

## Westboro Parents Group (WPG) Fundraising Notes

### History

- Years ago, WPG used to do a ton of fundraisers (including Student Union Ticket Packs, Entertainment Books, Spell-a-Thon, Math-a-Thon) but made a conscious choice to cut back the number of fundraisers as they felt parents were participating out of obligation and guilt.
- We then focused on events which also promoted our goal of Building Community: Shop Till Ya Drop in the fall and our Family Dance and Silent Auction in the spring.
- When we were fundraising for the Division I playground, we added hot dog days and Stawnichy's sausage fundraisers.

### Current Practice

- Our two major fundraisers are Shop Till Ya Drop and the Family Dance and Silent Auction.
- We do 2 "selling" fundraisers: Stawnichy's and Farm to School. Stawnichy's tends to be rather successful and Farm to School gives us the opportunity to allow people to buy vegetable bundles for the food bank.
- We also organize and execute the Princess Parking/Front Row seat raffle for the off-site school Christmas Concert.

### Miscellaneous

- We generally discuss fundraisers for the upcoming year at the AGM in May and plan what we want to do for the following year.
- We review our commitment and allocations at the September meeting.
- We make an effort to communicate and coordinate with the Logos Society to ensure our fundraisers do not overlap and that we are supportive where and when possible.
- We keep in mind our financial commitments and allocations when making fundraising decisions; do we need extra money – for what?

### Active Fundraisers (families actively participate in the selling and/or purchasing of something)

- Focus on greater community events so that it is not just our parents participating
- Try to limit this type to 1-2 selling fundraisers each school year

### Passive Fundraisers (WPG receives a portion of sales from an outside vendor)

- Wild Wing restaurant – 10% of any "Westboro" tagged receipts are donated back – need details
- United Way – Anyone participating in a United Way campaign can allocate their donation to WPG (minus an administrative fee).
- Mabels Labels – When placing an on-line order, you can choose to Support a Fundraiser and select "Westboro Elementary (Sherwood Park)" for 20% of sales donated to WPG.
- Burst Energy – fill in details

## Fundraiser Policy

- Fundraisers are to be decided at the AGM each May for the following school year.
- All fundraising inquiries are held for discussion at the May AGM.
- Upon special circumstances, fundraising opportunities can be brought to the executive to potentially be brought forward to an upcoming regular meeting.

## Overreaching Questions

- What fundraisers do we decide to do? We get tons of inquiries each year – how do we weed them out and what to do with them?
- Are there ones we can automatically say no to (eg. selling chocolate covered almonds, cookie dough, etc. – especially keeping in mind EIPS Administrative Procedure 164 on Nutrition which states 1 food related fundraiser per year)?