

2018-19 PRT REVIEW



Board Changes

We reorganized and redefined our board position descriptions and ended up with 3 returning and 2 new members, all in new positions. (Went from co-presidents to VP of fundraising and VP of community building.) All members are returning in 2019-20. We will have vacancies in 2020-21.

Mission/Vision Changes

We modified our Mission/Vision statements to more clearly articulate the functions of PRT in its current state. When PRT was created, it planned fun events only. Today, PRT does much more. PRT has 3 primary functions: host community building events, fundraise at the school community level, allocate generated funds appropriately.

2018-19 Goals

In addition to the changes detailed above, the PRT defined some additional goals they wanted to work towards:

1. Get every CKCS family involved in the community in a meaningful way
2. Host low-cost/no-cost events
3. Focus fundraising efforts
4. Improve communications (fewer, transparent, timely, clear)

2018-19 Successes

Overall, PRT had a very successful year!

- We estimated we would generate approx. \$27k through fundraising. We should end up around \$29k. (This does not include the book fairs, as we have not been taking the profits in cash but rather in Scholastic Dollars.)
- We provided a spaghetti dinner for free at Back to School Night and the Learner Fair
- We provided free pizza/water at all Family Nights (also free popcorn for movie nights)
- We invited students/families/staff to participate in the Color Run for free.
- We had record breaking sales at our fall and spring book fairs and were able to hold a third fair in order to purchase every student K-8 a summer book.
- We eliminated many of the lower earning fundraisers and stopped fundraising during community building events.
- We purchased nearly \$11K worth of items from the staff wish list.
- We were able to provide the school with \$10K as discretionary funds, \$3K for teacher incentives, \$2K to fulfill mini-grant requests, over \$3K for Cultural Arts/school assemblies and \$1K for staff appreciation.

2018-19 Setbacks

Although we had the best of intentions, we did fall short of our goals at times.

- We hoped to get every student/family involved in the community in a meaningful way. Unfortunately, we did not have a way to track how successful we were at meeting this goal. Additionally, we don't have a clear understanding of what "meaningful" means to families.
- We had difficulty finding coordinators/volunteers for our events, especially the UW Concessions which we have determined we can no longer sustain.
- Our fall fundraiser sales were way down this year, as were our event sponsorships. However, our direct donations were much higher than expected.
- While we did have fewer communications, they were not necessarily as clear, timely and transparent as they could have been.

Lessons Learned

While we did not achieve all of the goals we set for the group this year, we learned a lot. As a result, we are considering the following:

1. Survey the parents. This will hopefully help us get a better understanding of our community, what types of fundraising/volunteering/involvement they are most/least interested in.
2. Budget appropriately for the events we want to fund so they can be no cost.
3. Attempt to focus fundraising (that requires effort from our community) on 3 events: the fall run, winter trivia night and spring fundraiser.
4. Develop a communications plan.
5. Clearly communicate fundraising goal/needs at the start of the year and provide regular updates.
6. Review board documentation and update as needed. (By-laws, processes, etc...)
7. Put more energy into volunteer recruitment, especially for coordinator and future board positions.