

Meeting of the Stanley Jones Fundraising Association

MINUTES

Date and Time: Tuesday, March 18th 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
- Alixandreid Clark
- Christina van der Lugt
- Michelle Feragen
- Heather Smith
- Jake Smith
- Mauri Oldford
- Meghan Boyd
- Paul K

Item #	Item	Presenter	Notes
1	Welcome, Approval of February Meeting Minutes	Christina	Approval of February meeting minutes: Heather motion to approve. Jake second. Motion carried.
3	Treasurer's report	Meghan	<p><u>Casino Account</u> = Opening balance of \$85,414.16. One check cashed for Grade ½ pre-approved expenses (\$8821.08). Closing balance \$76,593.73</p> <p><u>Non-Casino Account</u> = \$6,255.48 closing balance.</p> <p>This amount does not yet include the proceeds from the No Fuss Fundraiser which just happened.</p> <p>Heather: follow up to discussion from last time regarding rules around when funds must be allocated - we have 36 months from when the money is deposited in our account to spend the money regardless of when our next casino is. Even then we can still withhold up to \$50K without having to ask for an extension. Therefore, we are in no rush to spend our money.</p>
4	Old Business	Heather	<p>Stanley Jones Casino dates are May 17/18 at Cowboys Casino (long weekend). 7 shifts left to fill. 7 back up shifts left to fill. If we do not fill our shifts we are at risk of losing our casino.</p> <p>Shift sign up here: https://volunteersignup.org/LPPJM</p> <p>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).</p> <p>Please communicate with friends and family; anyone can volunteer for the casino!</p>

			Each persons' shift brings in about \$2000 for the school (so an 8-hour shift pays about \$250 an hour)!
		No Fuss Fundraiser	<p>Thanks to Shivi for leading this year's fundraiser. Close to \$7400 was raised!</p> <p>Shivi has put together a list of lessons learned from this year's fundraiser to consider for next year.</p> <p>Some Lesson Learned:</p> <ol style="list-style-type: none"> 1. Administration will re-allow us to advertise now at Parent Teacher Interviews, other school events 2. Administration will re-allow us to distribute flyers outside of the school, including on school grounds 3. We should have a team of 7-10 people to help distribute flyers at the various events 4. GoFundMe has no restrictions on proceeds and has a smaller administration fee than Education matters, BUT they do not issue tax receipts 5. Consider setting up the next fundraiser through one of the Association's email addresses - Looks a bit sketchy coming from Shivi Thusoo 6. Continue to thank donors after every donation 7. Try to incentivize donors. While 39 is nice, 200 donors at \$50 reaches the goal 8. Leverage the requests from the student council into tangible stories that are part of the mailout (e.g., buddy bench, bike cage, wellness day) 9. Leverage our own kids. My daughter was able to motivate a couple of students' parents to donate - not a lot in terms of numbers but a start <p>Group discussion around using Go Fund Me vs. Education Matters. Education Matters goes directly to the school so we don't have any control over the spending of those funds. However, Education Matters would allow donors to receive a tax receipt, which could result in more donations or donations of a larger amount (such as employer matching opportunities).</p> <p>Consensus that we should proceed with Education Matters going forward.</p> <p>Link to GoFundMe for No Fuss Fundraiser, which is still open!</p>
4	New Business/ New Funding Requests	Funding Request; Kindergarten	Ask was for \$400 to reduce the cost of upcoming Spark field trip for Kindergarten. Motion to increase offer to \$660 to reduce cost to \$5 per student plus a buffer for students who are not able to pay. Jake motion to approve. Heather to second. Motion carried.
6	Adjournment		Michelle motion to adjourn. Mauri to second. Motion carried. 8:03pm meeting adjourned.