
JUNCTION EDUCATIONAL FOUNDATION



2018-2019 Business plan

Prepared for: Junction Educational Foundation Board of Directors
October 10, 2018

JUNCTION EDUCATIONAL FOUNDATION

EXECUTIVE SUMMARY

Objective

JEF’s 2018-2019 objective is to enhance the learning environment for the students at Junction Elementary School and Junction Middle School by organizing the parents, community, and staff to raise and distribute funds, host events, and serve as a communication forum for Junction Elementary School District.

2018-2019 Goals

- Establish a complete schedule of events, activities, and fundraisers in coordination with JESD staff by October 10, 2018.
- Define one project for which outside grant opportunities will be solicited (see Grant Projects).
- Establish a budget that encompasses earnings, expenses, and investments at the onset of the school year.
- Establish fundraising targets (\$) and achieve a manageable number of fundraisers campus wide while still accomplishing funding goals.
- Provide targeted funding for JESD programs that contribute to LCAP goals.

BUDGET

Guiding Information

1. We must responsibly invest or distribute charitable contributions made to JEF.
2. We have a significant role in funding support for JESD.
3. We want to compliment, but not duplicate, things that are or can be funded by JESD.
4. Funding already approved on an “ad hoc” basis for expenditure during this fiscal year is *built in* to this plan.
5. Budget will be updated with year-to-date information and adjustments may be made at mid-year review by Board of Directors.

Target Earnings

2018-2019 Target Earnings

Description	Target	Notes
Moonlight Harvest Festival	\$23,000	
Ducky Derby	\$7,200	

2018-2019 Target Earnings

Description	Target	Notes
Fall Carnival	\$1,000	
Jog-a-Thon	\$4,000	
Spring BBQ	\$1,500	
General Fund Donations	\$500	
Total	\$36,700	

Target Earnings are based on the following data:

- Past fundraising results
- New fundraising targets
- Outside Grant Project goals
- Each individual event must have its own detailed budget approved by the board; the above table reflects Net Profit.

Target Expenses (Investments)

2018-2019 Target Expenses

Description	Target	Notes
Administrative Expenses		<i>Approximately 5% of total budget, not to exceed 7%.</i>
Annual P.O. Box Renewal	\$60	
Annual Insurance Premium	\$300	
Annual Raffle Registration	\$20	
Annual Website Host Fee	\$100	
Letters to Parents	\$200	
Miscellaneous Printing and Office Supplies (not including event specific)	\$500	

2018-2019 Target Expenses

Description	Target	Notes
Annual Tax Preparation	\$500	
Miscellaneous Marketing (not including event specific)	\$100	e.g. Facebook promotions
Total	\$1,780	<i>This is 3.8% of total Expenses</i>
Annual Contributions		
Annual Classroom Grant	\$1,400	\$100 each for 14 classrooms, as approved via ad hoc vote.
Clubs	\$1,200	\$200 each for up to 6 clubs
Accelerated Reading Recognition Trips	\$2,000	
Grant Period 1	\$5,000	
Grant Period 2	\$5,000	
WES Camp Supplemental Funding	\$300	To be used only for need based assistance to individual students if requested by 6th grade advisor.
Athletics Uniforms	\$1,500	Normal Annual Contribution is to be \$1,000, but \$1,500 was approved for this year only via ad hoc vote.
Library Books	\$500	
8th Grade Scholarships	\$2,300	1st Prize \$1000, 2nd Prize \$800, 3rd Prize \$500. Considering increasing during mid-year status review.
Bike to School Day	\$100	
Walk to School Day	\$100	
Christmas Store	\$0	JEF provides funding to Student Council to pay for supplies, but expects reimbursement from earnings.

2018-2019 Target Expenses

Description	Target	Notes
Christmas Performance	\$100	For decorations.
Spring Family STEM Activity	\$2,000	
Spelling Bee	\$250	
Drug/Bully Prevention Assembly	\$1,200	
Dr. Seuss Celebration	\$200	
Teacher Appreciation Week	\$300	Catered Luncheon
End-of-Year Water Day	\$400	
Open House Desserts	\$250	
Total	\$24,100	
Program Funds		<i>Each of the below programs have direct correlation with LCAP, and enhance the learning environment for Junction students</i>
Band Program	\$10,000	Musical Instruments, Uniforms, Fees for Events, etc. At discretion of Band Teacher. JESD is providing \$1000 for maintenance and classroom supplies, in addition to JEF's \$10,000 contribution. This funding was previously approved via ad hoc vote.
Middle School Robotics/STEM	\$2,500	Equipment, event fees, uniforms, etc. at the discretion of the Robotics Advisor.
Junction After School Program (JASP)	\$1,000	Equipment, Supplies.
Free After School Tutoring	\$1,000	Staff labor.
PreK/Kindergarten Playground Design	\$5,500	Design contract.

2018-2019 Target Expenses

Description	Target	Notes
<i>Total</i>	<i>\$20,000</i>	
Grand Total	\$45,880	Total may exceed earnings. There is surplus funding from past years available for expenditure.

Upon approval of this Expense Budget by the Board of Directors (Board):

- The Board elects a *possible deficit spend* for the fiscal year (using prior years' cash assets)
- Administrative expenses may be incurred by the Officers *not to exceed* the approved amounts.
- Expenses above the approved amount must be voted upon by the Board of Directors prior to being incurred.
- Grant periods may be opened, however, individual grant awards must still be approved by the Board.
- Scholarship cycles may be opened, however, individual scholarship awards must still be approved by the Board.
- Individual event budgets must be prepared and approved by the Board before expenses for individual events are incurred.
- Mid-Long term investments will be approached in increments throughout school year based on need for access to cash during each period of the year.

Event Budgets

Sample Event Budget

Description	Target	Notes
Expenses	-\$	Use negative values
Consumable goods (food, beverages, rented equipment, tickets, wristbands, etc)		
Non-Consumable goods (purchased equipment)		
Marketing (radio, advertising, printed materials)		
Services (bounce house, band, emcee)		
Licensing/Permit/Insurance Fees		
Anticipated Earnings	\$	Use positive values
Ticket sales		
Other sales (food, beverages, activities)		
Sponsorships		
Auction		
Raffle		
Total (Net)	\$0	

Individual Event Budgets:

- Must list all anticipated expenses
- Must list all anticipated earnings
- Must calculate anticipated Net Profit
- Board must approve expenses based on budget being acceptably balanced with regard to event purpose and target earnings.

Cash Flow

The monthly earnings versus expense balance is not critical to the budget because the budget is designed to spend the previous year’s earnings in the current year (as opposed to earning and spending month-to-month).

GRANT PROJECTS

The Board of Directors will endeavor to seek outside funding (grants) for the below project.

Pre K/Kindergarten Playground

JEF will fund preliminary design work for the playground project, including stakeholder outreach. Outside grants will be pursued for detailed structural design efforts, permitting, and the construction stage.

SCHEDULE OF EVENTS

Below is a list of JEF and JESD events and activities (including all fundraisers) in chronological order. The goal is for all fundraising efforts at Junction School to be scheduled through JEF. This will help prevent overwhelming teachers, student, and parents with fundraisers, and will prevent dilution of our most impactful fundraisers.

Some events shown below will require subcommittees for detailed planning efforts, and those activities are not shown below.

Schedule

Event Title	Fundraiser Y/N	JEF or Other (host)	Month (Day)	Subcommittee Y/N	Flexibility in Scheduling?
JEF Board Meetings	N	JEF	First week of month, Alternate Thurs 5PM and Fri 3PM	N	N
Ducky Derby Begins	Y	JEF	9/1/18	Y	N

Schedule

Event Title	Fundraiser Y/N	JEF or Other (host)	Month (Day)	Subcommittee Y/N	Flexibility in Scheduling?
Ducky Derby Ends	Y	JEF	9/24/18	Y	N
Walk to School Day	N	JEF	10/10/18	N	N
Fall Carnival	Y	JEF	10/13/18	Y	Y
Moonlight Harvest Festival	Y	JEF	11/9/18	Y	N
Emergency Responder Day	N	JESD	11/30/18	N	N
Christmas Store	N	Student Council	12/2018	N	Y
Family STEM Event	N	JEF	Jan or Feb	Y	Y
Spelling Bee	N	JESD	Feb	N	Y
Doctor Seuss Week	N	JESD	March	N	N
Kindergarten Round-up	N	JESD	March	N	Y
Jog-a-Thon (Junction Fun Run)	Y	JEF	April 4	Y	Y
Bike to School Day	N	JEF	5/8/19	N	N
Drug/Bully Prevention Rally/Assembly	N	JEF/JESD	May	N	Y
Teacher Appreciation Week	N	JEF	May	N	Y
Project Night	Y	JESD	May	Y	Y
Open House and Spring BBQ	N	JESD/JEF	May	N	Y
End-of-School Water Day	N	JESD	June	N	N
Kids-Movie-Nights	Y	Student Council	Misc.		
Penny Wars	Y	8 th Grade	TBD	N	Y

Schedule

Event Title	Fundraiser Y/N	JEF or Other (host)	Month (Day)	Subcommittee Y/N	Flexibility in Scheduling?
Cake Auction	Y	8 th Grade	TBD	N	Y

COMMUNICATION PLAN

JEF communication will be specifically tailored to the target audiences, as follows:

Teachers

- Email List with routine updates
- Via JEF teachers as liaisons to other staff
- Web Site

Parents

- Email List
- Facebook
- Instagram
- Web Site
- Sign-up Genius

JESD Board

- Monthly Report out at School Board Meeting

JESD Administration

- Direct contact as needed
- Annual meeting with JEF President, Superintendent, Principal

APPROVALS

This plan was approved by the JEF Board of Directors on **Wednesday, October 10, 2018.**

(Attach Board Meeting Minutes upon approval).