

St. Andrew High School Foundation

**The 2011 Report
to the
Annual General
Meeting**
April 18, 2012

Dr Deanna Ashley
Chair



Established in 2005



Achievements

**Directors
Annual Retreat**
June 19, 2010

Strategies and Actions developed based on past experience and the Zahra Orane 2010 Business Plan

**\$4.7 million
from 'First 100
Donors'**

By December 2011 the target of \$4.7 million was attained and recognized on the Hall Donor Board.

**\$.5 million to
Building Fund
&
Museum**

\$564,315 from fundraising events funded donations to the school's building fund and the Emrie James Museum.

**Development
Planning**

3 areas of development selected to strengthen the Foundation:

- SAHS Development Database
- Integrated Website
- Alumnae Donor Giving Program

Vision 2020

The St. Andrew High The School Foundation is a financially well endowed entity supporting the sustainable development of the School, its tradition of excellence and the Life More Abundant.

Annual Retreat Revises Mission and Vision Statements

The Board of Directors held their annual Retreat, at the SAHS Learning Enhancement Centre on Saturday 19th June, 2011. Directors, Members of the Board, along with selected Old Girls, participated in the Retreat. The Retreat reviewed and revised the *Vision* and *Mission* of the Foundation and discussed the achievements and challenges of the previous four years.

Mission

The St. Andrew High The School Foundation is a dynamic organization working collaboratively with all stakeholders to spearhead fundraising to effectively build and manage an Endowment fund to support long-term development, and a Special Projects Fund to support short and medium-term development ensuring that the School has the resources to sustain its tradition of high quality education.



At the June 2011 Retreat the Management structure of the Foundation was reviewed and recommendations made to strengthen the functioning of the Foundation.

All recommendations from the Retreat are being implemented.

Management Structure Revised – Recommendations Made

The Retreat agreed on the following:

- The number of Members should be increased to 13 with representatives coming from PTA, SAOGA, the Churches, School Board, Staff representatives, (2 each), the Principal, one representative from the financial sector and one representing another education institution.
- To increase the number of Directors to 13, with one Director to have a communication background, and that a Vice Chairman should be appointed. The position is now held by Ambassador Pat Durrant.
- Jessica Jones was invited, and subsequently appointed as a

Director of the Board. She was asked to spearhead the strengthening of stakeholder relations and the marketing of the Foundation as these are critical to the Foundation's ability to mobilise funds.

- Donations to the Foundation that are not otherwise specified should be allocated accordingly: 70% to the Endowment Fund, 20% to Special Projects Fund and 10% for operations Foundation office

Although the Foundation has not been able to employ an Administrator as was recommended, thanks to Principal Reid, we now have a fulltime Administrative

Secretary, Shakira Williams, who was assigned from the School's office to work with the Foundation. She continues as a member of the school's administrative staff and provides support to the school's administration as required. This has significantly helped in supporting the day to day operations of the Foundation.

Other recommendations aimed at strengthening the stakeholder relationships and fundraising capacity were:

- The development of a new website
- Continued work on building the database
- A survey to obtain profiles of the Old Girls.

Finance and Fundraising

During the period under review the Board received satisfactory audit reports of accounts for 2009 and 2010. The audited accounts have been tabled today, along with the financial report for 2011 which has been prepared by Director Fay McIntosh. Very special thanks to Millen and Associates who have continued to provide the auditing services without charge. The accounts for the current year 2011-12 have been set up in the electronic accounting system QuickBooks. Data entry of all transactions to date has been completed. All the documentation is being put together for the start of the 2011 audit by the end of May.

Project Development

Thanks to the efforts of Jessica Jones who has been assisting as the Project Manager since December 2011, the alumnae database of over 2,000 names has been cleaned and updated in preparation for transfer into a donor management programme, GiftWorks© - made available through the kind contribution of the Washington DC Alumnae Association. GiftWorks© capacity to link with the accounting programme QuickBooks© currently in use allows for more efficient management and operation of giving campaigns. The programme will be customised and transfer of the present alumnae database into the new system will be done by mid April 2012.

SAHS Development Database

A database policy has been developed to govern access and use of the Database to ensure protection of the privacy of the information that has been provided. All users of the Database sign a Confidentiality Agreement.

The New Website

www.sahs.edu.jm

Through the support of Director Jones, the architecture for the new integrated website for the school is being developed. The website's development will bring together the PTA, SAHS Foundation, and SAOGA into one website and implementation will be phased. The website aims to be dynamic and interactive for all its audiences and will eventually facilitate easy on-line donations and e-commerce for the sale of school memorabilia and souvenirs. All the major development costs for the new website have been donated. The design template, contribution of an old girl, Anna Kay von Dueszeln (Harrison), and the content management system, contribution from Mona Informatics Ltd, UWI, are expected to begin during April.

Special thanks to Dr Parris Leyow Ayee, Director of Mona Informatics and his team who prepared the virtual tour of the School. This has generated a lot of interest among Alumnae to renew their relationship with their old school. This will also be included on the website.

The target date for the launch of the new website is the end of August 2012. Director Jones is supported by a team of old girls, school and PTA representatives forming the editorial and technical teams. We are currently preparing a budget for the operation of the website and seeking a suitable person to be website coordinator.

The economic environment has made it necessary for us to review and revise our Donor Giving Program to realise a projected donor budget of \$40 million, down from \$100 million over the next 3 years. The revised programme delineates revised levels of giving, a planned approach to running specific donor campaigns/promotions utilizing Gift Works©, and an alumnae donor recognition program. The Program will be supported by a 2012/2013 marketing plan which is currently being developed.

Alumnae Donor Giving Program

Special Infrastructure Development Projects

During 2011 the Board of Directors identified 3 major infrastructure development projects for implementation over the period 2011-2015:

- Roofing of the Garden Theatre
- Renovation of the Science labs
- Renovation of the Performing Arts Department.

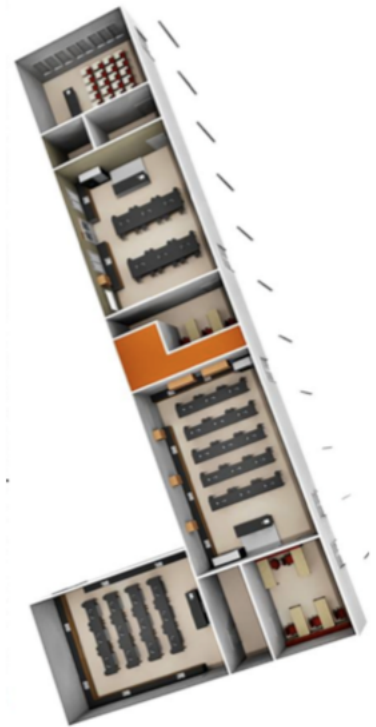
Through the efforts of Earle Levy, a member of the Friends of the Foundation, a proposed design for renovation of the existing Performing Arts Department has been prepared. Exploratory options for the roofing of the Garden Theatre have also been examined. However, based on the recommendation of the Principal, Sharon Reid, all efforts are now on the priority project for 2012 which is the renovation of Science Lab Block built in 1944.

Thanks to Director Elsa Leo-Rhynie, an excellent proposal was prepared for the Science Lab project, with designs contributed by Guila Bernal of MODE Architects and quantity survey report by Winston Beckford, a parent and member of the school's Environment and Technical Committee. A total of \$30 million is required to modernise the 4 labs in this Block and provide the necessary equipment to create the 21st Century environment that we need for the teaching of science.

The proposal will be submitted to our Alumnae, local Foundations and companies requesting their support. Friends of the Foundation, especially Ambassador Ellen Bogle, Dorothy Pine-McClarty and Winsome Williams have been working with Directors Marie Clarke, Gloria Barrett-Sobers, Elsa Leo-Rhynie, Jessica Jones and myself to work the telephone and woo prospective donors.

We ask that all Directors and Members of the Foundation join in this very important effort to realise the \$30 million target by July 2012.

We look forward to support from all our stakeholders. Pledges, donations large or small, one time, or in installments, are all welcomed.



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To all Directors, Members and Friends of the Foundation for your support, contribution and advice. I am convinced that our efforts to strengthen relationships and keep in touch with all our stakeholders must remain a top priority. Without strengthening our partnerships we will not succeed with our fundraising efforts. We look forward to your continued support in these efforts. To our Members - I hope that you will help with this important task.

During 2012/13 we must take advantage of the Emrie James Museum to reach our Alumnae work closer with the PTA and the SAOGA to engage with the current and past generations of St. Andrew girls. They must understand, believe and support the Vision and Mission of the Foundation as we work to improve and develop the educational environment of our school enabling the present and future generations to continue to have an excellent education and the *Life More Abundant*.

Deanna Ashley