



Shorenorth
CO-OP PRESCHOOL

Where learning and play go hand in hand

FUNDRAISING
HANDBOOK
2017-18

Fundraising Team
Stina Miller, Andi Tosch
Email: fundraising@shorenorth.net

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1. Why we Fundraise

We fundraise because Shorenorth tuition covers only mandatory expenses such as teachers' salaries, rent, and insurance. If we want anything extra – and that covers everything from scholarships to our field trips, from pens and pencils to the teachers' office – we must pay for it ourselves. Member fundraising in the past paid for the entryway cubbies, the dramatic play area, and our amazing playscape. It also enables our community events such as Fall Fest and Pajama Jam.

2. How we Fundraise

Fundraising at Shorenorth is a community undertaking with both social and financial goals. Our financial goal each year is about \$20,000 and our social goals are to build community, raise money from outside the school, and maintain an equitable division of labor within the fundraising efforts.

We have two primary fundraising events: a Holiday Wreath Sale and a Spring Carnival & Silent Auction (followed by an online auction). These efforts are supplemented by eScrip fundraising.

a. Holiday Wreath Sale

The Holiday Wreath Sale is a major fundraiser for Shorenorth, bringing in about one third of our total goal. Each member family is obligated to bring in \$50 in wreath sale profits, which means selling \$100 worth of wreaths (about 5). Some people even enlist family & friends to sell wreaths for them! There are prizes for members who reach \$500, \$750, and \$1000 sales targets.

Co-op members have the option of opting-out of wreath sales *entirely* (by writing a check for \$50 payable to Shorenorth), or *partially* (by selling some wreaths and making up the \$50 profit with a check).

Holiday wreath sales will be explained in detail during orientation. Please see the calendar below for important dates relating to wreath sales.

b. Spring Carnival & Silent Auction

The Spring Carnival & Silent Auction is our largest fundraiser. The event is open to the public and is held at the Shoreline Community College PUB in late April. Every aspect of the event is handled by co-op members: procuring the auction items, publicizing the event, staffing the carnival, and so on. Around the time of our Fallfest, a Carnival Handbook describing all aspects of the event will be available. At Fallfest and the first parent education meeting, members will sign up for a Carnival Job. Some jobs require more of a time commitment than others, but we attempt to share the workload somewhat evenly among co-op members.

Most co-op members are required to help set up before the Carnival, clean up after the Carnival, and work for two hours during the Carnival. We plan to exchange volunteers with Shoreline Co-op, with some of our members staffing their carnival in October in exchange for some of their members helping us in April.

Co-op members have the option of opting-out of taking on a Carnival Job by writing a check for \$250 payable to Shorenorth. We do not encourage this for several reasons

(including the fact that the work then must be carried by other members), but we also understand that some people may not be able to participate.

Expenses related to the Spring Carnival & Silent Auction are minimized by having co-op members perform most of the work. In some years, other expenses are covered by selling raffle tickets.

We also ask each member to donate a baked good for the baked goods sale at the auction – it is an important money maker at the event.

Please see the calendar below for important dates relating to the Spring Carnival & Silent Auction.

c. Online Auction

Some items donated to the auction are intended to be purchased only by members of the co-op community. These items (and others) are auctioned via a private online auction site. Members of the extended “co-op family” are invited to bid in the online auction, which will occur the week following the Carnival.

d. eScrip

eScrip is a program that allows select merchants to contribute a percentage of our grocery loyalty cards, credit card, and debit/ATM card purchases to our school. This program allows all of us to take advantage of the free money by getting some of what we spent or will spend and give back to our school.

For more info, go to <http://www.shorenorth.com/support-us/escrrip/>.

3. Summary: Co-op Member Fundraising Responsibilities

Each co-op member agrees to the following fundraising responsibilities:

- a. Sell \$100 worth of holiday wreaths (for \$50 profit) or pay the opt-out fee.
- b. Sign up for and complete a Carnival job or pay the opt-out fee.
- c. Work for 2 hours during the Carnival.
- d. Help set up for prior to and clean-up after the Carnival.
- e. Donate a baked good to the Carnival.

If you have any questions about fundraising, please see **Andi Tosch** (Toddlers, Baby N Me) or **Stina Miller** (Groovers, Toddlers) or contact us at fundraising@shorenorth.net.

4. Fundraising Calendar

Important fundraising dates are listed below. All dates can also be found on the online calendar on the school website.

FALL QUARTER

Thursday, September 7 (Orientation): Wreath sales kick-off.

Monday, October 23 (1st Parent Ed Night): Sign-up for Carnival Jobs.

Friday, November 3 (2:30pm): Last day to turn in wreath orders or pay opt-out fee.

Monday, November 13 (Anticipated): Wreaths delivered to school & distributed to members.

WINTER QUARTER

No school-wide fundraising dates.

Some Carnival Jobs will have some work during the winter quarter.

SPRING QUARTER

Wednesday, March 7: Carnival opt-out fee due.

Thursday, April 12, 12pm: Online and Silent Auction items due.

Friday, April 27, 4pm-9pm: Carnival setup (**Attendance required**);
Baked Goods Due.

Saturday, April 28, 10am-2pm: Spring Carnival & Silent Auction.

Saturday, April 28, 2pm-4pm: Spring Carnival cleanup.

Monday, April 30-Friday, May 3: Online Auction.