



# PTO Meeting

June 3, 2014



# Volunteer Reception

Thank you to all the parents & teachers who have volunteered this year to help the PTO and the school improve the educational experience for all our children!

Whether you helped with an event, a committee, Morning Drop-off, Teacher Time Savers, or in the classroom. It is appreciated!



# Special Recognition

We would like to recognize a few individuals who made a significant volunteer contribution by chairing or participating on the board of an event or committee.



# Special Recognition

## Cultural Arts:

- Kim Knowlton
- Kara Bettigole
- Kathy Wick
- Michelle Lieberman



# Special Recognition

## 4th Grade Planning

- Joanna Jones
- Terry Argir

## School Spirit

- Angi MacDonnell
- Julie Kelly
- Krissy Fernandes



# Special Recognition

## Seed to Harvest

- Krissy Vargas
- Heidi Sleiman
- Krissy Fernandes
- Kate Wraight



# Special Recognition

## **Restaurant of the Month**

- Kelly Guagency

## **Points Programs**

- Karin Sutter
- Krissy Fernandes

## **Square One Art**

- Susan Murphy



# Special Recognition

## **Scholastic Book Fair**

- Julie Balderson
- Diane Horton

## **Genevieve's**

- Kara Dawson

## **Holiday Fair**

- Jen Little





# Special Recognition

## **Yard Sale**

- Cheryl Alkon

## **Monster Mash**

- Lauren DiCicco
- Tracey Gondelman

## **Family Fun Night**

- Heather Carr



# Special Recognition

## Family Picnic

- Jen Little
- Lauren DiCicco

## International Night

- Deb Knapik

## Ben-Hem's Got Talent

- Olivia & Sara Dalicandro
- Katrina & Sarah Barnes



# Special Recognition

## **Biography Night**

- Kathy Schnair

## **Science & Math Night**

- Corey Dehner
- Krissy Fernandes
- Ali Huse
- Vicki McShane



# Special Recognition

## Custodial Staff

- Bob
- Danny
- Chris (we miss you)
- Ed



# Special Recognition

## **Teacher Liaison**

- Ashley Craig

## **Administrators:**

- Ian Kelly
- Ben Gatto
- Donna Kelley
- Valerie Rooney



# Agenda

- Upcoming Events
- Grant Update
- PTO Year in Review
- '13-'14 year end budget review
- '14-'15 budget projections



# Upcoming Events

## Family Fun Night

- June 6, Rain or Shine
- No Walk-Ins
- Volunteers Needed

## Natick Special Olympics

- June 10 @ Natick High

## Squirrel Stole My Underpants

- June 13 @ Wilson Middle School
- \$8 per ticket
- [puppetshow.benhempto.org](http://puppetshow.benhempto.org)

## 4th Grade Activities

- June 12 Fun Day
- June 18 Promotion Day

## Portfolio Days

- June 5 Grade 3
- June 6 Kindergarten
- June 13 Grade 1
- June 17 Grade 2
- June 18 Grade 4



# Grants Awarded '13-'14

**\$290 Awarded ✓**

**BrainPOP Jr. Subscriptions**

*submitted by the Second Grade Team*

**\$525 Awarded ✓**

**Junior Achievement Program Materials for 3rd Grade**

*submitted by Emily Neil (Ben-Hem Parent)*





# PTO Year in Review

Cue slideshow...



# '13-'14 Financial Review

## **Financial Goals for 2013-2014:**

- **Restore or expand spending in key programs**
- **Invest in new programs**
- **Maintain adequate cash balance**
- **Reduce number and frequency of fundraising programs**



# '13-'14 Financial Review

**FY13-14 Fundraising Goal: \$36,868**

- *\$23,950 excl. \$12,918 carry-over from 2013 AEO*

**FY13-14 Fundraising, actual: \$50,522**

- *\$37,605 excl. \$12,918 carry-over from 2013 AEO*

**FY13-14 Fundraising Excess: \$13,655**

- *all revenue generating programs were at or better than budget*
- *Ben & Jerry's included in fundraising goal but not fundraising actual due to event delay until late summer 2014 (FY14-15)*
- *all figures exclude \$35,795 distribution from NED*

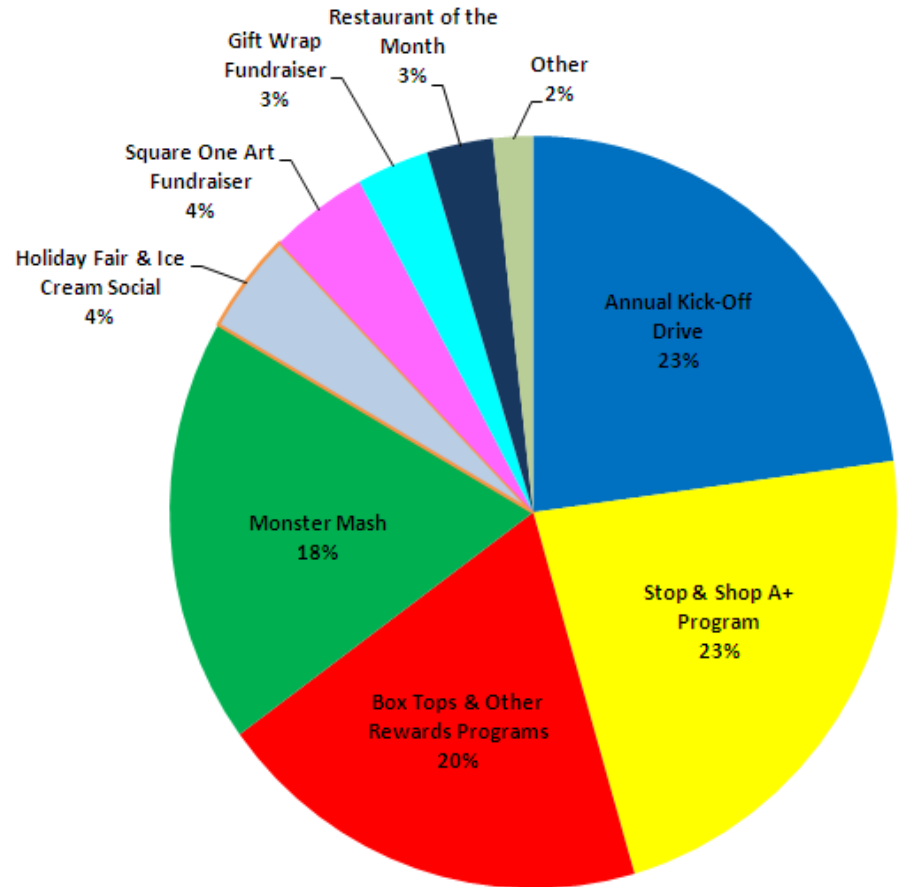


# '13-'14 Financial Review

All fundraising events were at or better than budget but 4 events contributed over 83% of the \$13,655 budget surplus:

	<u>+/- Budget</u>
Annual Kick-Off Drive	\$ 3,115
Stop & Shop A+ Program	3,100
Box Tops & Other Rewards Programs	2,653
Monster Mash	2,511
Holiday Fair & Ice Cream Social	603
Square One Art	594
Other	1,080
<b>Total</b>	<b>\$ 13,655</b>

Contribution to '13-'14 Budget Surplus





# '13-'14 Financial Review

## What drove this revenue performance?

- **Annual Kick-Off Drive Giving**
  - *redesigned mailer with magnet, updated appeal, PTO brochure*
  - *defined contribution window*
  - *online contribution capability (\$1,971 contributed online)*
- **Stop & Shop A+ Rewards/Points**
  - *Principal Challenge winner (+\$1,000)*
  - *higher spending per registered card or higher registered cards relative to other program participants- registrations ~flat y/y*
- **Box Tops and Other Rewards Rewards/Points**
  - *addition of Amazon Rewards (\$1,577) and Target RedCard (\$642)*
  - *Box Tops +40% y/y*
- **Monster Mash, net Community Events**
  - *raised ticket prices*
  - *very high at-door ticket sales*



# '13-'14 Financial Review

**Expenses were in-line to below budget with a few exceptions:**

- **Field Trip Buses**
  - *higher cost per bus*
  - *larger student population required more buses per trip*
- **Administrative**
  - *kick-off drive mailer costs- materials to be used FY14-15*
  - *new outside PTO mailbox*
  - *offset in part by newsletter ad sales*
- **Seed to Harvest**
  - *invest in classroom participation and capital improvements*
- **Grants**
  - *fully funded 2 grant proposals*

**Under Budget: Cultural Arts, Enrichment Funds, Teacher Gift Certificates**



# '13-'14 Financial Review

**As a result of high projected YE cash balance, the Board decided to proactively increase spending...**

- ***Special Olympics***
  - ***Subsidize 2014 bus costs***
- ***Seed to Harvest***
  - ***Support add'l investment in infrastructure and classroom integration in combination with existing grant money***
- ***Buddy Bench (4th Grade)***
  - ***Subsidize purchase of and implementation of Buddy Bench in conjunction with 4th Grade***
- ***Family Fun Night Photo Booth***
- ***Playground***
  - ***Purchase add'l piece of outdoor equipment***

***...and eliminate Genevieve's fundraiser next year.***



# Projected Cash, FY14 (6/30/14)

Cash Balance as of 7/1/13, actual		\$	48,423.77
Less:	Fiscal Year 2012/2013 Payables at 6/30/13, net		(3,091.80)
Less:	Fiscal Year 2013/2014 Actual Expenses, est.*		(38,693.93)
Add:	Fiscal Year 2014/2015 Income:		
	Annual Kick-Off Drive		9,615.00
	Bacon Street Fundraiser		990.85
	Book Fair		3,518.35
	Box Tops & Other Rewards/Points Programs		3,852.82
	Gift Wrap Fundraiser (Genevieve's)		3,438.21
	Holiday Fair/ Ice Cream Social		752.53
	Monster Mash		3,510.97
	Restaurant of the Month		1,699.89
	Spirit Wear		326.86
	Square One Art Fundraiser		3,093.87
	Stop & Shop A+ Program		5,099.51
	Yard Sale		<u>1,705.83</u>
		\$	37,604.69
Projected Year End 2013/2014 Cash Balance as of June 30, 2014		\$	44,242.73

\* Includes \$2,500 of spending not in budget





# '13-'14 Financial Review

## Financial Goals for 2013-2014:

- Restore or expand spending in key programs ✓
- Invest in new programs ✓
- Maintain adequate cash balance ✓
- Reduce number and frequency of fundraising programs ✓



# FY14-15 Budget

## Financial Goals for 2014-2015 remain largely unchanged from 2013-2014

- **Restore or expand spending in key programs**
  - Key programs slated for stable or increased support include Cultural Arts, Seed to Harvest, Grants, Field Trip Buses, Classroom Support
- **Invest in new programs**
  - Classroom supplies & Math & Science Night
- **Reduce number and frequency of fundraising activities**
  - revisit Genevieve's at year end to determine potential for permanent elimination
- **Plan budget with goal of reaching target cash**



# FY14-15 Budget Summary

## FY14-15 Fundraising Goal: **\$47,850**

- *incl. \$20,000 AEO estimate*
- *\$27,850 goal ex. AEO is (\$9,430) or -25% yoy due to:*
  - *elimination of Genevieve's (~\$3,400)*
  - *reduced Kick-Off Drive contributions (~\$1,615)*
  - *reduced Monster Mash profit (~\$1,500)*
  - *reduced Stop & Shop A+ revenue (~\$1,600)*

## FY14-FY15 Budgeted Expenses: **\$39,810**

- *Cultural Arts, Classroom Support (fka Teacher Gift Certificates), Specials Enrichment budgets flat but represent increased spending from actual FY13-14 expenses*
- *Field Trip Buses, Seed to Harvest and Grants budgeted higher but represents reduced spending from actual FY13-14 expenses*
- *Addition of supplies budget (~\$2,000) and Math and Science Night (~\$150)*



# Projected Cash, FY15 (6/30/15)

Cash Balance as of 7/1/14, actual est.		\$	44,242.73
Less:	Fiscal Year 2014/2015 Budgeted Expenses		(39,810.00)
Add:	Fiscal Year 2014/2015 Income:		
	An Evening Out	20,000.00	
	Amazon Rewards	1,750.00	
	Annual Kick-Off Drive	8,000.00	
	Bacon Street Fundraiser	850.00	
	Ben & Jerry's	300.00	
	Book Fair	3,500.00	
	Box Tops & Other Rewards/Points Programs	1,500.00	
	Gift Wrap Fundraiser (Genevieve's)	-	
	Holiday Fair/ Ice Cream Social	850.00	
	Monster Mash	2,000.00	
	Restaurant of the Month	1,300.00	
	Square One Art Fundraiser	2,800.00	
	Stop & Shop A+ Program	3,500.00	
	Yard Sale	<u>1,500.00</u>	
		\$	47,850.00
Projected Year End 2014/2015 Cash Balance as of June 30, 2015		\$	52,282.73
Less:	AEO Allocated to FY15/16	\$	(10,000.00)
Adjusted Projected Year End 2014/2015 Cash Balance as of June 30, 2015		\$	42,282.73



# FY14-15 Budget Summary

**At \$42,280, projected cash is still above target (~6%) at YE15 despite higher spending but we believe this is prudent due to:**

- *uncertainty of AEO success coupled with significance to budget and timing of auction relative to peak expenses*
- *avoid making cash burn permanent budget fixture*
- *allows for flexibility with respect to adding support to programs and expenses later in the fiscal year*



# Wrap-Up

Questions? Topics for discussion?

# Thank You!!