



Weston Education Enrichment
Fund Committee

TO: Weston School Committee

FROM: Joan Heilbronner
WEEFC Chair

DATE: December 5, 2011

RE: WEEFC Mid-Year Report

The Weston Education Enrichment Fund Committee (WEEFC) has nearly completed its major fundraising efforts for the beginning of the 2011/12 school year. There were 1500 letters mailed to parents of students in the Weston Public Schools during the Fall Appeal. Over 600 personal phone calls were made during the Phone-a-thon. Approximately 210 people attended the Annual Autumn Auction and Dinner Dance. Some 70 volunteers were marshaled, and countless hours expended this fall in pursuit of WEEFC's mission to raise funds for the schools. This week, 900 additional letters will be sent to those who have yet to donate to WEEFC this year.

Net fundraising results to date:

<u>Event</u>	<u>Funds Generated</u>
Fall Appeal/Phone-a-thon	\$157,280
Family Photo Day	770*
STAR Award Program	100
Autumn Auction	<u>73,000**</u>
TOTAL	\$231,150

*These funds have not been received yet.

**These amounts are approximate, as there are still some outstanding items pertaining to the Auction.

Trends:

- Donations are approximately 9% higher than the figures from last year at this time. In addition, the number of families donating is approximately 10% higher, indicating that WEEFC's message of 100% of parents supporting 100% of Weston school children is still relevant.

- Auction revenues were down approximately 12% versus year ago. While attendance closely matched last year's levels, revenues from the Live and Silent Auctions were significantly reduced. Attendees enjoyed the party, and the new venue received rave reviews as did the décor reflecting the theme, Time in New England. Unfortunately, they were not raising their bid paddles as readily as in years past. However, innovative group items such as the Superintendent's Dinner and the Traditional New England Clambake Sign-up party continue to generate interest. For the first time, we elected not to use the front-row graduation seats as an auction item, but instead will hold a raffle for the tickets in the spring in hopes of generating more revenue than we could expect in an auction setting.
- In light of the declining revenues generated by the gift wrap fundraiser in the past few years, we replaced it with a new initiative, Family Photo Day. Although response was not as robust as we had hoped, we think that adding a Weston location next year will increase participation.

Analysis:

- WEEFC Budget Committee worked with the Administration last year to evaluate current grants in the pipeline and to build the budget for 2011/12 from a zero baseline. This careful examination of existing programming has resulted in the elimination of some less-impactful programming. However, WEEFC continues its commitment to provide funding for new innovative and creative grants and all grants which have the support of Administration and faculty. Despite the elimination of some programming, there has been a slight increase in the number of grants approved this fall as compared with last year. So although the total funding amount has decreased by about 30%, WEEFC is actually funding more programs than a year ago. To that end, 49 grants for a total of approximately \$92,000 have been approved this fall.
- WEEFC has been fortunate to have maintained level donations thus far, and hopes this trend will continue.

Opportunities

- Volunteer recruitment, particularly within the primary levels, continues to be a priority.
- New Initiatives
 - Staff and Teacher Achievement Recognition Award Program (STAR)
 - Graduation Seat Raffle
 - Targeted communications to parents at each school highlighting WEEFC programs
- Online payment is operational.
- The Alumni Initiative is underway, faculty advisors have been hired, and an Alumni Council has been established.

In summary, in its 26th year, WEEFC continues to contribute significantly to the Weston Public Schools, in spite of the challenges of the economic downturn. The key to WEEFC's success continues to be its superior volunteer organization. The level of commitment and dedication shown by these people is amazing. I would like to thank Jennifer Lemley - Phone-a-thon Chair and WEEFC Board member; Allyson Jaffe and Debbie McNamara (Board member) – Auction Co-Chairs; Laura Miller - Events Treasurer; Colleen Kettle - Database Support; Ellen Livingston

– Online Payment/Technology Development and WEEFC Board member; Greg Augustine – Technical Support and WEEFC Board Member; Kelly Renner – Former Chair, STAR Award Coordinator and WEEFC Board member; Danielle Black – School Committee liaison; Liz Hochberger – PTO President; and the rest of the all-stars on the WEEFC Board – Charlie Pohl, Steve Peacher and Ginia Ziobro.