

CPSC FUNDRAISING: WHERE DOES THE MONEY GO?

From Paula, Assistant Director / Development Director

Last year I accepted the challenge of being the part-time Development Director for our school. It became clear to me that many parents were unclear about the purpose of our fundraising efforts. I think one of the reasons this can be confusing at CPSC is because our major fundraising is managed financially through the Central Park School for Children Foundation, a separate non-profit corporation that supports the CPSC non-profit corporation which holds the charter.

The CPSC Foundation coordinates two large fundraisers each year: our Annual Fund, which we call The Sunshine Fund, and the Strawberry Festival. Other fundraising opportunities that are managed by the school occur throughout the school year. Those include the Annual Save Our Arts benefit, the Literary Festival, a Barnes and Noble Book Fair Event., and Elmo's Diner Day. There are also on-going retail fundraisers such as Box Tops, Harris Teeter, and Office Depot.

Here's a breakdown of what the funds from each event mentioned above are designated toward:

Fundraiser	What it is	What funds are for	Amount raised 2010-11
<i>The Sunshine Fund</i>	This is annual fund drive. You will receive a letter in August requesting a cash donation. Any amount helps!	Outdoor Learning, Curriculum, Guest Artists, supplemental funds for field trips	\$26,000
<i>The Strawberry Festival</i>	Child centered community festival with strawberry treats, activities, entertainment!	Improvements to Old North Durham Park (the park behind our school)	\$29,500 (gross) \$16,300 (net)
<i>Save Our Arts Benefit</i>	Local bands perform, along with CPSC 4 th -5 th grade bands. Silent Auction with theme baskets provided by students/parents.	Major arts purchases (music and art); integrated arts professional development; support of the arts at CPSC.	\$11,000 (gross) \$ 8,800 (net)
<i>Literary Festival</i>	Weekend of readings by parents and students and a bake sale held at Regulator Book Shop on Ninth St.	Books and supplies for the CPSC library and classroom libraries	\$1,900 (gross) \$1,600 (net)
<i>Elmo's Diner Day/Night</i>	Elmo's donates a percentage of sales from a designated day/night at their restaurant.	School social events	\$600
<i>Community Fundraisers</i>	Box Tops, Harris Teeter, Target, Office Depot (www.cpscnc.org/RetailPrograms)	School social events	\$2,000

I hope this helps to clarify our fundraising at CPSC. There may be additional fun events added this year or next. Stay tuned!