



## **Report from the Chairman to the Annual General Meeting of the SAHS Foundation**

**21<sup>st</sup> October 2015**

During the year under review, the Directors of the Foundation played an important role in the preparations for the celebrations of the 90<sup>th</sup> Anniversary celebrations which was launched on 5<sup>th</sup> June 2015 with the Flag Raising Ceremony of our new school flag and press conference. On the 21<sup>st</sup> September, Founders Day, the celebrations began with the Commemoration Service and naming of several school buildings. Congratulations to Mrs. Reid, her staff and students on excellent organisation and execution of these two events.

Director Professor Emerita, Elsa Leo-Rhynie, is the Patron for the 90<sup>th</sup> Anniversary Year and Maxine Henry-Wilson Chairs the 90<sup>th</sup> Anniversary Planning Committee, with Jessica Jones as Secretary. Other areas of contribution are provided by Ambassador Pat Durrant, the Awards Committee; Dr. Deanna Ashley, Conference Committee; and Avrill Crawford the Gala Event Committee.

### **SPECIAL PROJECTS**

The final phase of the renovations to the old science block was completed with the renovation of Lab 31, in mid-August this year, on time and within budget!! The renovated Block was named on Commemoration Day in honour of Mary Dawson, former Headmistress and promoter of the development of the sciences at St Andrew. Old girl Alison Anderson-McLean donated over \$2 million of her late husband's laboratory equipment to SAHS. The exterior plaque honours donors – the Class of 1998 and old girl Alison Anderson-McLean and Dr Hugh McLean. The interior plaque honours distinguished alumnae scientists – Dr Deanna Ashley, Professor Emerita Dr Elsa Leo-Rhynie, Dr Phyllis Coates-Beckford and Dr Muriel Lowe Valentine.

### **BUILDING RELATIONSHIPS DIGITALLY**

Building relationships with alumnae, sponsors and the school community, has been the ultimate goal of the communications campaigns focused on providing news, requesting donations and providing updates on school developments. This year the 90th Anniversary Celebrations and the Homecoming Week provide a focus for increased activity and outreach.

This outreach is facilitated through **Mail Chimp** – a free online service of up to a list of 2,000 subscribers; the School's website; the School's Official **Facebook** page, and **Twitter** accounts. The Schools database, shared by the Foundation and SAOGA, is securely maintained in Mail Chimp and has grown over the last year with over 500 new active subscriptions to just under 2,000 active email addresses. Integrated Signup campaigns (Mail Chimp to Facebook and Twitter) invite alumnae and friends to "opt-in" to the database. Signup for the 90th campaign now runs on Facebook and the website. The Legacy Newsletter is also facilitated by Mail Chimp.

The Website, rebuilt in 2012, was redesigned in the summer holidays 2015 to be more user-friendly, and easier to navigate and update. The website is maintained by Director Jones and the Foundation office Administrative Assistant. An important achievement of the rebuild was the inclusion of the student's digital publication – Drews News – which is now featured on the site and provides student reporting of school events. The website

facilitates the students email (Google for Education) and access to Google apps. The website facilitated the live streaming for the 90<sup>th</sup> Launch and the Commemoration Service.

With only one (1) fundraiser this year, the database and social media have played a pivotal role in the Foundation's fundraising efforts. The online donation window is facilitated by the Washington, DC Alumnae Chapters for US tax exempt locations. The donation page is but a click away from a newsletter or a Facebook posting.

**Skype** has facilitated two online meetings with Chapter Heads – UK, Florida, New York, Washington, DC and Atlanta.

**Guardian Life Gifting Programme** – designed for long-term generation of funds for the Endowment Fund. The programme got off to a slow start but is expected to gain some traction during the 90<sup>th</sup> Anniversary.

### **DONATIONS AND FUNDRAISING**

During 2014 a total of \$4,501,151 were donated to the Special Projects Fund for the Science Laboratory renovation project. During the first half of 2015, additional donations of US\$3,250 were received from alumnae and J\$250,000 from Guardian Life Insurance Company. \$300,000 was donated in 2014 to the Endowment Fund.

### **GOLF TOURNAMENT**

On 25<sup>th</sup> October 2014, a Jamaica Golf Association (JGA) sanctioned event, **St Andrew Legacy Golf Tournament** was held at the Constant Spring Golf Club (CSGC). The event was a success and raised just over \$623,000. It is proposed to have this as an annual event on the Foundation's fundraising calendar. This year it will form part of the 90<sup>th</sup> Anniversary celebrations and take place on the 31<sup>st</sup> October at the CSGC. The actual Tournament will be preceded, on the evening of Friday 30<sup>th</sup> October, by an after work fun mixer and putting contest. The fundraising target this year is \$900,000.

### **FINANCIAL AND ADMINISTRATIVE MATTERS**

The 2014 audit of accounts has been completed and table at this AGM for your approval.

Once again, I would like to thank Millen Associates for the preparation of our audit report. I would also like to place on record our sincere gratitude to Director McIntosh who has continued to diligently oversee the management of our accounts and has ensured that we are able to receive satisfactory audit reports. Also, thank you to Kehianne Campbell, our previous Administrative Assistant, who provided Director Fay McIntosh with invaluable support. We welcome Kristina Allen who took over from Kehianne at the beginning of August and has continued to provide invaluable support.

Special thank you to Director Jessica Jones who has continued as Project Manager, to provide invaluable support to the operations of the Foundation. Her support has ensured that communication with our alumnae through email and social media promotions are maintained, as well as providing invaluable support for the maintenance and redesign of the SAHS website, along with other projects and initiatives of the School.

I would like to thank all the Directors of the Board for their support and guidance in the carrying out the responsibilities of the Foundation as we continue to strive to **Maintain the Legacy** of a **Life More Abundant** for future generations.



Dr Deanna Ashley  
Chairman