

# **NWS FUNDRAISING MINUTES**

## **NOV 16, 2009**

### **IN ATTENDANCE**

Iain Pardoe  
Martha Wilson  
Claire Leishman

### **REGRETS**

Beverly Barcham  
Georgia Argyle  
Ilana Pengelly  
Steve Forte (Board member liaison)

### **Item 1 – Annual Fundraising Campaign – Claire Leishman (presenting on behalf of Steve Forte)**

Claire reported on behalf of Steve Forte the information regarding the school's past Annual Giving Campaigns, and hopes for the Fundraising Committee to take over future campaigns.

#### **We agreed with some aspects of what was presented**

The idea of beginning the campaign earlier in the year – beginning at the Winter Faire – was felt to be a good idea. We were all in agreement that new life needs to be breathed into the Campaign, beginning with how it will be named. We were in agreement that the name “Lighting the Way to the Future” campaign touches on the emotions and is something tangible and worthy of working towards. We felt that how the campaign reaches the parents and friends of our community needs to be carefully revised and mindfully planned. For example, one target group we strongly opposed to reaching to (and singling out) were the families who are new to the school (or those who received ‘scholarships’). We felt that the campaign should be ‘project specific’ for the stage lighting and the third kindergarten. To conclude, the fundraising committee is not willing to take over the AGC, but is willing to help envision it's direction and review it as it unfolds in stages.

#### **Moving Forward**

-At the next PC meeting in Dec the “Lighting the Way to the Future” Campaign will be discussed/planned with Bev to give clear direction to Bev's work before the Jan. PC meeting when we would review mail out material.

-Create an image for the “Lighting the Way to the Future” campaign

- NWS Winter Faire Marketing and Advertising table, carrying image of “Lighting the Way to the Future” Campaign (See Item 2)
- Touch base at the Dec 1<sup>st</sup> PC meeting to discuss Dharel Verville’s fundraising concert

### **Item 2 – Sustainable Solstice Toonie Auction – Martha Wilson**

Martha shared the novel idea of the “Sustainable Solstice Toonie Auction” which hopefully avoids necessary permits for a gambling license. The items may be donated from local businesses or those who have a relationship with the school, all of which are earth friendly and sustainable. She hopes to collect up to 10 gifts. This will take place at the Winter Faire and will become part of the campaign.

### **Item 3 – Proposal for the purchase of supplies for yearly festivals – Martha Wilson, presenting on behalf of Georgia Argyle**

Georgia’s efforts have been focused on creating a framework for the school’s festivals. Along with other volunteers she has successfully created a new Festival Supply room, has written manuals, catalogued supplies, and the list goes on...

To continue her great efforts she would like the committee to consider using the PAC grant money to fund 100 lanterns (\$500), 3 chefs costumes for the Winter Faire Bakery (\$100 approx) and 20 more totes for ease of Festival supply storage (approx \$200). Also, \$50 for the purchase of 2 large seashells for the Spiral Walk.

### **Discussion**

We felt that a portion of the PAC grant spent on our school’s Festivals was a great idea. It was clear that the lower grades would most benefit from this spending, and so we discussed the need to ensure further PAC \$\$ spending keeps the needs of the older students in mind to balance our spending throughout the ages of children, e.g., perhaps \$\$ toward fixing the equipment storage shed in the upper field. Iain brought to our attention that we should first ensure any proposed spending fits the Ministry’s criteria of “eligible uses of PAC funds” before spending any of the \$1300 we received, and careful wording may be need to help portray the festivals as “extra curricular” activity. We did feel it would be a good idea to first ‘test’ a small number of lanterns and make sure they stand the test of our wet Kootenay snow/heavy rain!.

This item raised a question of where does the money from the festivals go? And should the festivals allow a % of the profit to be put back into their operation?

### **Item 4 – Martha, Claire and Iain**

Brief discussion of the Fundraising Committee, in particular the need for it to have a clear plan and policies in place. It was agreed that this should take place in early Jan at the next Fundraising meeting, date TBA.