

JUNCTION EDUCATIONAL FOUNDATION



2020-2021 Business Plan

Prepared for: Junction Educational Foundation Board of Directors

September 2020

JUNCTION EDUCATIONAL FOUNDATION

EXECUTIVE SUMMARY

Objective

JEF's 2020-2021 objective is to enhance a safe 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 and serve as a communication forum for Junction Elementary School District.

2020-2021 Goals

- Establish a complete schedule of events, activities, and fundraisers in coordination with JESD staff by September 4, 2020
- Establish a budget that encompasses earnings, expenses, and investments at the onset of the school year.
- Establish fundraising targets (\$) and reduce the total number of fundraisers campus wide while still accomplishing funding goals.
- Communication with JESD Board members, JESD Administration, JESD Teachers, and the community using targeted communication mechanisms for each group (See Communication Plan).
- Provide targeted funding for JESD programs that contribute to LCAP goals.

BUDGET

Guiding Information

1. Gross annual revenue was an average of \$63,676 per year for previous 2-year period
2. We must responsibly invest or distribute charitable contributions made to JEF.
3. We have a significant role in funding support for JESD.
4. We want to compliment, but not duplicate, things that are or can be funded by JESD.

Target Earnings

2020-2021 Target Earnings

Description	Target	Notes
Fall Carnival	\$1,000	Drive Thru – Fundraiser?
Raider Raffle/Online Auction	\$10,000	Live auction, new format. Zoom.
Read-a-Thon	\$1,000	New Event
Jog-a-Thon	\$4,000	
Spring BBQ	\$1,000	
Drive Thru Dinners	\$1,000	Pizza, Spaghetti Dinners, Taco Kits or BBQ. Supported by Lions Club & Goodtimes Pizza
Apparel	\$750	
North State Giving	\$250	New Fundraiser
General Fund Donations	\$11,000	Increase of \$10,500 with donation fundraising
Total	\$30,000	\$32,000 less than previous years due COVID-19 restrictions and cancellations

Target Earnings are based on the following data:

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

Expenses (Investments)

Expenses

Description	Target	Notes
<i>Administrative Expenses</i>		<i>Approximately 5% of total budget, not to exceed 7%.</i>
Annual P.O. Box Renewal	\$60	
Annual Insurance Premium	\$180	
Annual Raffle Registration	\$20	
Annual Website Host Fee	\$0	Donated this year, will be a \$144 expense for future years.
Video Conferencing Zoom	\$0	Donated this year, will be a \$180 expense in future years.
Miscellaneous Marketing (not including event specific)	\$100	e.g. Facebook promotions
Miscellaneous Printing and Office Supplies (not including event specific)	\$600	
Annual Tax Preparation	\$300	
QuickBooks	\$500	
Total:	\$1,760	Increase over last year to cover QuickBooks
<i>Annual Contributions</i>		
Annual Classroom Funding \$250 per classroom	\$3,500	14 classrooms
Accelerated Reading Recognition	\$3,000	Gift cards, goodie bags, free books? TBD
Clubs	\$1,800	\$300 for 6 JESD sponsored clubs TBD
Grant Period 1	\$5,000	Open September - November

Expenses

Description	Target	Notes
Grant Period 2	\$5,000	Open February - April
Library Book Funding	\$500	To include multicultural books for all ages and as directed by the Librarian. TBD
8 th Grade Graduation Expenses & Supplemental Funding	\$500	As directed by 8 th Grade Advisor
8th Grade Scholarships	\$2,300	1st Prize \$1,000, 2nd Prize \$800, 3rd Prize \$500
Bike to School Day	\$150	TBD
Walk to School Day	\$150	TBD
Christmas Store	\$0	JEF provides funding for Student Council to pay for supplies and expects reimbursement for earning. Online. TBD
Math Festival	\$2,500	To supplement grant coordinated by Hope Bjerke. TBD
Spelling Bee	\$500	TBD
Drug/Bully Prevention/Inclusion Assemblies	\$4,000	Mr. Brown presentations, virtually
Teacher & Staff Appreciation Week	\$500	Teacher & Staff Luncheon
End-of-Year Water Day	\$500	TBD
Total:	\$29,900	
Program Funds		<i>Each of the below programs have direct correlation with LCAP, and enhance the learning environment for Junction students</i>
Middle School Robotics	\$1,500	Tournament fees, t-shirts and build day. TBD

Expenses

Description	Target	Notes
Junction After School Program (JASP)	\$1,000	Fund equipment or activities for academic or extracurricular enrichment opportunities. TBD
Tutoring Program	\$1,000	Staff labor. \$500 over last year.
Facility Upgrades	\$5,000	Landscaping, murals, overall esthetics, etc. improvements to Junction School.
Garden Funding	\$2,500	At the direction of the Garden Club Advisor
JMS STEM Program	\$1,000	(Resources: drills, 3D filament, etc.)
COVID-19 Relief Funding	\$5,000	Masks, PPE, technical equipment, etc.
Total	\$17,000	
Grand Total	\$46,900	<i>Total will exceed earnings. This is surplus funding from past years available for expenditure.</i>

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) in order to establish: 1) start-up Program Funds and, 2) an Endowment for long term savings
- 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
<i>Expenses</i>	-\$	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		
<i>Anticipated Earnings</i>	\$	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).

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 coordinated 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 3:30PM	N	N
Apparel Sales Begin	Y	JEF	Fall 2020	N	Y
Read-a-Thon	Y	JEF	Fall 2020	Y	Y
Walk to School Day – TBD	N	JEF	10/2/20	N	N
Fall Carnival - TBD	Y	JEF	10/17/20	Y	Y
Christmas Store (TBD – Online?)	N	JEF	December	Y	Y
Spelling Bee	N	JESD	February	N	Y
Father/Daughter-Mother/Son Dance TBD	N	Student Council	February	N	Y
Raider Raffle/Online Auction	Y	JEF	Spring 2021	Y	Y
Cake Auction TBD	N	JESD	March	N	Y
Math Festival/Family Night TBD	N	JEF	Spring 2021	Y	Y
Dr. Seuss Week TBD	N	JESD	March		
Fun Run TBD	Y	JEF	April	Y	Y

Schedule

Event Title	Fundraiser Y/N	JEF or Other (host)	Month (Day)	Subcommittee Y/N	Flexibility in Scheduling?
Car Wash	N	Student Council	TBD	N	Y
Kids Movie Nights	Y	Student Council	TBD	N	N
Penny Wars	Y	7 th Grade	TBD	N	N
Drug/Bully Prevention Rally/Inclusion Assembly	N	JEF/JESD	Fall Spring	N	Y
Teacher & Staff Appreciation Week	N	JEF	5/3/21- 5/7/21	N	Y
Bike to School Day TBD	N	JEF	5/5/21	Y	N
Open House/Spring BBQ TBD	N	JESD/JEF	May	N	Y
End-of-School Water Day TBD	N	JESD	June	N	N

COMMUNICATION PLAN

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

Teachers

- Email List with routine updates
- Via JEF teacher reps as liaisons
- Web Site

Parents

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

JESD Board

- Monthly Report out at School Board Meeting

JESD Administration

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

APPROVALS

This plan was approved by the JEF Board of Directors on
