



Highland Ranch Educational Foundation

Foundation Meeting- General Meeting 9-13-18 Minutes

1. Welcome-Heather

We are going to give an overview of the Foundation. Our job and focus is to fundraise money to fund different programs for the kids at the school. Hopefully you will get a glimpse of our fundraising events.

2. Treasurer's Report-Esther

We started the year 92

Income: \$566.40

Expenses: \$68,769.86

Available funds: \$26,452.14

We have to fundraise a year in advanced. We need to have 80K to cover all programs.

3. Principal's Report-Cindy

- The garden is starting a gardening club starting on Monday.
- The boy scouts are finishing the garden and another project where they will do a garden library.
- Shade structure cost 30 K and there is 30K more to DSA . They a pushing to see if the District can cover that cost.
- Arts Attack and world Music programs are scheduled for the year already. Arts Attack has an amazon wish list for anybody who would like to contribute with donations.
- The Math teacher is starting a math olympiad team at the school

4. Foundation Liaison list update-Lena

- We have most classroom liaisons, except for 5th grade. I sent the welcome letters. Some of them are here in the meeting. Thanks for coming.
- Explained the role of the liaisons.

5. Communication's update-Sara

- *FaceBook*

- We want to improve the outreach strategy to be able to reach more people through social media, email, mouth to mouth, etc.
 - 1. Admins
 - We need to establish who are going to be admins for the FB page
 - 2. What to Post? When to Post? Who can Post
 - 3. Approval process for the contents and postings
 - We have Facebook page. The idea is to implement processes and protocols that will help us decide what to post. Because we are dealing with kids, this is a touchy subject. We want to make sure that what we are posting is safe and we get good feedback. It would be great to have a template with our communications.
 - 4. Brainstorm on the "Like" campaign
 - The idea is to launch a "like" campaign to get more traffic in the page, and have a school "price at the end (ie: pajama day)
 - Idea came up in the group discussion: If we reach our goal of 30K in the Red Envelope Campaign, we can have the kids do things like spray silly string, ice bucket, or similar to Mrs Venolia (Principal) or Mr. Sterling (TOSA at the school) at a Friday Flag. Kids and parents can cast their votes on Facebook. We need to decide on the choices and announce it to Mrs. Sterling tomorrow, to see if he is gamed for this.
 - There was a suggestion to consolidate the FB pages of PTA and Foundation to have only one.
 - Idea: have visual, like a thermometer to show everyone how much we have raise in the Fall Campaign and the different Fundraisers throughout the year.
6. Red Envelope Campaign Update-Erin
- The campaign has raised \$10.775 so far (first week)
 - The Tile Party will be Wednesday, november 7th. We need help from volunteers. Setting up the MPR, during the event, cleaning up, and after if anybody know how to do tiling to put them on the school wall.
7. Barnes and Noble Night- Chair Sandra
- Sandra was not present, so Heather Brinkley related the info from Sandra.
 - It will be December 10-17. December 12th is the Kick Off at barnes and Noble, Mira Mesa. There will be a reading with the teachers event.
 - Sandra said she does not need volunteers for this event.
8. Spell-A-Thon-Chair Sandra
- On Friday, January 11th the words will be send out to the kids to study. Spelling Test will be January 25th, 2019.
 - We need LOTS of volunteers for Jan 25th to help grade the test.
 - This rolls into the "Spelling Bee" contest, which is not a money maker, but a community event at the school and district wide.

9. Spring Fundraiser-Beth

- In the last couple of years we've had the event at the Rancho Bernardo Country Club. So far we don't have a venue. We are still looking, and some options are the RB Country Club, Second Chance Brewery. A date available is May 4th, and we have thought of a theme like "May the 4th be with you"
- So far, Beth has about 15 people to help with sponsorships and collect auction items.
- She is working on donation and sponsor letters.
- We need a person to chair and oversee the making or the ART made for the auction. The idea is to have one person in charge of every grade level
- We have to send out an email for the Ralph Card registration
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Attendance:

Board-

Heather Brinkley-President
Erica Spinelli-Vice president
Sara Taghavi-communications
Erin Cummins- Red Envelope Campaign
Esther Lee-Treasurer
Lena Gasia Rosquete- Secretary
Beth Gosselin- Spring Fundraiser

Guest-

Tim Volzer- classroom liaison
Amit Agarwal
Cindy Venolia - School Principal
Rochelle Brown
Yvette Brinkman- classroom liaison
Michelle Fox- classroom liaison
Alicia Tamayo- classroom liaison
Claudia Pelayo- classroom liaison

Mission Statement:

"The Foundation is dedicated to the children of Highland Ranch Elementary School. We are committed to the children's welfare by providing additional financial support to enhance and improve the curriculum and educational opportunities for all students attending the school."