



**Report from the Chairman  
to the Annual General Meeting of the SAHS Foundation  
September 17, 2014**

During the year under review we continued to seek new and innovative approaches to build relationships and engage our stakeholders to ensure that we are able to raise the needed donations to build the endowment fund and secure funding for major projects.

**SPECIAL PROJECTS**

The 2<sup>nd</sup> Phase of the renovations to the old science block—Lab 33, the adjacent Staff and resource rooms, and Lab 36—were completed and re-dedicated on November 20, 2013. Beverley Wong, the major donor for the renovation of Lab 33, along with her sister Grace, cut the ribbon for Lab 33. This Lab was dedicated to the memory of Beverly's parents John and Olive Wong. Paul Thomas, son of Tess Thomas, did the same for the Environmental Lab 36 which was dedicated to the memory of his mother at the request of the major donor, an old girl who had requested to remain anonymous. He presented a cheque for \$10,000 from the Tess Thomas Memorial Fund to obtain plants for the garden that is adjacent to the lab. Mrs Evans and Yvette Booth-Smith, 2 of the teachers being honoured with their names placed on the plaque in Lab 33, were also in attendance.

Following a review of the Foundation's accounts and the cash flow requirements for operations of the Foundation, the Directors at the Board meeting in May 2014 decided to postpone the renovation of Lab 31, the last of the labs on the old science block. The inflow of donations for the first 5 months of 2014 had been slow and the fundraising initiatives were scheduled for the latter half of the year. Inflows of funds would be too late to support the lab renovation project during this summer holiday. This decision was fortuitous as it became necessary to implement an appeal for donations of J\$ 10 million to conduct major repairs to the Library. Through the combined efforts of appeals from the school, the PTA and mail out from the Foundation to persons in the database, over 50% of the target was raised by the end of the summer vacation.

## **DONATIONS AND FUNDRAISING**

Building a culture of continuous giving is vital and so new strategies for stimulating stakeholders to give donations are being developed.

For 2014 the target for donations /fundraising is \$12 million, of which \$8 million is required to complete the renovation of the remaining Lab 31 on the old science block.

- **The JN Money Transfer Affinity Group Plan** is being developed by JN Money Transfer Services which will provide another online, as well as service outlet facility, to enable continuous giving of donations. JN will give a contribution for each transaction (donations, remittances or bill payments) done by anyone who joins the SAHS Foundation group. To this end the Foundation Board has approved the establishment of a JNBS savings account. It is anticipated that implementation of this scheme will be in the latter half of 2014. In preparation Jessica Jones and other old girls who have IT /marketing skills will make the necessary modifications to the website. JN will assist with the marketing of this new service.
- **Charity Insurance Initiative** The acceptance of Guardian Life's proposal to the Foundation to market their life insurance policies to our stakeholders (SAOGs, parents, teachers and friends) naming the School as beneficiary will provide a long-term opportunity to grow the Endowment Fund. A collaborative marketing strategy with support marketing materials is now being prepared with Guardian Life. The Executives of the PTA and the SAOGA support this initiative and presentations were made at the Annual General Meetings of the respective associations on June 4 and 28, 2014 respectively. The response from parents and Old Girls was positive. Over 30 parents and over 20 old girls expressed interest and provided contact information to the Guardian Life agents for follow up.

Guardian Life will provide professional sales team to help purchasers in naming SAHS as the beneficiary and to select the policy that best suits each individual.

Guardian Life made donations of \$40,000 each to the PTA and the SAOGA.

- **Crowd Funding Initiative** In June 2014, the Foundation supported a group of five Washington DC based SAOGs from the Class of 1998, led by Renee-Lauren Ellis, launched the school's first Crowdfunding campaign on the internet. The campaign named *-Because Girls in Science Matter* – aimed to raise US\$25,000 in 30 days for the renovation of the last lab on the old

science block. The Campaign was supported by testimonials collected from current Grade 13 science students who have benefitted from the recently renovated labs as well as old girls who have been successful scientists. The Campaign generated over US\$ 30,000.

- **Fundraising Events Two** of the three fundraising events planned for 2014 have been held to raise funds to support the operations of the Foundation office and raise additional funds for the science lab renovation project. The first, a benefit performance of the musical Anancy Chaptaz was held June 7 at the Edna Manley College. A profit of \$40,000 was realised from this event. On July 5 the 'Summer Blast Off "party was held at the Countryside Club. As we were not receiving any income from the bar or food sales it was imperative that at least 700 tickets were sold to generate the targeted income of J\$500,000. Unfortunately we fell significantly short of our target.

On October 25, a Jamaica Golf Association (JGA) sanctioned event, **St Andrew Legacy Golf** will be promoted to JGA members and the St Andrew High School community - local and overseas alumnae, parents and staff. It expected to attract over 100 golfers. It is hoped that this event will raise approximately \$400,000. This will be dependent on obtaining the needed support from sponsors despite the difficult economic climate. We remain optimistic.

## **WEBSITE DEVELOPMENT**

Thanks to Director Jessica Jones with support from Colette Lemard, Head of IT Department, students and teachers now have their own sahs.edu.jm email address. With the resignation of the Website Coordination earlier this year, Director Jones continues to manage the website and ensure accuracy and currency of the information on the website –a very time consuming job!!

Pending plans to re-design the 2-year old site for greater functionality and appeal, perhaps next year, we have made some functional changes in September until we can implement the re-design.

- News events headlines rotate on the home page
- Museum YouTube Channel added to the home page
- Replaced the Shop page with an Events page
- Quick Links added to front page
- Donate Now Icon is center on the front page

## **FINANCIAL AND ADMINISTRATIVE MATTERS**

The 2013 audit of accounts has been completed and tabled at this AGM for your approval. Some changes have been made to the presentation of 'Statement of Financial Position' whereby Fund balances are now identified -. See ' Net Assets -Represented by...:' Also, a schedule showing activities affecting the various Funds -'Statement of Changes in Fund Balances' has been added. We hope that these changes will provide more clarity in accounting of the donations and the other funds we manage.

Once again I would like to thank Millen Associates for the preparation of our audit report. I would like to place on record our sincere gratitude to Director McIntosh who has diligently overseen the management of our accounts for several years and has ensured that we are able to receive satisfactory audit reports. Also, thanks to Kehianne Campbell, our Administrative Assistant ,who has provided Director McIntosh with invaluable support.

During the year under review the Board of Directors unanimously approved the conversion to a donation of the amount of \$2.5 million which was originally provided in June 2012 as an advance to the School for the purchase of the Fay Simpson property.

Application was made and approval received for charitable status under the new Charitable Act.

As we begin planning for the celebration of the 90<sup>th</sup> Anniversary of our school I look forward to strengthening of partnership with the SAOGA, the overseas Chapters, and the PTA to ensure that these celebrations will really be special. We will continue our collaboration with the team working on the school's Master Development Plan which we hope will be launched during the 90<sup>th</sup> Anniversary to provide the guidance for the next 10 years development of the school, to ensure it can meet the challenges of education in the 21<sup>st</sup> century.

In concluding I would to thank my colleague Directors of the Board for the support and advice that they have provided during the year and to all old girls in Jamaica and overseas for their contributions.

To Principal, Sharon Reid, I would like thank her for the invaluable support that she has provided to the Foundation and to me in particular. Her leadership of the school continues to ensure that the ***Legacy is being maintained.***



Dr Deanna Ashley  
Chairman