

Martinez Education Foundation
Retreat
May 10, 2010
Minutes

1. **Welcome:** Meeting started at 11:00 a.m.

Board Member attendees: Nancy Hobert, Richard Kirkham, Diane Beck, Jan Berletti, Al Boyce, Brian Bray, Jennifer Clauson, Anne Fincke, John Fuller, Vicki Gordon, Marnie Jubelirer, Jim Kennedy, Larry Lippow, Cheryl Vereschagin, Mary Walsh, Nancy Perry White

Guests: Rami Muth, Superintendent, Pat Ertola, AHS Athletic Director, Karen Nilson, President of AHS Boosters, Katie McLaughlin and Pam McCoy, \$20 for 20 Campaign.

2. **Presentations from other fundraising groups for the benefit of MUSD.**

A) PTSA's: All schools have PTSA's except for Briones and Vicente. All PTSA's use eScrip as a fundraising tool. Carolyn Griffith is President of the PTSA Council which is the umbrella organization for all Martinez PTSA's. Ms. Griffith's telephone number is 925- 228-2895.

Las Juntas Elementary School

Raises approx. \$12,000/yr.

Fundraising activities include Fall gift wrap/candy sales (\$9,000/yr.), Spring spell/math a-thon and candy sales (\$3,000/yr.)

Money spent on buses for field trips, assemblies, \$5 per student gift for fine arts activity and \$100 grants to classes.

John Swett Elementary School

Raises approx. \$75,000/yr.

Fundraising activities include auction in March (\$60,000), golf tournament, cookie dough sales, jewelry sales, gift wrap sales and dollars donated beyond membership fee at fall "Round Up".

Money spent on playground equipment, grants to teachers as start up funds, teachers' wish list items, after school enrichment programs, technology and reading specialist salary/benefits.

Morello Park Elementary School

Raises approx. \$110,000/yr.

Fundraising activities include in October “Dive into Reading” read-a-thon (\$14,000), in March Auction/Dance (\$53,000), in May spell-a-thon (\$17,000), sales of spirit wear (\$8,000), yearbooks (\$5,000), Family Dining nights, Grocery Cards (Nob Hill, Lucky’s), Box top campaign

Money spent on library, technology, assemblies (\$4,000/yr.), buses for field trips, photo copying (\$1,500/yr. including flyers and school newsletter), teacher allowances (\$400/yr.) after school enrichment programs, school supplies. In brief, Morello Park PTA supports over forty (40) school programs each year.

Contact person: Suzy Hammond, President of Morello Park PTA, telephone: 925-335-9267, e-mail: sbhammond@sbcglobal.net.

John Muir Elementary School

Raises approx. \$35,000/yr.

Fundraising activities include April auction (\$16,000), Fall gift wrapping and candy sales (\$8,000), Winter cookie dough sales (\$8,000), Spring ice cream sales and book store sales.

Money spent on school buses for field trips, improvements to computer lab and outdoor theater and teacher grants/wish lists.

Martinez Junior High School

Raises approx. \$25,000 - \$30,000/yr.

Fundraising activities include cookie dough sales and magazine sales. E-Scrip brings in \$800 - \$1,000/month.

Money spent on field trip buses, science supplies and scholarships for campers.

Alhambra High School

Raises approx. \$15,000/yr.

Fundraising activities include e-Scrip which raises approx. \$1,000/mo.

Money spent on scholarships, teacher grants and materials/program requests from principal.

- B) Alhambra Sports Boosters: - 501(c) 3 organization
Raises approx. \$15,000/yr.

Fundraising activities include Doggie Diner sales at football and basketball games, e-Scrip, 10% Grad Night ticket sales, membership at different donation levels, car washes and donations.

Money spent on 1/3 cost of athletic trainer salary/benefits (\$15,400/yr.), block letters & awards (\$2,500/yr.), senior flowers (\$600/yr.), scholarships (four \$500 scholarships/yr.), grants to various sports (nets, headsets).

Contact person: Karen Nilson – Telephone: 925-370-9131

- (C) AHS Athletics Department:
Raises approx. \$130,000/yr. MUSD funds coaches/athletic director stipends and AD assistant only. Everything else is funded by fundraising activities described below.

Fundraising activities include athletic fees (\$150 per athlete/per sport), various tournaments – golf, baseball, water polo, car washes, athletic event ticket sales/admission fees – football, basketball and donations.

Money spent on 1/3 cost of athletic trainer salary/benefits (15,400/yr.), league fees, equipment (not uniforms).

- (D) Grad Night: – 501(c) 3 organization
Raises approx. \$80,000/yr.

Fundraising activities include auction (\$23,000), ticket sales (\$26,000), sponsorships, flip flop sales, flamingos

Money spent on scholarships (\$15,000), entertainment, food, security, decorations.

- (E) \$20 for 20 Campaign: - Supports class size reduction to 20:1 in grades K - 3
Raises approx. \$23,000 so far. Needs to raise \$310,000 by July 30.

Fundraising activities include door-to-door campaign, mailer in water bill, business support donating 20% of sales (Kinders, Carrows, Bulldog BBQ, Ace Hardware), booths at Farmers' Market, Peddlers' Fair, King of the County BBQ, Car Wash at Les Schwab, Spring Festival for Families

Money spent on salaries/benefits for teachers to fund 20:1 class size in K-3 classrooms.

Contact person: Katie McLaughlin – telephone: 925-348-2414,
e-mail: musd20for20@gmail.com

- (F) VIP Card: - Supports restoring one (1) instructional day for 2010-11 school year.
Goal: \$133,000

Fundraising activities include selling \$20 cards that net MUSD \$11 for each card.

Money spent on salaries/benefits for teachers to restore one (1) instructional day.

Contact person: Angela Rundles – telephone: 925-370-7496,
e-mail: arundles@netvista.net

- (G) AHS Arts Foundation: - In process of obtaining 501(c) 3 designation
Raises approx. \$3,500/yr.

Fundraising activities include selling baked goods and refreshments at performances, Notes & Noodles Spaghetti Feed, Root Beer Float event at Back to School Night and business support – percentage of sales from Chavinda

Money spent on materials, supplies and support for the Art, Drama & Music classes at AHS. They also give three scholarships to seniors each year; in the areas of drama, music and art.

Contact person: Diane Tierney-Camp, Telephone: (925) 827-6807,
e-mail: dmti@chevron.com

- (H) AHS Band Boosters: - recently became a 501(c) 3 organization and may merge with the AHS Arts Foundation.

Raises approx. \$5,000/yr. Last year raised \$45,000 to purchase uniforms for AHS Band.

Fundraising activities include donations from the community, 50/50 raffle at football games, sales of mugs & coffee, jazz & wine festival, working with the Arts Foundation – Notes & Noodles.

Money spent on supporting the AHS marching band. Goal – support music programs from K – 12.

Contact person: Katrinka March, telephone: 925-686-0683,
e-mail: drtrinks@sbcglobal.net

- (I) General Student Body Account at AHS: funding for school activities.
Raises approx. \$85,000/yr.

Fundraising activities include student body card fees, donations, commission on beverage machines, percentage of photo fees, Chavinda night.

Money is spent on various student activities.

Contact person: Deborah Dawson – telephone: 925-313-0440 X 2010,
E-mail: ddawson@martinez.k12.ca.us.

- (J) Drama Department at AHS: funding for the drama department and performances.
Raises approx. \$12,500/yr.

Fundraising activities are tickets sales to the performances.

Money is spent on production costs of performances.

- (K) The New Leaf Collaborative: seeking support to promote ecologically focused educational programs throughout MUSD.

Raised \$175,000 last year via a grant from Contra Costa County via voter approved proposition/ballot measure which supports the environmental studies academy and the greenhouse academy at Briones School. The goal is to renew the grant and/or raise additional monies to continue/expand the programs forward.

Fundraising activities include a booth at the Farmer's Market, grant writing to support service learning projects in both academies.

Money spent on one (1) teacher salary/benefits, teacher stipends, internship coordinator (consultant), drug education consultant and mental health service provider, technology and field trips.

Contact person: Rona Zollinger, telephone: 925-228-3276 X 287
e-mail: rzolling@martinez.k12.ca.us.

- (L) Various clubs, graduating classes, publications and specific athletic team accounts at AHS:

There are over one hundred (100) individual accounts in various amounts at AHS designated as specific student accounts for specific student activities that raise funds each year.

3. MEF by 2012

(A) – Brainstorming ideas:

1. Increase community awareness of MEF by developing new marketing pieces, leverage MEF website, face book, twitter, develop more publicity tools.
2. Coordinate efforts/calendars with other school fundraising groups.
3. Market and grow the principal of the Legacy Fund to \$500,000.
4. Market and grow Busi-Kids donations to \$130,000/yr.
5. Market and grow Shell/MEF Run participation by including 10K run.
6. Establish protocol for donors to designate where their funds are spent.
7. Strengthen, organize and utilize committee structure to increase the effectiveness of the MEF Board.
8. Further develop/coordinate efforts with school PTSA's and principals.
9. Grants – specify and clarify what MEF will fund. Encourage funding requests for non-technology related items.
10. Board development – recruit new members with K-5 age children.
11. Board succession planning – Leaders of committees and MEF officers need to write down protocols, tasks and responsibilities for each event so future board members have a better understanding for success.
12. Grow/expand eScrip.
13. Increase student involvement in fundraising activities.
14. Explore different fundraising events/efforts.

(B) – General discussion regarding brainstorming ideas.

There was consensus that the committee structure needs to be formalized and utilized. At next Board meeting, some time should be allocated to review membership of each Board committee.

Two new committees were formed:

- a) eScript -- Vicki Gordon, Marni Jubelirer, and Nancy Hobert
- b) PTA liaison -- Marni Jubelirer, Cheryl Vereschagin, Jan Berletti, Nancy White, Vicki Gordon

There was discussion and consensus that attendance at MEF Board meetings for invited guests should be discussed by the Board/Executive Committee prior to the invited guest's attendance. Furthermore, MEF Board members should be advised prior to each meeting of expected invited guests.

There was discussion that MEF should contact Katie McLaughlin and explore Ms. McLaughlin's interest in joining MEF Board so she can become actively involved in planning/promoting the MEF Bocce Ball Tournament with the understanding that proceeds raised from this activity will be donated to \$20 for 20 Campaign. The Bocce Ball committee will decide on date for the tournament in 2010. If this is successful, MEF should explore for 2011 to designate funds raised from elementary schools from MEF mail-a-thon activities to be donated to the \$20 for 20 Campaign if \$20 for 20 Campaign is still popular and in existence.

Nancy Hobert volunteered to write a letter to each guest who attended this retreat thanking them for their attendance and participation and to encourage them to support an annual summit meeting of all school related fundraising groups on a continual basis. In this way, it is more likely the fundraising groups can become more efficient and effective by being aware of other fundraising activities throughout the District.

MEF should continue to attempt to encourage the AHS Arts Foundation and AHS Band Boosters to join forces with MEF in an effort to become more efficient and raise greater amounts of dollars for the visual and performing arts.

(C) -- Formal action taken by MEF Board:

1. Vicki Gordon made a motion to purchase the sign from Sign Me Up for the Shell fence across from Ace Hardware. Jan Berletti seconded the motion and it was approved unanimously.
2. John Fuller made a motion that MEF send out letters to all the fundraising groups thanking them for coming in and offering to partner with them if they were interested. There was no second, so, the motion failed.
3. Larry Lippow made a motion that MEF should establish a policy not to allocate/grant any funds for the maintenance/repair of existing or future technology items because this is a responsibility for the District to fund on an as needed basis. Nancy Perry White seconded the motion. The motion was approved with 15 yes votes and 1 no vote (Vicki Gordon). John Fuller abstained.
4. MEF Board agreed to meet in June on June 14. Location and time to be determined.

