

Final Fundraising Report

Bowmore Direct Donation Program 2017/2018 School Year

DDP Co-Chairs: Lori Sears-Malik & Monica Curtis

Campaign length: October 2nd – November 6th (extended by one week)

Number of volunteers that ran the program – 2 + Ruth for BSC Facebook posts

Total donations made: 33

Total funds raised	= \$2,775
Overhead Costs	= \$213.57
Net funds for enrichment	= \$2,561.43

Donation Allocation Notes

Of the 33 donations made four donors indicated a specific allocation for their funds in the memo section.

The memo section of the donation page allowed donors to indicate areas of enrichment that they would like to see their funds specifically allocated to.

Comments in this section were as follows:

Science & Math = \$100

Could you buy a fan dedicated to Ms. Moran's room =\$50

For Bowmore School Council's Direct Donation Campaign

James Car's Fundraising activity for Bowmore Rd =\$200

Money for Bowmore Rd Jr and Sr. Public School Direct Donation Program

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Thank you for all you do for our kids.

This is a donation to Bowmore Public School's Direct Donation Program

Prefer this donation to be used to support arts enrichment =\$100

Communication Report

October 2 launch date E-blast & BSC Facebook post

558 delivered, 466 opened

10 donations

October 11 reminder E-blast & BSC Facebook post

540 delivered, 407 opened

15 donations

No donations received between October 18th and October 29th

November 2 Final E-blast advising of campaign extension

537 delivered, 239 opened

8 donations

Final Thoughts

The fundraising result for this campaign was disappointing considering the pilot for this program raised substantially more when it was launched using donation envelopes rather than offering a more efficient electronic donation platform.

Benefits of using Schools Cash Online:

- Ease of donating
- Eco friendly
- No need for committee to maintain a tax log, TDSB issues tax receipts based on donation report
- No need for committee to return cheques issued with errors
- No need for class disruption by committee for cheque pick up
- Teachers no longer need to store cheques until committee pick up
- No need to store cash/cheques in the school safe
- TDSB provides reporting in a timely manner
- TDSB status reports are comprehensive

Possible Impediments to the Success of the 2017/2018 DDP Program

- Beginning of year costs to parents including lice check, snack program, agendas, locks
- Camp Wahonowin fees
- Class photos
- Running the DDP alongside the QSP
- Pizza lunch fundraiser launched during the DDP initiative
- Spirit wear launched during the DDP initiative
- Cookie Dough Fundraiser?
- There is no way to determine if teachers distributed brochures to students
- Some teachers distributed DDP brochures in the QSP envelopes, which some parents did not check or threw away
- Feedback indicates that some parents did not receive the brochure

2018/2019 DDP Strategy

- Determine fundraising and school trip schedules planned for 2018/2019.
- Recommend the DDP return to a February launch.
- Recommend the DDP run for the entire month of February with option to extend.
- Determine if brochures require editing, if not we can use remainder of the 2017/2018 brochures
- Provide electronic communication to parents prior to launch that the initiative is coming
- Communicate funds raised throughout the initiative to parents within the E-Blasts
- Set a DDP fundraising goal of \$5,000 for 2018/2019 school year