

CULTURE OF

PHILANTHROPY



FUNDRAISING

CLASSROOM-LED OR FAMILY-LED FUNDRAISING IDEAS
AND FUNDRAISING POLICIES



CLASSROOM-LED/FAMILY-LED FUNDRAISING IDEAS & POLICIES

Dear Highland Teachers,

Thank you for agreeing to raise funds to give our students the best possible education we can. Through your collective efforts, we have been able to send each child, who wants to go, camping each year. *Do you know how unusual that is?*

You create magic with everything you do at Highland. Your willingness to host a fundraiser is no exception!

Because of you and your talents, Highland students are unafraid to learn. The pictures from camping show that our students get out of their comfort zones and take risks. It's obvious they are curious about how things work in the world around them. Any initial trepidation turns into joy because of you. *It is magical!*

Some people have asked for ideas for their classroom-led fundraisers. Here is a very short catalog of possible fundraisers. You will notice that the usual ones are not included. If you like providing concessions for the plays or having a bake sale or hot dog sale, please continue. This catalog is if you would like to change it up and need an idea.

This catalog has three parts:

1. The Fundraising Policy & Fundraiser Approval Form
2. Ideas for Classroom-led Fundraisers
3. Ideas for Family-led Fundraisers - these are more work but if you do them as a family of classrooms, the work will be distributed.

IMPORTANT: Please review the new fundraising policy on the next few pages. Fill out the Fundraiser Approval Request Form and Facilities Request Form, as soon as you can. We'd like to have a complete list early in the school year.

Thank you again for everything you do at Highland!
Michaela

FUNDRAISING ACTIVITY OR FUNDRAISING EVENT POLICY

(pg. 1 of 4)

Highland Community School is incredibly lucky to be a parent-led and teacher-led school. We are grateful for the time, energy, and thoughts our community contributes to making so many projects and trips happen. Since Highland is a charter school, there is a gap between the amount of income we receive through our MPS contract and the amount of money it takes to run our successful school. Charitable gifts are an important and necessary part of the school's fiscal management.

Purpose: This policy aims to ensure that our fundraising efforts are not overlapping or competing with one another. This policy is intended to create practices that adequately safeguard public funds, provide for accountability, and ensure compliance with state and federal laws.

FUNDRAISING & SPECIAL EVENTS - GENERAL GUIDELINES

Fundraising activities of any kind must receive advance approval from the Community Resources Department and Fund Development Committee. If you plan on using Highland facilities, you must obtain approval from the Director of Facilities & Maintenance prior to planning your activity.

The Community Resources Department and Fund Development Committee will evaluate all existing fundraisers, and consider any new fundraisers, on an annual basis to ensure that each fundraiser meets the goal of providing the greatest financial return. You must have a staff sponsor who is ultimately responsible for the activity and will be present during the fundraiser.

Ongoing fundraisers include the Annual Giving Campaign, Bike Walk Eat, School-wide Fall Fundraiser, Book Fair, Play Concessions, Art Bazaar, the Adult Prom, and Classroom-led/Family-led Fundraisers.

No solicitation for contributions, pledges, or orders on behalf of another organization outside of Highland Community School may be conducted in the name of the school or on the campus without written approval from the Fund Development Committee. Please reference Solicitation Policy created by the Board of Directors.

Alcohol: Any event that would like to sell or give away alcohol needs a license from the City of Milwaukee. We are able to secure 2 licenses a year and those are used for the Craft Beer Tasting Fundraiser and Prom. NO other events will be allowed to sell or give away alcohol.

FUNDRAISING ACTIVITY OR FUNDRAISING EVENT POLICY

(Continued pg. 2 of 4)

Raffles also need a license from the City of Milwaukee. The school renews our license every year. Please speak with the Director of Community Resources for the specifics of what is allowed under our specific license.

Seed money for fundraising expenses: **All expenses related to fundraising must be approved by the Finance/Community Resources Departments before any purchases are made.** The school will pay for some of the costs of fundraising that are not donated, however, please understand this is coming out of the money raised from the corresponding event (i.e. if the event raises \$1,000, but it costs \$400 to put on, the net dollars raised would be \$600). The materials that will be approved will be those that Highland is confident the profit of the event will cover. The school will work directly with established vendors and will pay invoices directly to those vendors for materials. **We will not be producing money in advance of an event to any parent or staff specifically; it must go directly to the source of the expense.** Reimbursements may be submitted to the school; however, if the expenses were not approved prior to purchasing, reimbursement will not be given.

THE ANNUAL FUND/ANNUAL GIVING CAMPAIGN

Each year, the Community Resources Department and the Fund Development Committee lead an annual giving campaign to raise money to meet the financial needs not met by the MPS contract. This Annual Fund drive is the most important avenue of giving. Therefore, **no group will be able to solicit the whole school community with an appeal letter.**

SOLICITING CONTRIBUTIONS FROM BUSINESSES

All solicitation of businesses must be approved by the Community Resources Department. Often organizations will only donate one item within the year. The Community Resources Department is responsible for these relationships and will make sure that Highland is not over soliciting any business or organization. Doing so has a negative effect on Highland's reputation in the community.

GRANTS

The Community Resources Department is responsible for all grant requests and reports. They will evaluate each application based off of the project fit, the potential return, and the value to Highland. If you have a lead on a grant you think would be a good fit for the school, contact the Community Resources Department.

FUNDRAISING ACTIVITY OR FUNDRAISING EVENT POLICY

(Continued pg. 3 of 4)

MEMORIALS & HONORARIUMS

Throughout each school year, gifts are received to honor a special person, memorialize a loved one, or celebrate a special event. The Community Resources Department notifies the individual or family upon receipt of these thoughtful gifts.

IN-KIND GIFTS

These gifts are of tangible property or professional services designated by the individual donor for a special one-time project or purpose not included in the operating budget of the school.

ADDITIONAL INFORMATION

Highland Community School is a legally charitable institution which complies with all appropriate federal and state laws. All cash gifts to the school for which the donor receives no goods or services are tax deductible. Certain donations (ticket purchases, auction items, gifts of stock, and gifts-in-kind) are deductible to the manner and extent provided by law in accordance with IRS regulations. Money given to the school directly to benefit an individual student is NOT tax-deductible. Community Resources will automatically furnish gift substantiation summaries to donors for tax purposes.

DONORSCHOOSE.ORG PROCEDURE

DonorsChoose.org is a platform for educators to submit a project and/or material that is in need of funding, e.g. wobbly seats, binoculars, etc. A funder then finds a project and donates to it. Once a project is fully funded, the item is purchased and shipped directly to the educator's school.

(More information at: <https://www.donorschoose.org/teachers#how-it-works>).

The Department of Community Resources and the Fund Development Committee want to track the impact of funded *DonorsChoose* projects. To do so, all we request is that once you create a new project, please send the Director of Community Resources (Michaela Humpal) a link to your project. This is simply to ensure the tracking of what fundraising projects are out there and to assess the project's representation of Highland as it aligns with our mission/vision/values for a consistent message to our constituents.

A few provisions:

- Please include verbiage directly from Highland's Mission Statement in *DonorsChoose* project write-up; full mission would be preferred. (See Department of Community Resources for assistance.)
- The Department of Community Resources reserves the right to request you to edit/delete your project if Highland is represented negatively on *DonorsChoose*.
- You may not replace your Classroom-led or Family-led Fundraiser with a *DonorsChoose* funded project or any incentives received from *DonorsChoose.org*.
- If a project is funded, you must submit a copy of the approval, invoice and/or receipt to the Department of Community Resources.
- Please contact Brian DeWindt if you'd like to advertise your project in Notes Home.

FUNDRAISING ACTIVITY OR FUNDRAISING EVENT POLICY

(Continued pg. 4 of 4)

PROCESS TO APPROVAL

NOTE: You cannot host your fundraiser if approval is not granted prior.

1. Decide on a fundraiser activity/event.
2. Secure a staff sponsor. The staff sponsor is the person ultimately responsible for the activity/event. They must be present during the entirety of the activity/event.
3. At least three weeks prior to activity/event, submit the following forms:
 - Fundraising activity approval request form to Michaela Humpal or Julie Pahnke
 - Facilities request form to Mike Casper
4. Determine how you will advertise your activity/event. Contact Brian Dewindt about getting information into Notes Home
5. At least two weeks prior to activity/event, determine how you will collect money during your activity. If you need a cash box, submit out the following form:
 - Cash box request - use petty cash request form, noting the need for a cash box, please include what the prices of items being sold, date/time cash box needs to be ready, & who will pick it up. Submit form to Ivy Taylor or Amanda Tadddey

FUNDRAISING ACTIVITY APPROVAL REQUEST FORM

ACTIVITY NAME: _____

DESCRIPTION OF FUNDRAISER:

DATE OF FUNDRAISER: ___/___/___ **START TIME:** _____ **END TIME:** _____

LOCATION: _____

**If you plan on using any Highland facilities, you must fill out a Facilities Request Form*

TARGET AUDIENCE: _____

PARENT LEAD NAME: _____ **PARENT LEAD PHONE #:** _____

PARENT LEAD EMAIL: _____

STAFF SPONSOR NAME: _____

**All fundraisers must have a staff sponsor who is ultimately responsible and will be present the whole time.*

TYPE OF FUNDRAISER

- Advanced Sales/Door-to-door
- Non-Advanced Sale (bake sale, car wash, etc.)
- Event fundraiser
- Donation/Sponsor Solicitation (request to businesses/others)

HOW WILL IT BE ADVERTISED

- Posters around school
- Notes Home
- Social Media
- Other

DESCRIBE THE METHOD FOR COLLECTION AND SECURING FUNDS. INCLUDE HOW SALES AND RECEIPTS WILL BE DOCUMENTED.

PARENT LEAD SIGNATURE

STAFF SPONSOR SIGNATURE

OFFICE USE ONLY

FACILITIES APPROVAL DATE:

DID COMMITTEE APPROVE?

DATE:

THE REASON, IF NOT:

ALICE'S GARDEN

CLASSROOM-LED
FUNDRAISER

DESCRIPTION

Sell high quality products (lotions, teas, etc.) from Alice's Garden and raise funds for both Highland and Alice's Garden

PILLAR

Community Building/Care for the Environment

HOW TO

1. Name Coordinators & assemble your team of volunteers.
2. Contact Venice at Alice's Garden about custom building this fundraiser.
3. Make a plan *Please keep Admin in the loop.*
 - Decide on a time frame, what products will be sold, how orders will be collected, and how will the product be distributed.
4. Advertise.
5. Collect orders.
6. Give information to Venice.
7. Distribute products.
8. Thank and report back.

SPECIAL RESOURCES

Alice's Garden

Venice Williams (414) 687-0122
2136 N. 21st St., Milwaukee, WI 53205

- **Venice is amazing! So is Alice's Garden,** If you have never been there, it is well worth the trip!

CONSIDERATIONS

- Enlist Venice or one of her herbal apprentices to give a short education program on the herbs used in the products. Possible travel to The Garden or to The Table for this. Collect orders there.
- Emphasize that these products support Highland as well as Alice's Garden.

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.

MOVIE NIGHT

CLASSROOM-LED FUNDRAISER

DESCRIPTION

Show a movie (indoor/outdoor) and charge a fee for entry and refreshments to raise funds for Highland.

PILLAR

Community Building

HOW TO

1. Name Coordinators & assemble your team of volunteers.
2. Make a plan *Please keep Admin in the loop.*
 - when, where, weather-contingency if outside, do you have access to power and the technology needed, food plan, marketing plan, timeline, etc.
3. Advertise.
4. Sell tickets
5. Have a great event & celebrate your success!
6. Thank and report back.

SPECIAL RESOURCES

www.swank.com/k-12-schools/

- K-12 Schools Movie Licensing

CONSIDERATIONS

- What kind of movie do you want to show?
- How might you raise more funds? Sell food? Glow sticks?
- Place for babies to sleep?

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.

PANCAKE BREAKFAST

CLASSROOM-LED
FUNDRAISER

DESCRIPTION

Sell pancakes and raise funds for Highland's camping trips.

PILLAR

Community Building

HOW TO

1. Name Coordinators & assemble your team of volunteers.
2. Make a plan *Please keep Admin in the loop.*
 - Choose a date/time: check school and local calendars so not to conflict.
 - Where: If at Highland, fill out facilities request form and talk to Mike C.
 - How: think of type of food/toppings, food prep, paper goods, delivery, set-up, clean up
 - Other logistics: timeline, sales, supplies, resources, and marketing
3. Advertise.
4. Have a great day & celebrate your success!
5. Thank and report back.

SPECIAL RESOURCES

CONSIDERATIONS

- Have it during maple syrup making season. See if you can get fresh syrup.
- Invite an expert to talk about how maple syrup is made.
- Do you want to have food other than pancakes?
- Do you want to have take-out containers?
- Ask the adolescents to have the Cafe open.
- Alcohol is not permitted .

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.

PASTA OR CHILI DINNER

CLASSROOM-LED FUNDRAISER

DESCRIPTION

Sell pasta or chili to raise funds for Highland's camping trips.

PILLAR

Community Building

HOW TO

1. Name Coordinators & assemble your team of volunteers.
2. Make a plan *Please keep Admin in the loop.*
 - Choose a date/time: check school and local calendars so not to conflict.
 - Where: If at Highland, fill out facilities request form and talk to Mike C.
 - How: think of type of food/toppings, food prep, paper goods, delivery, set-up, clean up
 - Other logistics: timeline, sales, supplies, resources, and marketing
3. Advertise.
4. Have a great day & celebrate your success!
5. Thank and report back.

SPECIAL RESOURCES

CONSIDERATIONS

- Have it during a busy time of the year like the holidays if you are planning on take out only.
- Do you want to have food other than pasta or chili?
- Where will you get the take-out containers?
- Alcohol is not permitted.

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.

PENNY WAR

CLASSROOM-LED
FUNDRAISER

DESCRIPTION

Indulge in friendly battle of the spare change while raising funds for Highland camping.

PILLAR

Community Building

HOW TO

1. Name Coordinators & assemble your team of volunteers.
2. Make a plan *Please keep Admin in the loop.*
 - Decide on a time frame for the penny war, get jars, market how a penny war works, decide who are rivals, what would the winners get, how will you announce it?
3. Advertise.
4. Conduct the Penny War.
5. Thank and report back.

SPECIAL RESOURCES

<http://www.better-fundraising-ideas.com/penny-wars.html>

- Good description of what a penny war is.

CONSIDERATIONS

- Is there a way to make this more collaborative than competitive?

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.

SCRIP

CLASSROOM-LED FUNDRAISER

DESCRIPTION

Make periodic pushes for families to participate in Scrip. Scrip is a way for parents to "fundraise while they shop!"

PILLAR

HOW TO

1. Name Coordinators & assemble your team of volunteers.
2. Contact Scott Schoenfelder for his ideas on how to get this off the ground.
3. Make a plan *Please keep Admin in the loop.*
 - Decide on a time frame of when you will make marketing pushes of Scrip, which gift cards will be sold, how orders will be collected, and how will the product be distributed.
4. Advertise.
5. Collect orders.
6. Distribute products.
7. Thank and report back.

SPECIAL RESOURCES

Scott Schoenfelder

schoenfelder@wi.rr.com

- Scott is the parent who is trying to get Scrip off the ground at Highland. He is an expert and has lots of ideas on how to make this program much more lucrative for the school.

Shop with Scrip

www.shopwithscrip.com/

- We already have a Scrip account but this website will help.

CONSIDERATIONS

- Emphasize it's easy to support Highland by purchasing gift cards for places you already shop.
- Choose gift cards from different stores depending on the time of year.

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.

SPRING PLANT SALE

FAMILY-LED FUNDRAISER

DESCRIPTION

A plant sale is a great excuse to get outside and raise funds for Highland.

PILLAR

Care for the Environment

HOW TO

1. Establish a goal.
2. Name Coordinators & assemble your team of volunteers.
3. Make a plan *Please keep Admin in the loop.*
 - when, where, timeline, supplies, resources and marketing.
4. Order plants from Custom Grown Greenhouse.
5. Advertise
6. Organize & Price the Plant
7. Have a great day & celebrate your success!
8. Thank and report back.

SPECIAL RESOURCES

Custom Grown Greenhouse

Paul Budzisz (414-744-4521)

4507 S. 6th St., Milwaukee, WI 53221

- They will deliver the plants to Highland and take back whatever inventory we don't sell!

CONSIDERATIONS

- Sell only native plants - you will need a different vendor then.
- Something for kids to do while parents are shopping
- Invite an expert for a demo

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.

SPORT/TRIVIA TOURNAMENT

FAMILY-LED FUNDRAISER

DESCRIPTION

Assemble a tournament, charge an entrance fee, and find other ways to fundraise during the tournament.

PILLAR

Community Building

HOW TO

1. Name Coordinators & assemble your team of volunteers.
2. Make a plan *Please keep Admin in the loop.*
 - What kind of tournament- cornhole, bowling, trivia, basketball, mini-golf, kickball?
 - Decide on a time, venue, marketing plan, what will the winners get, how will you announce it, team or individual?
 - Set an entrance fee and sell registrations.
 - Will you have refreshments?
3. Advertise.
4. Collect registrations
5. Have a great tournament & celebrate your success!
6. Thank and report back.

SPECIAL RESOURCES

CONSIDERATIONS

- Do you want a less active kind of tournament?
- Is there a way to make this more collaborative than competitive?
- How might you raise more funds? Teams can pay for mulligans? Or pay for handicaps for other teams?
- Awards? Best team name/costumes/etc.

DON'T FORGET

- Get approval: Use the Facilities Use Form and Fundraising Activity Approval Form
- Ask Amanda and Ivy for a cash box a couple of weeks early
- Keep good records: Track the people who donated (goods or money) and give a copy to Michaela & Ivy
- Thank everyone who was involved.