

**Ascension Catholic Academy
Advancement Report
Board Meeting 4.23.20**

The budget for contributed revenue for FY 2019-20 is set at \$5,146,100. The attached campaign report shows we've secured 81% of this goal and have \$976,400 million left to raise.

We are shifting some strategies and continuing to reach out to donors. We expect a reduction in giving for the remainder of the year at will likely be at 60-75% of what we received last year.

- Ascension schools goals--\$272,807.44 left to raise
 - \$100,000 pledged to SLAM
 - \$53,000 SLAM Pending Grants
 - \$220,000 from Major Gift asks and mail (40 prospects projected at 60% compared to last gift)

- John Paul II goals -\$483,272.84 left to raise // gap in identified source **(-\$280,000)**
 - \$175,000 projected for alternative to Gala : Read to Lead
 - \$80K in \$1,000+ large donors
 - 220 donors from past years are likely givers and ambassadors to others
 - \$25,000 in mail appeal and major gifts (5 gifts at \$1,000+)

- St. Peter Claver goals--\$158,244.61left to raise// gap in identified source **(-\$30,000)**
 - \$85,000 from 18 Major Gift Prospects 80% of giving from last year
 - \$46,000 coming from gift to scholarship aid from donor at CCF
 - \$52,000 grant award to Early Childhood – exploring alternatives

- ACA goal-- \$62,075.06 left to raise// gap in identified source **(-\$20,000)**
 - \$25,000 new grant pending
 - New LOI's and grant requests going out and a few may impact this year.

Advancement Operations Calendar April through June

1. Pivot from JP II Gala to "Read to Lead"
 - JP II Gala originally May 1st changed to Read to Lead online campaign-stated goal \$200,000

- This effort we live online with a BidPal landing page and Facebook, YouTube, Instagram, email and mail will help to engage others
- Read to Lead is a highly engaging online experience where we are asking donors from the JPII Gala join us over a 10 -week period to support our JPII scholars in their reading goals.
- We will have various levels of sponsorship to welcome people to sponsor a scholars daily, weekly, monthly reading goals at entry levels and sponsorship levels for classrooms at higher levels. Predicted giving levels are from \$5 to \$30,000.
- Guest readers, rewards for scholars, matching gifts and video check-ins with scholars. We are still considering ways to include raffles or auctions.
- We are exploring capabilities to replicate to SPC and Ascension Schools.
- Through OLG and past JPII Gala connections we have already had 70+ people submit a video of themselves reading a book.

2. Formerly President Circle Gatherings – Now Virtual Coffee with the President

Each Zoom meeting will aim to have 4-5 couples in attendance. A list of Transformational and Leadership donors will be used to send out invitations via email with phone follow-up by staff.

- May 1st at 11:30am (test run) - Board Invited
- May 8th at 11:30am-12:30 am
- May 15th at 11:30am -12:30 am
- June 12th at 11:30am -12:30 am
- June 19th at 11:30am -12:30 am

Presentation will include slides, video clips and discussion. Topics will focus on the landscape of education in the current environment, challenges our families are facing, how Ascension Catholic Academy is meeting challenges, and financial projections.

3. Prayer Cards

- A prayer card for every scholar has been developed to ask people to support our schools in this very important way. We are continuing to connect with donors, volunteers, partners with these cards. They are a highly impactful way to reach out.

4. Mail appeals

- a. April 20th letter has gone out to 2800 donors
- b. June we will send a school- year end letter

5. Major Gifts

- c. Calls to check in with donors have been ongoing since the beginning of social distancing.
- d. Moves management will continue to be an important effort with call assignments to follow up on mail appeal beginning this week.

6. Grants

- We continue to develop new potential grant funders—15 family foundations will receive an introduction letter to inquire about submitting a full proposal.
- Existing for 19-20: one grant request is pending for \$75,000 to general operations; 2 grants to support SLAM totaling \$53,000 are pending.
- Grants in 20-21 not 19-20: 1 new grantor invited a proposal for gen operations in June; we are open to send a proposal to I.A. O'Shaughnessy \$100,000 likely request.

7. Communications

- a) The communications team (Judy and Shane) have been amazing in the level and amount of work they have produced during this time where everything is relying on our online presence:
 - The Pandemic Response Page has been developed on ACA website and has wealth of information.
 - Family Communications for schools has been supported by Judy with amazing response from parents.
 - Virtual Mass/ Weekly scripture reflections have kept people connected with our faith community,
 - Friday email blasts have been well received by donors, volunteers and community partners,
- b) In the coming weeks we will also focus on 8th grade interviews in May to capture stories and a school-year end update will be produced in May to show the impact of gifts.

8. Enrollment

We are shifting our strategies to utilize online and social media to maximize retention and reach out to new families this spring. Advancement staff and principals are meeting in this week to vet strategies.

9. Volunteers

Volunteers have been called and emailed since the beginning of social distancing. Principals and Advancement staff are developing ways volunteer tutors may work with classrooms remotely.

Board Member Engagement

Just as we are continually developing how we do advancement at this time we are developing ways for board members to engage. Right now ways you can help us to develop the resources we need to make our mission possible:

- Assist with solicitation calls – after a letter from the school—April and June
- Open doors to invite only foundations—see attached list or contact us if you know of others.
- Participate in Read and Lead from May –June
 - Be a guest reader
 - Host a table by making a matching gift and inviting friends to join you
- Sign up for a scholar prayer card and ask others to do the same.

Thank you for your prayers and support in this challenging time.