



Sunrise
Middle School
PTO

Nov. 12th, 2024
PTO Meeting



Agenda - 11/12/24 SRMS PTO Meeting

Topic	Presenters/Participants	Estimated Time
1. Call to Order & Prior Month's Minutes Approval	All	2 min.
2. Teacher Representative's Report	Cae Collmar	5 min.
3. Principal's Report	Greg Martin	10 min.
4. Officers' Reports	Sandy Lê-Giguère, Amanda Watsky, Sadhana Nigro	15 min.
5. Old Business	All	5 min.
6. New Business	All	20 min.
7. Upcoming Events	Sandy Lê-Giguère	2 min.
8. Adjournment		1 min.



Summary of Decisions/Approvals/Support Needed

- **DISCUSS/VOTE:** Mrs. Banuelos would like the PTO to keep asking for donations for the PBIS store.
- **DISCUSS/VOTE:** Tip \$50.00 to DJ for 12/6 school dance. Tip funds will be withdrawn from the PTO's STUGO budget. (Mrs. Kool is aligned with this plan.)
- **DISCUSS/VOTE:** Review and align on proposed 2024-25 budget changes.
- **DISCUSS/VOTE:** Align on additional fundraiser(s) we will have for the balance of the school year to be able to cover the remaining planned expenses and have a savings cushion of ~ \$1,500.



Prior Month's Minutes Approval

- For reference, 10/8/24 meeting minutes are linked [here](#).



Teacher Representative's Report

- **DISCUSS/VOTE:** Mrs. Banuelos would like the PTO to keep asking for donations for the PBIS store.

Principal's Report





Officer's Report: President

- 10/22 - 11/11 **Step It Up!** fundraiser: **\$6,757** profit (50% profit from \$13,513 in donations)
- Still recruiting for 2024-25 UPC Representative and 2025-26 Treasurer and Vice President
- Staff support
 - Ms. Bristow - All items requested for Rube Goldberg projects were donated/purchased
 - Nurse Laura - All requested water bottle supplies were donated by parents
 - Mrs. Kool - Requested social media support for Hygiene and Food Drive and Dec. Winter Luau Dance
 - Staff Spotlights - Ms. Bristow, Mrs. Rosenblum
- Documenting ideas for potential fundraisers for 2025-2026 school year (Aiming for Direct Give Drive + one other major fundraiser)
 - Fan Angel (Crowdfunding, keep 90% of donations)
 - Pledgestar (Crowdfunding, pledge drive, and a-thons. After our event, we are invoiced 7% of the total donations received through our website, up to a maximum of \$995.)
 - Step It Up! (Crowdfunding, keep 40% - 60% of donations)
 - Continue Zeffy direct give drive (Keep 100% of donations)
 - Continue dine-out fundraisers but consider having the proceeds benefit PTO vs. school clubs/programs
 - Other?

Step It Up! and Direct Give Stats (10/22 - 11/11)

Target Profit	Total Profit (Step It Up! + Direct Give)	% of Target
\$12,000	\$7,082	59%

Step It Up!

Participants	# of SRMS Students	% Participation	# of Email/Text Donation Requests Sent	# of Donations	% of Email/Text Contacts Who Donated	Total Donations	Net Profit Earned (50%)	Donations Target	% of Donations Goal
105	386	27%	1,144	230	20%	\$13,513	\$6,757	\$24,000	56%

Direct Give Drive

Donation Date	Donation Amount
11/1/24	\$50
11/1/24	\$100
11/3/24	\$175

Total **\$325**

Event Retrospective: Step It Up!

What went well?

Step-by-step guide, email comms, social media, announcements, and prizes were provided by SIU.

Although we did not hit our \$12K profit target, we have still raised more money with SIU (+\$7K profit) in the 4th month of school than the entire 2023-24 school year.

Step It Up! was easy to implement. SIU contact is organized, responsive, and upbeat.

With collaboration of parent volunteers and front office staff, prize distribution was smooth and easy.

The kids seemed excited about the prizes and pizza parties.

Supplemented with additional social media posts and email/newsletter comms - e.g., thermometer showing % of goal reached, map of which states donations came from

Providing people an alternate method to donate (Zeffy direct give) yielded additional \$325.

Taking the additional 10% profit was a good decision (although some may be disappointed that there is no Day of Awesomeness event).

What should we do differently?

Consider other easy-to-implement fundraisers that offer higher net profit.

If we go with another fundraiser for 2025-26, is a hype assembly really needed?

Try to not extend the deadline; we lose credibility.

For future fundraisers, offer a schoolwide reward if we achieve our fundraising target.

We couldn't use the SIU-provided Peter Dinko pizza gift cards for the class parties, as the restaurant hours did not align with 3rd period. Consider using a different period for the class competition or use the gift cards towards a teacher conference meal.

Consider holding the fundraiser closer to the start of school when people are more likely to give.

Figure out a way to lessen the burden on the front office staff for Golden Ticket winners. (Looking up where students were, announcing their names, disrupting class, etc.)

Educate front office staff (and others) on what is expected of them/ask permission ahead of time (e.g., Do you mind collecting Golden Tickets?)

Create a designated spot in the front office (or elsewhere) for Golden Ticket collection. Front office staff did not know what to do with them.

With large programs like SIU, be clear on what the money will go towards and communicate that to families. I wonder if a general fundraiser for general budget doesn't spur as much generation as something for a specific target project.

Preemptively share info. on privacy policy and how data is handled/used

What should we start doing?

Assess how much more money we need to raise or what we will cut.

If additional fundraising is needed, decide what fundraiser(s) we will implement.

Document alternative fundraiser ideas for 2025-26.

Officer's Report: Vice President and Interim UPC Rep.

- Social media updates
- Newsletter views: Aug. - 214, Sept. - 71, Oct. - 83, Nov. - 27
- UPC updates
 - Tips from October program, "Advocating for Your Child within PVSchools"
 - Try to start at the level where the situation is occurring and to try to resolve with the person directly involved or with responsibility over that area whenever possible whether it is a teacher, social worker, nurse, counselor, or other staff member.
 - Ask questions, share information, and listen to the answers given.
 - Schedule a meeting with the principal if the concern continues. Those at the school may have the most information and be in the best position to address the concern.
 - Call the District Office if attempts at the school are unsuccessful to be directed to the appropriate administrator.
 - Student Success is the #1 goal of school district Governing Boards, but the Boards focus more on oversight and not day-to-day decisions.
 - At Governing Board meetings, the Board can only discuss matters on the agenda and cannot respond to public comments on other issues (except for a few exceptions). Parents can also make Board Members aware of concerns through the links at:
<https://www.pvschools.net/our-district/governing-board>.
 - Upcoming gifted programming: "Navigating the Needs of the Middle School Gifted Student" on November 19 at 6:00 PM at the District office and on Zoom
 - Next UPC General Meeting is November 20. 9:00 AM - Meeting. 10:00 AM - Presentation: "Substance Abuse, The Hidden Dangers in Your Child's World," 11:20 AM - UPC Rep lunch
 - PROJECT SEARCH Wish List
 - Please share this link for much needed donations: https://www.amazon.com/hz/wishlist/ls/2EZLL3CMN41LZ?ref_=list_d_wl_ys_list_2
 - Contact Deb or Jessica at specialied@pvupc.org for more information about Project Search, Special Education Parent Programs, or for more resources.
 - CALL FOR COMMITTEE – Secondary Fine Arts Supplemental Resource Committee: The District is facilitating a committee to assist in creating a recommended list of 7th-12th grade supplemental resources for its Fine Arts Program. The Fine Arts Department is requesting 1 middle school parent and 1 high school parent, preferably with experience with Secondary Fine Arts programs in PVSchools. If you are interested in volunteering, please complete this Google Form: <https://forms.gle/FivtKzeqepNdL5A88>

Officer's Report: Treasurer

- **Total current bank balance** (11/11/2024): **\$6,077.54**
- **Liabilities: \$1,346.50** NOTE: Highlight indicates change.
 - Chess/D&D \$208.00
 - Dance/Theater: \$44.38 (used \$92.71 from \$500 PTO gave)
 - Mandarin: \$626.30
 - NJHS: \$195.19
 - Robotics: \$(33.96) (\$100.00 pending from Zeffy)
 - STUGO: \$206.59
- **Current PTO balance** (11/11/2024): **\$4,934.02 (\$325.00 pending from Zeffy)**
- **PTO Expenses since last PTO meeting:**
 - Spent \$53.04 on water service (upgraded to 8 bottles per delivery starting in Nov.)
 - Spent \$151.54 on coffee supplies (will not supply cups moving forward).
 - Spent \$298.61 on conference dinner. (Pending reimbursement check for \$48.97.)
 - Spent \$21.13 on serveware.
 - Spent \$65.14 on new microwave for front office staff.
 - Spent \$109.61 on pizza parties for Step It Up for Routh and Byro's classes. (Will use pizza certificates from Step It Up for conference dinner in January.)
- **Income since last PTO meeting:**
 - Received \$109.11 from Kroger.
 - Received \$120.00 from Peach Skin Sheets fundraiser
 - Received \$100.00 check (direct donation).
- **Upcoming expenses:**
 - Water delivery for October \$53.04.



Old Business

- **DISCUSS/VOTE:** Tip \$50.00 to DJ for 12/6 school dance. Tip funds will be withdrawn from the PTO's STUGO budget. (Mrs. Kool is aligned with this plan.)

New Business

- DISCUSS/VOTE:** Review and align on proposed 2024-25 budget changes.

Line Item	Target	Actual	Variance	Proposed 2024-25 Budget Changes:
Step It Up	\$ 6,757.00	\$ 6,757.00	\$ -	Changed from \$12000 to \$6757.
Direct Donations	\$ 2,438.00	\$ 2,438.00	\$ -	Changed from \$2000 to \$2438.
Dine Outs	\$ 100.00	\$ 57.58	\$ (42.42)	Changed from \$0 to \$100.
Peach Skin Sheets	\$ 120.00	\$ 120.00	\$ -	Changed from \$0 to \$120.
Fry's/Kroger	\$ 435.00	\$ 219.83	\$ (215.17)	Changed from \$600 to \$435.
Sabashi	\$ -	\$ 62.58	\$ 62.58	
Walmart Grant	\$ 1,000.00	\$ 1,000.00	\$ -	
TOTAL	\$ 10,850.00	\$ 10,654.99	\$ (195.01)	
Conference dinners	\$ 1,000.00	\$ 457.19	\$ (542.81)	Changed from \$1200 to \$1000.
EOY luncheon	\$ 600.00	\$ -	\$ (600.00)	
Monthly meals	\$ 2,400.00	\$ 655.26	\$ (1,744.74)	
Staff appreciation weel	\$ 1,500.00	\$ 237.66	\$ (1,262.34)	
Coffee supplies	\$ 400.00	\$ 224.85	\$ (175.15)	
Water service	\$ 800.00	\$ 161.26	\$ (638.74)	
Staff grants	\$ 2,000.00	\$ 286.14	\$ (1,713.86)	
NJHS candles	\$ 50.00	\$ -	\$ (50.00)	
Insurance	\$ 400.00	\$ 370.00	\$ (30.00)	
Smore	\$ 200.00	\$ 179.00	\$ (21.00)	
Website	\$ 400.00	\$ 109.08	\$ (290.92)	
Serveware	\$ 300.00	\$ 51.51	\$ (248.49)	Changed from \$500 to \$300.
AZCC	\$ 10.00	\$ 10.00	\$ -	
UPC	\$ 75.00	\$ 75.00	\$ -	
Miscellaneous	\$ 200.00	\$ 166.55	\$ (33.45)	
Volunteer appreciation	\$ -	\$ -	\$ -	Changed from \$100 to \$0.
Certificate paper	\$ 60.00	\$ -	\$ (60.00)	
Dance costumes	\$ 300.00	\$ 92.71	\$ (207.29)	Changed from \$500 to \$300. Need to discuss with Ms. Collmar.
SPED graduation	\$ 200.00	\$ -	\$ (200.00)	
Science supplies	\$ -	\$ -	\$ -	Changed from \$700 to \$0.
STUGO expenses	\$ 500.00	\$ -	\$ (500.00)	Changed from \$5075 to \$500. Need to discuss with Ms. Kool.
TOTAL	\$ 11,395.00	\$ 3,076.21	\$ (8,318.79)	
DIFFERENCE	\$ (545.00)			Break even amount. No cushion built in.



New Business (cont.)

- **DISCUSS/VOTE:** Align on additional fundraiser(s) we will have for the balance of the school year to be able to cover the remaining planned expenses and have a savings cushion of ~ \$1,500.
 - Target amount to raise: \$2,000 (Need \$545 to cover remaining expenses; balance will be a savings cushion.)
 - Fundraiser ideas:
 - Auction? Online, in-person, both? (Raised \$1,945 with April 2024 online auction)
 - Penny / coin war?
 - Calendar fundraiser
 - Other?
 - Other fundraisers already available / planned:
 - Zeffy direct donation
 - 11/15 - 12/15 PeachSkinSheets promo: \$20 giveback per each set sold
 - 11/25 dine-out fundraiser at Lookout Tavern: 20% giveback

Fundraiser Impact Effort Matrix

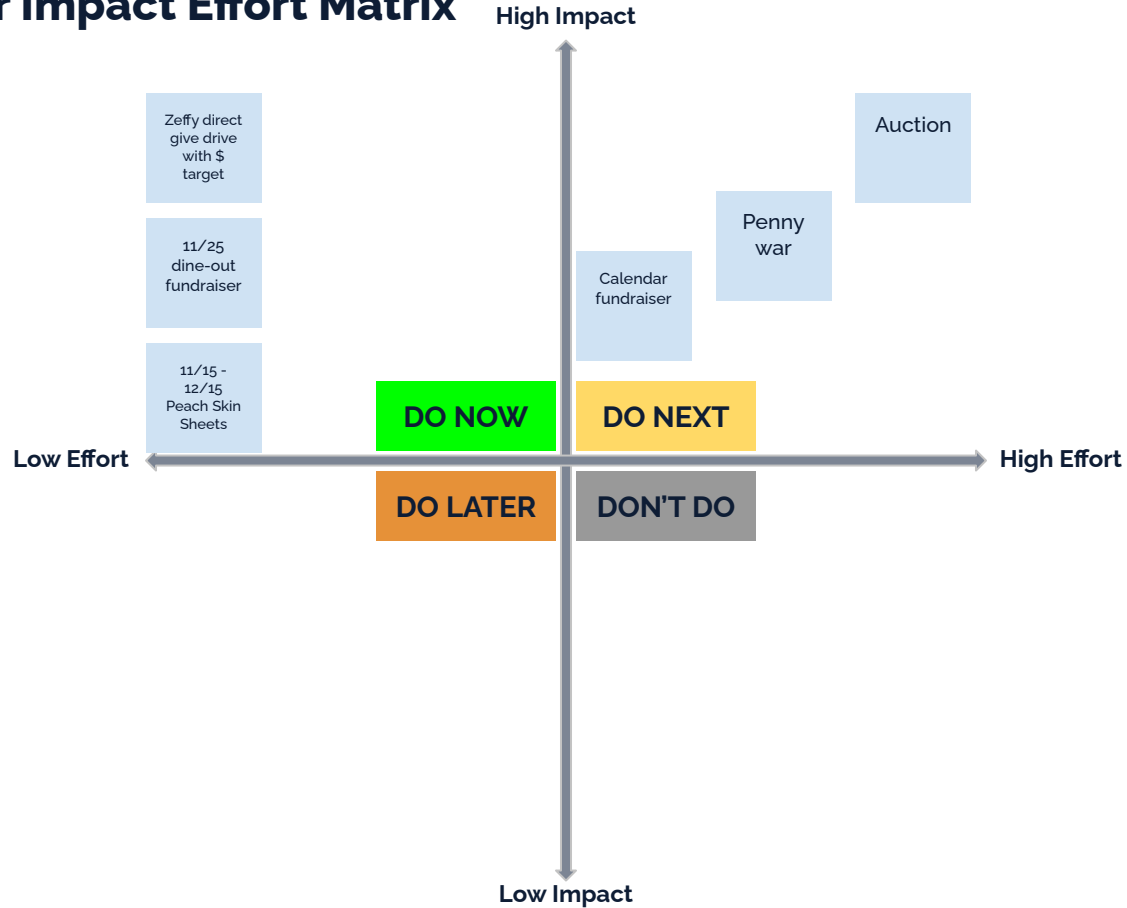
Fundraiser ideas to plot on matrix:

Idea

Idea

Idea

Idea





Upcoming Events

- 11/12 - 11/22: Hygiene and Food Drive (Sponsored by SRMS STUGO, NJHS, and Robotics and in collaboration with PV Community Food Bank and Horizon HS DECA club)
- 11/15: Step It Up! prize distribution
- 11/15 - 12/15: PeachSkinSheets PTO fundraiser
- 11/23: First Robotics Tournament at Microchip Technology
- 11/25: Dine-out fundraiser benefiting SRMS PTO - 11:00 AM to 11:00 PM at Lookout Tavern
- 12/18: Staff holiday appreciation meal



Thanks

See you at the next meeting on January 15th at 3:00 PM in the media center!

In the meantime, please reach out to us at azsunrisepto@gmail.com if you have questions, requests, or ideas.





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Appendix



Calendar Fundraiser Information



469-939-2777
mpoole@paramountfundraising.com
www.paramountfundraising.com

Thank you for your interest in our calendar fundraiser. This is a truly revolutionary way to raise funds. With very little work involved and terrific returns, I am confident you will find this to be the most successful fundraiser you have ever participated in. No calls, texts, contact gathering, or product sells. Simply have members of your organization copy and paste their unique calendar link to social media and watch the magic. So, how does it work?

- We design a calendar unique to your organization.
- You submit an excel spreadsheet with members' first and last names.
- Each member is assigned a unique URL via spreadsheet.
- They then copy/paste the unique URL to their social media pages.



- Once posted to social media, friends and family choose a date or multiple dates for which they want to donate.
- The date corresponds to the amount for which they would Like to donate. (Day 1=\$1, Day 5=\$5, etc.)



- Donors are directed to the payment screen.
- They can use their Stripe account or credit/debit card to make payment. (Apple pay also)
- Unlike other calendar fundraisers, once they make payment, the donor's name appears in the date (s) and is no longer available. Members do not have to constantly update the calendar.



- All funds are collected immediately, no one has to worry about contacting the donors to receive funds.
- Organizations do NOT have to set up any credit card payment accounts.
- Once the fundraiser ends, ONE check is cut to the group with a report showing each members' donation total.



Members have the potential of raising \$496 per calendar!



2024-2025 Dine-Out Fundraisers

1. ✓ 8/14: **STUGO** - 4:00 to 8:00 PM at **Chipotle Mexican Grill**
2. ✓ 9/4: **Robotics Club** - 3:00 to 8:00 PM at **Chick-fil-A**
3. ✓ 9/25: **Dance & Theatre** - 3:00 to 7:00 PM at **In-N-Out Burger**
4. ✓ 10/9: **D&D/Chess Club** - 10:30 AM to 10:00 PM at **Barro's Pizza**
5. ✓ 11/5: **STUGO** - 10:30 AM to 9:00 PM at **Hot Chicken Alley**
6. 11/25: **PTO** - 11:00 AM to 11:00 PM at **Lookout Tavern**
7. 12/18: **Mandarin Program** - 3:00 to 9:00 PM at **Raising Cane's**
8. 1/8: **Dance & Theatre** - 11:00 AM to 9:00 PM at **Oregano's**
9. 1/30: **STUGO** - 10:30 AM to 9:00 PM at **Rubio's Coastal Grill**
10. 2/5: **Mandarin Program** - 9:30 AM to 9:30 PM at **Panda Express**
11. 3/5: **Orchestra** at **Peter Piper Pizza**
12. **Late March (TBC): D&D/Chess Club** at **O.H.S.O.**
13. 4/9: **Orchestra** at **Cold Stone Creamery**
14. 5/6: **STUGO** - 3:00 to 9:00 PM at **Bahama Buck's**