

JUNCTION EDUCATIONAL FOUNDATION



2022-2023 Business Plan

Prepared for: Junction Educational Foundation Board of Directors

August 2022

JUNCTION EDUCATIONAL FOUNDATION

EXECUTIVE SUMMARY

Objective

JEF's 2022-2023 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.

2022-2023 Goals

- Establish a complete schedule of events, activities, and fundraisers in coordination with JESD staff by September 6, 2022
- 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 \$53,821 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

2022-2023 Target Earnings

| Description | Target | Notes |
|-------------------------|-----------------|-----------------------------------|
| Apparel | \$750 | |
| Color Run | \$8,000 | PledgeStar |
| Dine & Donate (Monthly) | \$1,500 | Goodtimes Pizza (Monthly Dinners) |
| Moonlight Soiree | \$40,000 | |
| North State Giving | \$5,000 | |
| Riffle Raffle | \$8,000 | |
| Total | \$63,250 | |

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 Insurance Premium | \$180 | |
| Annual P.O. Box Renewal | \$100 | |
| Annual Raffle Registration | \$20 | |
| Annual Tax Preparation | \$300 | |
| Annual Website Host Fee | \$144 | |
| Miscellaneous Marketing (not including event specific) | \$100 | e.g. Facebook promotions |
| Miscellaneous Printing and Office Supplies (not including event specific) | \$600 | |
| QuickBooks Program & Training | \$1,000 | |
| Total: | \$2,444 | |
| <i>Annual Contributions</i> | | |
| 4 th & 5 th Grade Sacramento Trip – Transportation | \$2,500 | As directed by the 4 th and 5 th Grade Teachers |
| 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 |
| Accelerated Reading Recognition | \$3,000 | |

Expenses

| Description | Target | Notes |
|--|---------------|--|
| Annual Classroom Funding \$300 per classroom | \$5,400 | 18 classrooms |
| Bike to School Day | \$150 | |
| Careers & First Responder Day | \$500 | Supplies and lunch for guests |
| Christmas Store | \$0 | JEF provides funding for Student Council for supplies and expects reimbursement. |
| Christmas Program | \$150 | Poinsettias & Decorations |
| End-of-Year Water Day | \$500 | Water Slides & Popsicles |
| Fall Carnival | \$1,000 | |
| Junction Community BBQ | \$0 | |
| Ice Cream Social | \$750 | |
| Library Book Funding | \$1,000 | To include multicultural books for all ages and as directed by the Librarian. |
| Scholastic Program (All Teachers) | \$4,000 | |
| Math/Science Family Night | \$2,500 | |
| Spelling Bee | \$500 | |
| Teacher & Staff Appreciation | \$2,000 | Teacher & Staff Luncheon & Gifts |
| Walk to School Day | \$150 | |
| Total: | 26,900 | |
| | | |
| | | |
| | | |

Expenses

| Description | Target | Notes |
|--|----------|---|
| <i>Program Funds</i> | | <i>Each of the below programs have direct correlation with LCAP, and enhance the learning environment for Junction students</i> |
| Athletics | \$3,000 | Uniforms, equipment, etc. |
| Clubs | \$900 | \$300 for three, JESD sponsored clubs |
| Middle School Robotics | \$1,500 | Tournament fees, t-shirts and build day. |
| Grant Period 1 | \$5,000 | Open September - November |
| Grant Period 2 | \$5,000 | Open February - May |
| Raider CARE | \$1,000 | Fund equipment or activities for academic or extracurricular enrichment opportunities. |
| Drug/Bully Prevention/Inclusion Assemblies | \$4,000 | Mr. Brown or other presentations |
| Junction Preschool | \$1,500 | Curriculum |
| Tutoring Program | \$4,000 | |
| Kindergarten/Preschool Playground or other facility upgrades | \$25,000 | |
| Garden Funding | \$500 | At the direction of the Garden Club Advisor |

Expenses

| Description | Target | Notes |
|-----------------------|-----------------|---|
| Student Grant Funding | \$2,000 | Junction T-Shirts, Yearbooks, supplies, etc. (At the direction of teachers and principal) |
| Total | \$53,400 | |
| Grand Total | \$82,744 | <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 | Monthly TBD | N | N |
| Back To School Night | N | JESD | August 25, 2022 | N | N |
| Riffle Raffle | Y | JEF | August-Oct 2022 | Y | Y |

Schedule

| Event Title | Fundraiser Y/N | JEF or Other (host) | Month (Day) | Subcommittee Y/N | Flexibility in Scheduling? |
|---|----------------|-----------------------|-------------------|------------------|----------------------------|
| Apparel Sales Begin | Y | JEF | September 2022 | N | Y |
| Junction Community BBQ | N | JEF | September 2022 | Y | Y |
| Dine & Donate (Goodtimes) | Y | JEF | September – May | N | Y |
| Walk to School Day | N | JEF | October 5, 2022 | N | N |
| Fall Carnival | N | JEF | October 2022 | Y | Y |
| Careers & 1 st Responder Day | N | JESD/JEF | October 29, 2022 | Y | ? |
| Cake Auction | Y | 8 th Grade | November 2022 | N | Y |
| North State Giving | Y | JEF | November 29, 2022 | Y | N |
| Christmas Store | N | JEF | December 2022 | Y | Y |
| Christmas Program | N | JESD | December 2022 | N | N |
| Spelling Bee | N | JESD | February 2023 | N | Y |
| Penny Wars | Y | 7 th Grade | February 2023 | N | N |
| Family Dance | Y | 6 th Grade | February 2023 | N | Y |

Schedule

| Event Title | Fundraiser Y/N | JEF or Other (host) | Month (Day) | Subcommittee Y/N | Flexibility in Scheduling? |
|--|----------------|---------------------|--------------------------|------------------|----------------------------|
| Moonlight Soiree | Y | JEF | Spring 2023 | Y | Y |
| Math/Science Festival/Family Night | N | JEF | Spring 2023 | Y | Y |
| Read Across America | N | JESD | March 2023 | N | N |
| Ice Cream Social | N | JEF | March 2023 | Y | Y |
| Color Run | Y | JEF | April 2023 | Y | Y |
| Kids Movie Nights | Y | Student Council | (TBD) | N | N |
| 8 th Grade Scholarships & Workshops | N | JEF | April-May 2023 | Y | Y |
| Drug/Bully Prevention Rally/Inclusion Assembly | N | JEF/JESD | Fall 2022 Spring 2023 | N | Y |
| Teacher & Staff Appreciation Week | N | JEF | May 1-5, 2023 | N | Y |
| Bike to School Day | N | JEF | May 17, 2023 | Y | N |
| Open House | N | JESD | June 2023 | N | Y |
| End-of-School Water Day | N | JESD | June 2023 | 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-ups

JESD Board

- Monthly Report out at School Board Meeting

JESD Administration

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

APPROVALS

This plan was approved by the JEF Board of Directors on
