



TO: Weston School Committee

FROM: Allison Abrams
WEEFC Chair

DATE: January 7, 2019

RE: WEEFC Mid-Year Report

The Weston Education Enrichment Fund Committee (WEEFC) is excited to report that after a long, creative process, we have changed our logo. We settled on a design that we feel is fresh, contemporary and a better representation of the creative thinking of our teachers and administrators as well as the grant process. We have just completed our end of year fundraising effort. In the first week of December we mailed appeal letters to parents of students in the Weston Public Schools. With that letter, we included a car magnet with our new logo. In addition to this appeal, WEEFC held Principal for a Day drawings in the fall and our Star Program is an ongoing opportunity for parents to recognize faculty and staff in our schools. We look forward to hosting a district wide community event which will be another opportunity for WEEFC to fundraise. This event will take place at Weston Golf Club on April 6th.

*Net fundraising results as of January 5:

<u>Event</u>	<u>Funds Generated</u>
December Appeal (91 donations)	\$60,100.00
Star Awards, Sept-Dec (12 donations)	\$1,400.00
Principal for a Day	<u>\$3,250.00</u>
TOTAL	\$ 64,750.00

* All amounts raised are reflected; however, certain funds have yet to be deposited.

Fundraising Efforts:

Winter Appeal: Because last year's fall numbers were much smaller than those in the past, WEEFC decided to forgo a fall campaign and focus on our new logo as well as planning for our spring event. On December 1, 2018, we mailed approximately 1300 letters to families announcing our end of year campaign. In that mailing, we included a car magnet with the new logo and a Save the Date card for the April 6th event. We sent targeted emails to the Elementary, Middle and High Schools later in the month since

donations were slow to come in. In the final days of December, we had a generous family offer a \$10,000 match. We are happy to report that we made that match. Surprisingly, our end of year campaign, totaling \$64,7500 was much smaller than in years past. We had hoped that by forgoing a fall campaign and the excitement over the new logo that these numbers would be higher. The board will be spending some time this month looking at why only 7% of our families donated to WEEFC this fall and winter. A possible factor could be that families are waiting for April to donate at the event. At that time, they might be able to pick up an auction item for their donation or donate directly to their school(s) through the giving tree model. We will continue to do outreach through email about and fine ways to impart the importance of giving to WEEFC. WEEFC would like to thank the family who made this match possible and all of our donors who contributed to this effort.

Principal for a Day: Our Principal for a Day drawing brought great excitement among the elementary families who entered their child's name for a chance to be principal for a day at his or her school. Winners' names have been drawn, and plans are underway to create a fun and unique experience for the lucky winners. We thank the elementary school principals for agreeing to allow us to offer this fun opportunity to the students. This year we brought in \$3,250.

Upcoming Events

Spring Event for the whole district: WEEFC is excited to build on the past two spring events. Those events did not include Middle and High School families. In an effort to bring the entire school community together to support WEEFC, we are returning to the model we had used many years ago. The Board is planning this district wide event for April 6, 2019 at Weston Golf Club. There will be heavy appetizers, adult beverages, a DJ, dancing along with a small silent auction and giving trees for all the schools.

Half – Day Wednesday event for Elementary School-Aged Children: To increase awareness of WEEFC and better engage our community, we would like to sponsor an afternoon of fun with games and a DJ on one of the half Wednesdays. The event would be free of charge and all students, K-5 would be invited. **Date TBD.**

End of year appeal: WEEFC will consider an end of year campaign if we do not meet our fundraising goal by then.

Grants

WEEFC continues its commitment to provide funding for new, innovative and creative grants and all grants that have the support of administration and faculty. We continue to work with Administration to ensure that approved grants align with District priorities. To date, there were 30 grants submitted for approval. Of which, 23 have been approved which is about the same as this time last year. Ten grants were approved for County and

Woodland Schools, four for Field School, five for Middle School and ten for High School. WEEFC is confident that every student in our district will be touched in some way by a WEEFC grant. Additionally, we are thrilled by the increase in new grant submissions (11 of the 23) and we hope this trend will continue for the rest of the school year.

Priorities/Initiatives

Understanding the important work that WEEFC does and how the dollars are used, continues to be a priority. We continue to send targeted emails to individual schools and are considering a newsletter with pictures and articles to help better explain how WEEFC dollars benefit our students.

Initiatives

- Staff and Teacher Achievement Recognition Award Program (STAR) – We are hopeful that families will continue to support our STAR program.
- Current Grant List – In response to feedback, we continue our efforts to better communicate with parents about the programs WEEFC funds by including a link on many of our communications directing them to a grant list on our webpage. The list is updated each time a grant is approved by School Committee.
- Board Member – Later this winter, we will be opening up a board seat as one of our board members no longer has children in our schools.
- WEEFC will be planning and sponsoring some free events to offer opportunities for families to learn more about WEEFC dollars at work.

Conclusion:

WEEFC continues to provide substantial support to the Weston Public Schools. While there has been a decrease in donations this year, the balance in the WEEFC account is still robust. Additionally, we look forward to a truly memorable fun event on April 6th.

In summary, in its 33nd year, WEEFC continues to contribute significantly to the Weston Public Schools. The key to WEEFC's success continues to be its passionate volunteers and supportive donors. I would like to thank our Board members for their commitment and dedication to WEEFC: Greg Augustine, Kate Dickie, Emily Golin, Kelly Gordon, Allyson Jaffe, Cara McGrath, Debbie McNamara, Tracey Morzano, Meredith Taylor, and John Henry– School Committee Liaison. I would also like to thank Dr. Kimo Carter for his guidance and innovative thinking. We look forward to continuing our work with him to bring unique and engaging programming to our students, faculty and staff.

Respectfully Submitted,
Allison Abrams, WEEFC Chair