

EASTOVER FUNDRAISING 101

Everything You've Wanted to Know about Fundraising at Eastover

Eastover Elementary was built in 1935 and even with additions and upgrades, it has maintained a wonderful “schoolhouse” feel. That feeling and atmosphere are due in part to the contributions that Eastover families and friends make to the school. Parents, students and faculty contribute time and resources to ensure our school is nurturing, academically exciting, and fun.

This overview is intended to provide you with additional information and context around the opportunities you have to contribute financial resources to Eastover. We hope this information gives you a better sense of how all of the campaigns and events work together.

The PTA Budget

The Charlotte-Mecklenburg Schools (CMS) Budget covers facility and staff expenses. Additionally, funding is provided to each school based on the number of students. **Eastover receives less than \$60 per child from CMS for all instructional and non-instructional supplies.** Those funds provided by CMS make up only a small fraction of what is needed to continue our high standard of education at Eastover.

The function of the PTA budget is to supplement this CMS funding to ensure hands-on learning programs and academic experiences, as well as the latest technology and teaching tools. Without the PTA's additional funding, there would be no grade-level iPad and ChromeBook carts, smart board technology, chess, enhanced classroom supplies and books, teacher training, cultural arts and STEM programming. Even items as small as batteries, paper, agendas, printer cartridges and health room supplies are all made possible by PTA budget.

The PTA budget is broken into two funds: *Dedicated and Operating*. The Dedicated Fund provides for classroom and curriculum needs not covered by CMS. The Operating Fund provides for general operating expenses and PTA-sponsored events.

There is a third fund for the 5th grade trip that you will hear about throughout the year. However, this fund is its own separate entity and completely separate from the PTA budget. There is also a Jump Rope for Heart event that occurs each year in your child's PE class. That event is a school-sponsored, rather than a PTA, event and 100% of those funds go directly to the American Heart Association.

If you have any questions, please do not hesitate to contact the following Fundraising Chairs:

Lindsay Jones, *Invest in Your Child*
Meredith Sorrell, *Invest in Your Child*

lindsayhawfieldjones@gmail.com
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Natasha Scrivener, *Boosterthon*

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Dedicated & Operating Funds

Dedicated Fund

The Dedicated Fund provides for classroom and curriculum needs not covered by CMS.

The majority of Invest In Your Child campaign funds these expenses. Boosterthon may also fund these needs. Additional funding comes from Book Fairs, Art by Me, and Field Day T-Shirt Sales.

Expense Examples include:

- Classroom supplies (*by grade level*)
- Chess for 1st & 2nd grades
- Literacy Facilitator supplies
- Cultural Arts & STEM Programming
- Media Center, Art, Music & PE Supplies
- Technology Supplies (*iPad Carts, Chromebook Carts, Smartboards Laptops, etc, plus all upkeep/repairs*)
- Staff Development & Training
- Spanish for all grades
- Playground Enhancements

Operating Fund

The Operating Fund provides for general operating expenses and PTA-sponsored events.

A small percentage of the Invest In Your Child campaign may support the Operating Fund. Boosterthon may also fund these needs. Additional funding comes from Directory & Yearbook Advertising, Retail Refunds, Spirit Nights (ex. Harris Teeter/Chick-fil-A) and PTA Membership Dues.

Expense Examples include:

- Grounds Maintenance
- Copiers (*including paper, toner, maintenance, repairs*),
- Insurance
- Prospective Parents Events
- Health Room supplies
- Special Events (*Fall Fun Day, Father Daughter Dance, Mother Son Bowling, etc.*),
- Staff Appreciation

Primary Fundraisers

Invest in Your Child

Invest in Your Child is Eastover's direct giving campaign that allows family and friends to contribute at any level.

Timing: September-October

Goals:

- Invest allows parents to focus on “Time contributions” rather than selling products (EG: wrapping paper, cookie dough, entertainment books)
- All donations are utilized for programs to benefit your child during the CURRENT school year. Parents will see first-hand how our Invest in your Child fund is benefitting our school. Parents may view detailed reports on monthly spending in our Eastover Express and by looking at the PTA yearly budget on our Eastover website. The money raised supports grade level needs, cultural arts and STEM programming, Chess, Media Center books, Smartboards, Computers, Staff Development and Training, Playground enhancements - only to name a few.
- The most valuable PTA asset is our members. By making a simple contribution to help us meet our goal early in the school year, we can then focus our PTA efforts on programs that enhance the school experience for our children.
- The capital campaign is designed to take donations at any level so that we can reach 100% participation. No donation is too small.

Boosterthon

Boosterthon is a nine day character education and fitness program that culminates with an on campus fun run. Proceeds will supplement both the PTA's Dedicated and Operating budgets, depending on need. Boosterthon is a nationwide program where we share our profits with them. Eastover profits 54% from the donations. Boosterthon provides the entire service for us, while paying for the entire cost out of their percentage (approximately \$15,000-\$20,000 and 300-400 man hours of work).

Timing: April

Goals:

- Boosterthon promotes fitness, leadership and character through a fun-filled experience for all children.
- The second goal is to diversify our school sponsorship. Fundraising is designed so that sponsorship comes from sources outside of parents. Donations will stem primarily from friends, businesses, relatives.

As a parent, if you decide to participate in only one fundraiser per year, we ask that you support the INVEST IN YOUR CHILD campaign.

Frequently Asked Questions...

Why does the Eastover PTA raise funds?

Eastover PTA raises funds to maintain the high standard of educational materials and programming that take place every year at our school. Our PTA is called upon to finance programs and purchase needed equipment that CMS dollars do not provide. Programs such as chess, cultural arts and science activities, literacy materials and countless more are purchased with your donations; materials as simple as extra paper and pencils are purchased by the PTA. **All funds raised are spent on programs for the current school year.**

How many fundraising “asks” occur throughout the year?

There are 2 large PTA fundraisers that will occur this school year. They are Invest in Your Child and Boosterthon. Other activities throughout the year, like the Book Fair, Art by Me and Field Trip T-shirt sales also fund the PTA budget. The 5th Grade Trip committee may execute smaller fundraisers throughout the year, but these fundraisers are not PTA-sponsored. These fundraisers are completely separate from the PTA budget and solely fund the 5th Grade trip.

What is the timeline of the fundraisers?

Invest in Your Child takes place for 8 weeks in the Fall (September-October). Boosterthon takes place in April.

What is Invest in your Child?

Invest in your Child is Eastover’s yearly direct giving campaign. Our PTA budget is established based on our campaign goal for that year.

What is Boosterthon?

Boosterthon is a fundraiser that promotes fitness, leadership and character through an on campus fun run. It allows our children to get directly involved in supporting our school.

What is the difference between Invest and Boosterthon?

Invest is our Fall fundraiser (though donations can be made to the PTA at any time), and the majority of funds from Invest go directly to the PTA’s Dedicated budget. A small percentage of Invest funds will be retained to cover operating expenses as needed. **Boosterthon** is our spring fundraiser and fitness/character/leadership program. Proceeds go directly to the PTA's Dedicated and Operating budget, depending on need.

Why are there specific fundraising activities that only support the 5th grade trip?

The annual 5th grade trip is not a PTA event. Fundraising for the 5th grade trip varies year to year. The 5th grade trip is organized by parents and teachers, as well as the students themselves. The 5th graders will work to help raise money to go on the trip; this is part of the learning experience, and has become a “Rite of Passage” at Eastover

Are all donations tax deductible?

Yes, all donations are tax deductible. Eastover Elementary PTA is tax-exempt.

Can I direct my United Way contribution to Eastover Elementary?

Yes, you may direct your contribution to Eastover Elementary School. In doing so, please contact PTA Fundraising Chair Lindsay Jones, lindsayhawfieldjones@gmail.com, and indicate you are giving via the United Way. These contributions may be eligible for a matching program as well.

Does Eastover still look for community donations?

Any individual may contribute financially to the PTA. Eastover has well established relationships with many neighborhood businesses and appreciates any offer that supports our PTA mission of excellence in education and an enriched learning environment for our children.

Guide to Matching Gifts

Want to double the power of your gift to Eastover? Many companies will match charitable contributions their employees give to schools thereby doubling the impact of your donation. Invest in Your Child and Boosterthon are all fundraisers that can be enhanced by your matching gift.

When completing your employer's matching gift paperwork, please be sure to select "Eastover Elementary PTA" as the matching gift recipient when submitting a matching request and notify PTA Fundraising Chair Lindsay Jones at lindsayhawfieldjones@gmail.com.

We received matching gifts this past year from the following employers:

Bank of America
Wells Fargo
TIAA-CREF
Microsoft
Duke Energy
Key Foundation
Northwestern Mutual Foundation
Regions Financial Corporation
Unilever
LPL Financial
Crown Castle USA

Many other regional employers also have matching gift programs, so please check with your HR department to see if your employer offers this benefit and to confirm eligibility and guidelines.