

**Pike Creek Charter Middle School  
Planning Year Fundraising Plan  
June 2013**

Without federal startup funds, Pike Creek Charter Middle School has developed a fundraising plan to obtain the necessary funds to operate during the Planning Year and beyond until Pike Creek Charter meets its target enrollment needs for self-sufficiency. Along with the below strategies, PCCMS will be working with Delaware PTA to establish a PTA within the middle school and a booster club to establish ongoing events such as but not limited to: car wash, health and wellness community events, ongoing business sponsorships, alumni giving and an annual auction.

Fundraising will begin following the State's approval of the PCCMS charter application and will be managed primarily by the Finance and Facilities Committee of the board in partnership a Professional Fundraiser. PCCMS plans to contract with an experience fundraiser to manage all phases of the fundraising plan.

**Expenditure Costs:**

<b>Prospective Expenditures</b>	
Salaries/Other Employer Expenses	\$212,427
Student Support	\$13,000
Operation and Maintenance of Facilities	\$416,500
Administrative and Operation Support	\$35,550
<b>Total Expenditures</b>	<b>\$677,477</b>

**Fundraising Goals by Source:**

<b>Revenue Sources</b>	
Foundation Grants	\$600,000
Nonprofit Grants	\$200,000
Individual Donors	\$50,000
Corporate Giving	\$25,000
Special Events	\$25,000
<b>Total Revenue</b>	<b>\$900,000</b>

**Projected Revenue by Fundraising Strategy:**

<b>Fundraising Strategies</b>	
Foundation Grants	

Longwood Foundation	\$375,000
Welfare Foundation	\$75,000
Rodel Foundation of Delaware	\$75,000
Laffey McHugh Foundation	\$35,000
Crystal Trust	\$25,000
Gilliam Foundation	\$15,000
Nonprofit Grants	
Carol M. White PE Program	\$50,000
Roadmaps to Health	\$10,000
School Grants for Healthy Kids	\$1,000
30K NASPE Research Grant	\$9,000
Children Health and Wellness Grant	\$2,000
Fuel Up to Play 60	\$1,000
Fuel Up to Play 60 Healthstyle Grant	\$1,000
Obesity Prevention Regional Grant	\$25,000
Safeway Foundation	\$10,000
Healthy Habits	\$5,000
School Nutrition/Physical Activity	\$11,000
Community Partnership for Childhood Obesity	\$50,000
Transitional Research to Improve Obesity	\$25,000
Individual Donors	
Board of Directors	\$10,000
Email Giving/Advocacy	\$40,000
Corporate Giving	
Professional Fundraiser	\$25,000
Special Events	
Golf Tournament	\$10,000
Neighborhood Mixers	\$5,000
Health/Wellness Community Days (15)	\$7,500
Opening Celebration	\$2,500
<b>Total Revenue</b>	<b>\$900,000</b>

## Strategies

### Foundation Grants:

Target audience- local, philanthropic organizations that are looking to change the face of education in the state of Delaware with new, innovative methods.

Timeline- Approval through September 15<sup>th</sup> for distribution by January 2014

Strategy	Actions	PCCMS Committee
<p>-Solicit donations from local foundations. Goal is to raise a minimum of \$600,000 from this income source.</p>	<p>-determine grant application information, deadlines, criteria and timelines                      -identify main contact at each foundation and set up face-to-face meetings to share information about the school, discuss needs of the school, discuss goals of the Foundation and interest areas                      -write applications and have multiple committees review                      -follow up contact after outcome is known; send thank you letters and add to messaging distribution                      -ask for feedback based on the “yes” or “no”                      -If application is funded, provide appropriate donation acknowledgement information; establish process for completing report for funder at end of fiscal year.</p>	<p>-Finance and Facilities Committee                      -Education Committee                      -Professional Fundraiser</p>

### Nonprofit Grants:

Target Audience-national organizations that distribute monies to education initiatives, health/wellness initiatives, childhood obesity and physical fitness.

Timeline- rolling cycles for distribution by January 2014

<b>Strategy</b>	<b>Actions</b>	<b>PCCMS Committee</b>
-Solicit donations from across that country that are mission specific to PCCMS. Goal is to raise a minimum of \$200,000.	-identify all application mission specific grants -work with a professional grant writer on board to maximize earning potential -determine grant application information, deadlines, criteria and timelines -write applications and have multiple committees review -follow up contact after outcome is known; send thank you letters and add to messaging distribution -ask for feedback based on the “yes” or “no” -If application is funded, provide appropriate donation acknowledgement information; establish process for completing report for funder at end of fiscal year.	-Finance and Facilities Committee -Education Committee -Professional Fundraiser

**Individual Donors:**

Target Audience- individuals and community members that are interested in the mission/vision of PCCMS

Timeline- Approval and continuously throughout each fiscal year

<b>Strategy</b>	<b>Actions</b>	<b>PCCMS Committee</b>
-solicit donations from individual donors within the Pike Creek, charter and education community. Goal is to raise a minimum of \$50,000 -establish a capital campaign to raise funds for outfitting the building -establish a micro-financing campaign through email solicitation, the website and	-each member of the board of directors must donate \$1,000 annually to the school. With 10 board members, this will raise \$10,000 annually. -establish a social media presence asking for each follower to give \$5 -link social media to the website -establish an email campaign	-Finance and Facilities Committee -School Leader -Community Committee -Professional Fundraiser

social media	to community members within the 5 mile radius for current updates and ways to get involved (send monthly) -establish literature on the capital campaign -raise money towards specific parts of the building (i.e. donate money to outfit classrooms, gymnasium, etc.) -identify assets of new building that other buildings do not have and what parents want -work with Delaware PTA to establish communication with families and other ally organizations	
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**Corporate Giving:**

Target Audience-Delaware corporations and companies with philanthropic activities, PAC's and public affairs capabilities that have an interest in education success in the state of Delaware.

Timeline- Approval and continuously throughout each fiscal year

<b>Strategy</b>	<b>Actions</b>	<b>PCCMS Committee</b>
-solicit donations from local corporations. Goal is to raise a minimum of \$25,000. -all monies from this strategy will go towards monthly community outreach events and naming of wings of the school	-create presentation on mission/vision of the school with short term and long term outlook -identify large corporations located within the 5 mile radius (large corporation means an employer with 50 or more employees) -identify contact within each corporation -set up meetings with contacts to tell them about the school, answer questions and learn more about their organizational goals with corporate giving	-Finance and Facilities Committee -School Leader -Professional Fundraiser

	<ul style="list-style-type: none"> <li>-determine if there is an application process</li> <li>-ask for feedback based off response</li> <li>- If funded, provide appropriate donation acknowledgement information; establish process for completing report for funder at end of fiscal year.</li> <li>-become corporate partners in the community</li> </ul>	
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**Special Events:**

Target audience-prospected parents, community organizations and community businesses

Timeline-June 2014 and continuously through each fiscal year  
 Golf-September 2013 and each September thereafter  
 Community mixer-July 2014 and each month thereafter

<b>Strategy</b>	<b>Actions</b>	<b>PCCMS Committee</b>
<ul style="list-style-type: none"> <li>-solicit donations from special events. Goal is to raise a minimum of \$25,000</li> <li>-establish a community mixer program through neighborhood associations (goal of 1 mixer in each neighborhood within the 5 mile radius)</li> <li>-establish an annual golf tournament that will encompass corporations, local businesses, parents, faculty and community partners</li> </ul>	<ul style="list-style-type: none"> <li>-identify homes within each neighborhood for the mixers</li> <li>-ask each home to host mixer and donate food and beverages</li> <li>-develop invitations</li> <li>-create letter coming from community family</li> <li>-follow up on invitations</li> <li>-identify guest speaker to attend each mixer</li> <li>-develop marketing materials to share with attendees as a takeaway</li> <li>-solicit board member attendance and school leader attendance</li> <li>-create sign in sheet to capture names, addresses and email addresses of attendees for monthly newsletters and</li> </ul>	<ul style="list-style-type: none"> <li>-Finance and Facilities Committee</li> <li>-School Leader</li> <li>-Professional Fundraiser</li> </ul>

	future communications -identify golf course within the 5 mile radius -identify cost per person from course -use Professional Fundraiser to run event from invitations and solicitations to day of event participation	
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As you can see, Pike Creek Charter Middle School has lofty fundraising goals that exceed that expenditure needs. These goals will help drive financial viability through the Planning Year while engaging the community on all levels for involvement. The fundraiser will establish benchmarks, measurables and timelines to establish a pattern of success.