

**Alice Deal Middle School
ADCA General Meeting
Minutes of January 17, 2018
APPROVED**

Co-president Lori Jackson called the meeting to order at 6:33pm.

General Announcements

Co President Jackson welcomed attendees and stated that this evening's meeting would not include a guest speaker. The March 21, 2018 ADCA General Meeting will include a guest speaker from the Parent Encouragement Program, Paige Trevor, whose presentation and discussion will be on "How to Set Logical Limits for Tweens.

Co-president Jackson also noted that Principal Neal is Deal's interim principal and that the ADCA would draft a letter to DCPS head office in support of them formally naming her the permanent principal; the ADCA will circulate the letter with the Deal community for signatures.

1. **Minutes for September 2017.** The September 27, 2017 Minutes were available for review and approval. The Secretary, Laura Cloutier, moved to approve the minutes; the motion was seconded by Lisa Wackler, co-VP for fundraising and events, and the minutes were unanimously approved.

2. **Treasurer's Report.** Jenny Backus and Diedra Barksdale presented the latest budget. They distributed a P&L sheet covering last year and year-to-date numbers and indicated that the ADCA's finances would be published online. The state of the ADCA's financial health is strong. Income is on track with projections. They noted that they estimate an 89% participation rate for the annual family donation drive, which is a very strong participation rate. Most expenses occur near the start of the school year and for that reason the Treasurers' goal is to end each school year with \$17,000-20,000 in the bank to cover expenses over the summer and early in the school year.
 - The Alice Deal Community Association has two Co-Treasurers, Deidra Barksdale and Jenny Backus, plus a part-time bookkeeper. We work closely with the ADCA Presidents, the Executive Board and Ms. Neal to manage the ADCA's budget and banking needs.
 - Your generous donations to the ADCA are so very important to our school, our students and our staff. They fund critical programs, help secure supplies not covered by the DCPS budget, pay for licenses for technology and educational materials, support our after-school clubs and teams and so much more.
 - We take our responsibility to manage the ADCA funds extremely seriously and we want to have a transparent process for our members. To that end, we will post our Treasurers' Report for each General meeting on the website as well as our P&L. Our yearly budget is laid out on the right side of the P&L document if you want to understand what we are spending our funds on.
 - In addition to our bookkeeper, we use rigorous controls when it comes to collecting cash, checks and donations and reconcile our books monthly. The ADCA is also committed to an external review of our

finances each school year. We will post the finding of that review when it is complete in the summer/fall of 2018 at the end of our Fiscal Year.

- As you review our budget, P&L, and updated report, please don't hesitate to ping us or call us with questions you might have.. The email for Alice Deal Treasurers is alicedealtreasurer@gmail.com and we both check that email.

3. **Gala Committee Report on the Annual Gala.** Leonie Stephenson and Lisa Wackler reported on fundraising events from earlier in the school year, Politics & Prose book sale and Internal Night – both were successful.

They provided an update on the Deal Gala. The Gala's theme is Olympic Winter Wonderland. It will take place on Saturday, February 10, 2018. The primary goal of the Gala is community building so attendance is strongly encouraged. The Gala will offer food, drink, music and dancing. The Gala will include a silent auction and will also include a "raise your paddle" event to raise funds for classroom technology, including increasing the number of classrooms that have Smart Boards.

The Committee's requests are: buy a ticket, encourage friends to attend, donate decoration items (snowflakes, old skis and sleds) and volunteer to decorate, serve as a bartender or clean-up.

4. **Principal's Report.** The fourth order of business was the Principal's report, provided by Ms. Neal.

Principal Neal reported on the following items.

- Enrollment projections for next school year are 1,500 for Deal. This school year started at 1,482 and has increased.
- Principal Deal began visiting feeder schools; starting with Janney last week. She will visit every feeder school this spring.
- Deal is a large middle school; it educates one-third of the City's middle schoolers. In the past, each grade had four teams, now 6th and 7th grade each have five teams. Principal Neal plans to have five teams for all three grades next year but she needs funding. The "raise your paddle" event at the Gala is very important because it raises money for technology and related support that allows her to have the staff and resources for sufficient teams for each grade.
- Related, Deal needs more space. Every room is being used, including the multi-purpose room. Principal Neal would like to replace the cottage (trailer) with a larger one.
- There are recent changes with the DCPS grading policy. First, if the student is not in class they will not receive credit for class work. Second, currently, if a student fails to submit an assignment they receive a score of 59 – starting Monday with the new advisory, if a student fails to submit an assignment they will receive a zero. The student will have 10 days beginning when the grade is entered into Aspen to make up the missing work.
- Principal Neal closed by expressing her gratitude to the ADCA and Deal community.

The meeting adjourned at 7:33 pm.

Minutes approved: 04/17/2018

Alice Deal Community Association Treasurers' Report #2
General ADCA Meeting, 1/17/2018 - 6:30 PM
Deidra Barksdale & Jenny Backus - Co-Treasurers

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ADCA MID-YEAR FINANCIAL UPDATE FOR JANUARY 17, 2018

(Our 2017-2018 Budget can be found on right side of the P&L document also posted on this page)

OVERALL STATUS REPORT

We are off to a good start for the 2017-2018 school year. Fundraising for our general fund, Albright Scholarships and events has been strong in the first half of the year and our spending is on track to meet our projections. We have had very strong participation by Deal families in our annual donation drive, more than 89% of Deal families have made a donation to the ADCA and we raised more than \$100,000 in direct donations to the ADCA to date.***

****P&L only goes through 12/29/17 -- we raised another \$7,000 in our year end giving drive from 12/29/17 to 1/1/2018)*

However, we still have some work to do on the revenue side to ensure we have enough \$\$ in the bank to meet our projected costs, especially in the summer of 2018. We raised our revenue projections by 46% for this year and set some very high goals for ourselves, especially for sponsorships and the Gala. We will be focusing our attention on these categories in the first quarter of 2018. In addition, we are considering doing a Spring fundraising event as well.

To date, per the P&L, we have raised slightly more than half of what we have projected we would raise for the year.

- ***Our 2017-2018 projected income is \$224,510***
- ***We have raised \$112,386 today and have \$112,124 left to raise***
- ***We have raised \$33,000 more in 2017 at this point than we did 2017 on Square , a 28% increase***

However we have only spent about a quarter of our budget to date

- ***Our projected spending for 2017-2018 is \$206, 965***
- ***We have spent \$50, 846 and have \$159,119 left to spend***

****Since the New Year, we have had another \$22,000 worth of expenses hit including some of our Gala expenses and our second Holiday Greens payment.*

KEY THEMES/FINDINGS FROM P&L and FIRST HALF OF THE YEAR

As of 1/17/2018

DEAL FAMILIES ARE REALLY STEPPING UP TO SUPPORT THE ADCA

- **FUNDS RAISED BY ADCA FROM JULY 1- DECEMBER 2017**

Deal Donations Raised Since July 1, 2017 through December 31, 2017

Family Donations Via Square & Check -\$93,912

Matching Funds -\$1,950

TOTAL - \$95,862

- ****Funds raised in Year End Fundraising Drive between 12/29/2017 and 1/1/2018 - \$7,030.00**
- We have a little bit less than **\$20,000** left to raise in Deal family donations to achieve our goal of \$120,000 and **\$1,050** left to raise in matching funds
- **86% of Deal families** have made a contribution to date to the ADCA which great but our goal is 100% participation. Our suggested donation level is \$200 but we gladly welcome donations of any size.
- **Total # Of Donors to ADCA to Date**
533 On-line Donors
68 Check Donors
Total Donors - 601
***There are 700 - 750 Families at Deal*
- **On-Line Donation Total Donors by Grade**
(doesn't include folks who donated by check and folks who didn't list a grade -approx 200 more folks)
6th Grade -173
7th Grade -157
8th Grade -99

DEAL FAMILIES REALLY BELIEVE IN STUDENT TRAVEL & OUR ALBRIGHT SCHOLARSHIP FUND

- We raised **\$23,053** in 2017 from June 2017 through September 2017 when we rolled out the Albright Scholarship Fund
- We raised another **\$11,530.03** for the Albright Fund at International Night and through our Giving Tuesday campaign

DEAL FAMILIES ARE VERY GENEROUS FOR OTHER CHARITABLE CAUSES AT DEAL TOO

- Deal families donated more than **\$5000** to Sponsor Other Students as part of the ADCA Donation Drive
- Our Houston Hurricane Shipping Container Campaign raised **\$1,039.31** and we filled $\frac{3}{4}$ of a shipping container with donated books, supplies, clothes for a local community center/school in Houston
- We raised **\$1,025** toward holiday gifts of fleeces for our wonderful Deal staff
- Families have been helping teachers obtain critical supplies for classrooms & Teams via Amazon Smile

OUR ANNUAL EVENTS ARE POPULAR AND WELL ATTENDED AND PROFITABLE 2017 HOLIDAY GREENS SALE EXCEEDED OUR PROJECTIONS

- Despite bad weather and the higher price of Xmas trees this year, we exceeded our budget project for our Holiday Greens sale by almost **\$3000**.
- **We raised \$30,987.89 gross at the 2017 Holiday Green sale with \$ 7,790.27 in expenses for a net profit of \$13,197.62**
- We were slightly under our 2016 Net Profit total of \$15,599 but over our budget projections by \$2,967

2017 SHAKESPEARE PLAY WAS PROFITABLE

- We grossed **\$7071.68** in ticket sales, sponsorships and donations for the Shakespeare Play
- We netted **\$2,063.93**

EVEN OUR SMALLER ADCA EVENTS ARE RAISING MONEY

- We raised **\$1,622** from our Politics and Prose Book Sale
- We raised **\$374.97** from Amazon Smile
- We raised **\$258.43** from Potomac Pizza Night
- We raised more than **\$200** selling concessions at Winter Concert & Shakespeare Play

DEAL GEAR IS POPULAR BUT NOT A HUGE PROFIT CENTER FOR US

- **Deal Gear Sold from July 1 2017 - December 2017**

(Note this is gross profit - not net)

TOTAL GROSS SALES DEAL GEAR -\$17,995

- We opened our first ever online Deal Gear Store in December - sold **\$4,094** worth of gear online so far

OTHER DEAL FUNDING STREAMS

Deal Stoddert Sponsorship - \$17,302

(Deal receives sponsorship funding from sports leagues. Funds go directly to support Sports Programs /Uniforms/Sports Equipment)

Deal Model UN - \$4,530

(ADCA collects funds from Model UN families and send money right out again toward Model UN conferences and travel expenses)

Deal Party/Gala Donations - \$1105.00

As part of the Gala, families host parties for Deal, guests pay a fee to attend. There was one party for the 2016-2017 Gala that happened in August of 2017

ON THE SPENDING SIDE

MOST OF OUR SPENDING IN THE FIRST HALF OF YEAR WAS ON EDUCATIONAL PROGRAMS INSTRUCTIONAL MATERIALS, FACILITIES, PROFESSIONAL DEVELOPMENT AND COMMUNITY/TEAM BUILDING

WE HAVE LOTS OF \$\$ LEFT TO SPEND IN THE 2ND HALF OF THE YEAR FOR EXTRACURRICULAR ACTIVITIES, COMMUNITY SERVICE PROJECTS, OUR IB CONFERENCE

WE MAY NEED TO SHIFT \$\$ INTO HOSPITALITY, COMMUNITY BUILDING, STAFF EVENTS FOR 2018 SINCE DCPS \$\$ DOESN'T COVER THOSE COSTS

OUR GOAL IS HAVE \$17,000 -\$20,000 IN THE BANK WHEN SCHOOL ENDS IN JUNE TO COVER SUMMER EXPENDITURES

RECENT EXPENDITURES

Here are a few things the ADCA has funded in the last three weeks of 2017 and first two weeks of January 2018 to make Deal a stronger place for all of us

- 1/16/18 Books for 8th Grade Reading Project - \$1,898.67
- Funding for Gala Vendors: - \$6156.00
- 12/29/17 Model UN Conference Hotel Rooms and Conference Fees - \$2181.20
- 12/22/17 -Uniforms for Girls and Boys Basketball - \$566.11
- 12/02/17 - Funding for Shakespeare Play Director and Assistant Director - \$4,200

CURRENT ADCA BANK BALANCES AS OF 1-17-2018

The ADCA has two bank accounts with PNC bank. A checking account where we keep our operating funds and a money market account. In the summer of 2018, we would like to transition our all of our banking to TD Bank because they have lower fees and better services for nonprofits. We have opened a checking/saving account at TD Bank which we have dedicated towards the James Albright World Language Trip Scholarship Fund for now. We thought it was very important to segregate these funds and wall off the money being donated towards these critical scholarships for student travel.

PNC Checking - \$44,778.29

PNC Money Market - \$9043.03

*Money Market balance represents funds raised via Square at International Night & through our Giving Tuesday Campaign for Albright Scholarships

TD Bank Money Market - \$23,053.74

*This is our James Albright Fund scholarship dollars from 2016/early summer 2017

TD Bank Checking Account - \$2,487.00

*This is the cash donations we received at International Night
