10. Donate supplies and your time to your child's classroom**

Every service and supply that you donate to NOCCS translates directly into savings for the school, money that we can spend on providing your child with an excellent education!

# What are other similar schools in terms of size and demographics in Oakland and what are their fundraising goals?

	Enrollment	%FRL	Fundraising	Per Pupil
NOCCS (K-8)	225	23	\$180,000	\$800
Peralta (K-5)	329	23	\$279,000	\$848
UMCS (K-6)	365	36	\$425,000	\$1164
Yu Ming (K-5)	257	8.2	\$311,000	\$1210
EBIA (6-9)	420	14	\$354,480	\$844
NEA (K-12)	340	22	\$120,000 (likely low)	\$353

# How will fundraising goals & priorities be set for the year?

Conduct annual parent survey in December/January, which will inform priorities for the year and programming for the following school year.

This fundraising number would need to be available in March for the board to vote on the budget for the following year in May/June.

The FDC will develop recommendations for a fundraising plan to meet those fundraising goals.

# How do we provide a narrative to families and teachers to help them get on board with the sustainability plan?

Get as many parents at the State of the School address as possible.

Classroom coordinators will call every family to encourage them to come to the State of the school address.

Provide childcare and food at State of the School address