

Meeting of the Stanley Jones Fundraising Association

MINUTES

Date and Time: Tuesday, February 24th 2025 at 7:30pm

Location: Virtual (Microsoft Teams)

Meeting Called by: Christina van der Lugt (Chair - Stanley Jones School Fundraising Association)

Attendees (as of 7:28pm):

- Lisa Range
- Bill Weaver
- Christina van der Lugt
- Michelle Feragen
- Frances Wasylenko
- Heather Smith
- Jake Smith
- Kristen Holm
- Lesley K
- Maureen Souply
- Megan Waldie
- Meghan Boyd
- Michelle Speta
- Natalie Shaw
- Paul K

Item #	Item	Presenter	Notes
1	Welcome, Approval of January Meeting Minutes	Christina	Approval of January Meeting minutes: Bill motion to approve. Heather second. Motion carried.
3	Treasurer's report	Meghan	<p><u>Casino Account</u> = \$85,414.16 closing balance Largest annual fundraiser. Some restrictions around how we can use this money (cannot be used to fund food or activities which are not directly related to learning).</p> <p><u>Non-Casino Account</u> = \$6,255.48 closing balance Primary source of income for this account is the No Fuss Fundraiser. Funds in this account are more flexible; used for teacher appreciation, wellness day, donations to SJ/AJA families in need, etc.</p>
4	Old Business	Heather	<p>Stanley Jones Casino dates are May 17/18 at Cowboys Casino. About half the shifts are covered already. Shift sign up here: https://volunteersignup.org/LPPJM This is our most lucrative fundraising opportunity, by far. Each casino brings in about \$80,000 for the school (and we get two: one for SJ and one for AJA). There is no equivalent amount of chocolate bar sales/ bottle drives which would bring in this kind of funding! Each persons' shift brings in about \$2000 for the school (so an 8-hour shift pays about \$250 an hour)!</p>
4	New Business/	Funding Request; Grades 3-4	<p>\$2500 for Fine Arts – Grade ¾ North Mount Pleasant Arts Center (City of Calgary); two artists working as a team to deliver curriculum relating to</p>

	New Funding Requests		Land Based Learning. Two sessions of 1.5 hours each. Classes conducted at Stanley Jones School. \$2006.22 for the program + \$500 for supplies Kristen motion to approve. Paul to second. Motion carried.
5	Questions/ Other Business	Casino Account Question	Question and subsequent discussion around relatively high Casino account balance and whether this is typical or if we need to disperse funds in advance of receiving next casino funds. Uncommitted casino funds of \$67,000 to last us until October 2025, however back-to-school is typically our highest request volume ~\$40,000 in requests in September. Therefore, the funds in the Casino account seem adequate to tide us over until new funds arrive. Clarification from Heather: funds do not need to be SPENT prior to receiving new funds but they do need to be allocated (intention to spend on a specific line item).
		“No Fuss” Fundraiser	Link to GoFundMe for No Fuss Fundraiser, which is an alternative to traditional fundraisers such as bottle drives or chocolate bar sales. No Fuss Fundraiser has historically been the most efficient way to raise funds which aren’t restricted (like Casino funds). In previous years, other fundraising opportunity (like coupon books) were significantly more work yet raised significantly fewer dollars. The above link will remain open for parents to donate beyond the existing campaign (February 18 th to 28 th). To date fundraiser has only raised \$2,575 of \$10,000 goal. Challenges this year; <ol style="list-style-type: none"> 1) A call was put out for a parent volunteer to help lead this fundraiser and no one stepped up. Limited time/ resources to dedicate towards planning and advertising fundraiser. 2) School is not allowed to send emails to parents about fundraising. Our fundraising e-mail list (which is opt-in) has only 85 parents (for a school of 486 kids), which means we only reach a small fraction of parents. 3) Too many e-mails/ requests/ attention from parents. Fundraising opportunity idea presented: doing a school movie night, where students pay a small fee (or by donation) to attend, and then can purchase popcorn and drinks. Relatively small total income but builds community and connections; and opportunity to find more parents who want to volunteer/ contribute to the school.

			Christina to follow up with Krista and Anna to gain further clarity around how to spread the word for this fundraiser while staying within CBE rules.
6	Adjournment		Jake motion to adjourn. Meghan Waldie to second. Motion carried. 8:04pm meeting adjourned.