

Dean Barber Memorial Fundraiser Business Plan

Submitted by
Education Works, Inc

Contact: Randall Farmer
5009 Bradmead Court
Marietta, Georgia 30066
770-516-6072

Updated 01/19/08

Table of Contents

EXECUTIVE SUMMARY	3
FUNDRAISER DESCRIPTION	5
Donation Solicitation Process	
Auctions	
MARKETING PLAN	6
Website	
Website Communications Plan	
Website Donation Plan	
Website Donation Communications Plan	
Auction	
Auction Communication Plan	
Foundation	
MANAGEMENT PLAN	8
Key Staff	
OPERATIONS PLAN	9
Website Set Up Plan	
Website Donation Plan	
Auction Plan	
Foundation Plan	
FINANCIAL PLAN	10
Fundraising Assumptions	
2006 Operating Costs	
2007 Operating Costs	
2008 Operating Costs	
2006 Revenue Projections	
2007 Revenue Projections	
2008 Revenue Projections	
RISK ASSESSMENT AND CONTINGENCY PLAN	17
Risk Identification and Mitigation	

EXECUTIVE SUMMARY

This is a fundraiser to establish a scholarship in the name of Dean Barber in order to commemorate his years of teaching excellence that he provided to his students at Myers Park High School. While a tribute was held for Mr. Barber in 1987, no memorial scholarship was ever established.

Without a doubt, honoring Mr. Barber's commitment to art instruction and using that example to inspire others is a worthy endeavor. Mr. Barber had tremendous success with and an overwhelmingly positive impact on his students. Over the twenty plus years that he taught, his students received awards and honors in local, state and national art competitions. A review of any yearbook from Myers Park High School in this time period will reveal a page filled with students' names who received awards and accolades. Many students also received scholarships to colleges and universities to pursue the talents that they honed at Myers Park. In turn, several of his students chose career paths in arts-related fields.

However, Mr. Barber was not just concerned with this students producing artwork and excelling in art competitions. He was interested in their overall academic development and their participation in other extracurricular activities, like sports and service clubs. He even volunteered to be faculty advisor for Interact, a service club, and encouraged the members to perform genuine community service. In short, he encouraged his students to set high standards for themselves and to make a positive contribution. For the art students who were fortunate enough to have him as their teacher, he was the best teacher that they ever had.

Hence, it is important to not only preserve Mr. Barber's legacy of excellence in teaching in public schools, but to encourage other students to achieve similar goals. This fundraiser will create an endowment for a scholarship which will be awarded to a Myers Park High School senior who has distinguished himself or herself in academics, the arts and public service.

To achieve our fundraising goal of at least \$10,000.00, we ask that you join in support of this campaign in anyway that you can. While more detailed information is provided about the fundraiser in the pages that follow, the campaign needs assistance in the following ways:

- 1) Monetary donations;
- 2) volunteers to help find former art students;
- 3) former art students to donate their art work for either display at the website or for auction to raise money. We are also asking that students provide the fundraiser with a link to their work-based website.

We look forward to hearing from you. And thank you for your support.

FUNDRAISER DESCRIPTION

Donation Solicitation Process

The primary means to raise funds for the scholarship will be through charitable contributions made online at the fundraiser's website. The link to the website is: [Website For Dean Barber Memorial Scholarship](#). All donations are tax deductible and can be made through a Pay Pal link. Pay Pal accepts Visa, MasterCard, American Express, Discover and Echecks. If donors do not wish to donate online, then they can mail their donation to:

Education Works, Inc
5009 Bradmead Court
Marietta, Georgia 30066

Education Works, Inc. is a Georgia non-profit corporation started by Randy Farmer to sponsor this fundraiser. Its corporate documents are available online at Guidestar.org. [Education Works Corporate Documents at Guidestar](#).

Target Donors

Education Works will solicit donations from former students, MPHS alumni, and foundations and other civic organizations.

Auction

The fundraiser is requesting that the former students to donate pieces of art work for auction. Once Education Works has received about five (5) to ten (10) pieces of artwork, it will hold an online auction using Ebay's Mission Fish. After running announcements about the auction in the Charlotte media, the fundraiser will then auction those pieces on Mission Fish.

MARKETING PLAN

The marketing plan is to raise money through three principal avenues: donations, auctions, and foundations.

Website

The fundraiser's website is the "town square" where the former students, their family and friends can meet, catch up and join in this fundraising effort. Visitors can request to post a link to their company's website.

Website Communications Plan

The fundraiser will send emails and mail letters to former art students and their families letting them know about this event. In addition, press releases will be sent to the Charlotte Observer, Creative Loafing and other arts-related publications in the Charlotte area to get the word out about the event. Finally, the administration at Myers Park High School and the MHPS Alumni Association will be notified of this fundraiser as will Charlotte-area arts organizations.

Website Donation Plan

The website will be the primary means of fundraising. The plan for soliciting donations from the website is to direct traffic to the website to encourage former students to contribute. Website traffic will be generated through word of mouth, letters, emails, notices in the local media and the auctions. To achieve its fundraising objective, this campaign needs about 6 donors to contribute an average of \$1000 a piece.

Website Donations Communications Plan

To facilitate each group's participation in this fundraising effort, contact information for individuals in each group will be obtained and a solicitation letter/email will be sent notifying them about this website and the need for their help. In addition, press releases will be sent to the Charlotte Observer, Creative Loafing and other arts-related publications in the Charlotte area notifying the community in general of the fundraiser.

Auctions

Similar to the plan for website donations, the plan for auctioning student artwork is to identify students willing to contribute their work for auction. Once a sufficient amount of commitment has been reached, the

artwork will be auctioned through Mission Fish notifying potential bidders through an email and mailing campaign.

Auction Communications Plans

The potential bidders will be divided into different groups: former students, families, teachers and arts patrons. To facilitate each group's participation in this fundraising, contact information for individuals in each group will be obtained and a solicitation letter/email will be sent notifying them about this event. In addition, press releases will be sent to the Charlotte Observer, Creative Loafing and other arts-related publications in the Charlotte area notifying the community in general of the auction.

Foundation Plan

Foundations will be identified where grants can be solicited for operational and/or endowment purposes.

MANAGEMENT PLAN

Education Works is an all-volunteer organization. The following committees will be established to focus on the various fundraising functions: former students committee; family donor committee; and auction committee.

Randall Farmer: Mr. Farmer is the President of Education Work, Inc., the organization sponsoring the fundraiser for the Memorial Scholarship. Mr. Farmer was a student of Dean Barber's for three years at Myers Park High School from 1980-1983. Mr. Farmer is currently an attorney practicing in the field of education law. [Mr. Farmer's Bio](#) Mr. Farmer also taught for four years in Atlanta Public Schools. Further, Mr. Farmer has experience in the formation and operation of education non-profits. He is a co-founder of College Bound in Washington D.C., which provides tutoring and scholarship money to D.C. public school students. [College Bound link](#) Not only was the organization the idea of Mr. Farmer, but as an officer of that organization, he accomplished the following: recruited its first students; recruited its first tutors; secured the first tutoring site at St. Aloysius Church; formed the non profit corporation; obtained 501 c 3 status for the corporation; organized visits to universities for the students; organized its first board meetings; obtained its business license; organized outings with the students; and organized its first fundraiser at Eastern Market.

OPERATIONS PLAN

Website Set Up Plan

What	Who	When	Other	Status
Website	RCF	11-06		Done
Pay Pal	RCF	11-06		Done
Guidestar registration	RCF	12-06		Done
Art work solicitation	RCF	12-07		Done
Press Release	RCF	12-06		In progress
Barber Photo	RCF	12-06		Done
Letter/email to students	RCF	12-06		Done
Guidestar link	RCF	12-06		Done
Marketing Plan	RCF	12-06		Done
Identify other partners	RCF	1-07		In progress
Barber bio	RCF/TBD	1-07		Done

Website Donation Plan

What	Who	When	Other	Status
Obtain student contact info	RCF/TBD	5-07		Done
Maintain student contact info	RCF/TBD	5-07		Done
Send out solicitation letter to students	RCF/TBD	1-07		Done
Obtain foundation info	RCF/TBD	4-07		In progress
Auction	RCF	4-07		In progress

Auctions

What	Who	When	Other	Status
Artwork donation	RCF/TBD	12-07		Done
Determine process to ship art to bidder	RCF/TBD	4-07		In progress
Confirm IRS status of donor and bidder	RCF	1-08		Done
Establish link between Ebay and website	RCF	1-08		Done
Press release	RCF	1-08		In progress

Foundation/Civic Organization Plan

What	Who	When	Other	Status
Identify foundations/CO for support	RCF/TBD	2-07		In progress
Prepare and send application	RCF/TBD	2-07		Initial

FINANCIAL PLAN

The goal of this fundraiser is to raise at least \$10,000.00 in donations to establish a Memorial Scholarship for Dean Barber. To achieve that end, Education Works, Inc. will minimize the overhead costs of the fundraiser in order to maximize the money available for the endowment. The primary method of maintaining low costs is to utilize an all-volunteer support staff and to have other services donated to Education Works whenever possible. Also, for the goods and services that Education Works must purchase, it will compare the costs and the scope of services to ensure competitive pricing.

Fundraising Assumptions

Education Works wants to increase its donations every year in order to reach its fundraising target amount. Given that this fundraiser is in the start up phases, donations will be slow early on as the campaign begins to reach its donors and sponsors.

Former students: Overall, Education Works believes that there is a solid donor base to reach and from which to solicit funds. The projected donations from individual donors is about \$6,000.00.

Auctions: Education Works will sponsor at least one online auction of student art work. It is anticipated that five to ten pieces of art work will be auctioned at an average auction price of \$300.00. The projected revenue from at least one auction is \$2000.00. Education Works assumes that at least one on line auction will be conducted.

Foundations/Civic Organizations: Education Works will solicit scholarship and operational funds from foundations/civic organizations interested in supporting education, public service or the arts. Education Works anticipates that there will be about three to five such organizations. The amount awarded by these foundations is anticipated to be about \$2000 to \$4000. The projected revenue from these sources is about \$3000.00.

2006 Operating Costs

Description	Amount	One time/frequency	Fixed/variable	Total
Corporation application	\$100	One time	Fixed	\$100
501 c 3 application	\$150	One time	Fixed	\$150
Annual registration	\$30	Yearly or as needed to update	Variable	\$30
Corporate seal	\$59	One time	Fixed	\$59
Business supplies	\$50	Semi annual	Variable	\$100
Guidestar registration	\$25	Yearly	Variable	\$25
Altrue Subscription + Domain Name + Site Setup	\$113	One time	Fixed	\$113
Altrue webhosting cost	\$19	Monthly	Variable	\$38
Total				\$615

2007 Operating Costs

Description	Amount	One time/frequency	Fixed/variable	Total
Annual registration	\$30	Yearly or as needed to update	Variable	\$30
Business	\$7.99	Semi annual	Variable	\$7.99

supplies				
Guidestar registration	\$20	Yearly	Fixed	\$20
Altrue webhosting cost	\$19	Monthly	Fixed	\$239.40
Tax preparation costs	\$	Yearly	Variable	\$0
Other costs				\$
Total				\$274.40

2006 Revenue Forecast

Source	Projected	Actual
Former Student Donors	\$500	\$250 as of 12-3-06
Family Donations	\$0	\$0
Auction	\$0	\$0
Teacher donations	\$0	\$0
Art patron	\$0	
Foundation	\$0	\$0
Total	\$500	\$250

2007 Revenue Forecast

Source	Projected	Actual
Former student Donors (75 X \$75)	\$1000	983.50
Annual Total	\$1000	1265
Overall Total	\$1500	1265

2008 Revenue Forecast

Source	Projected	Actual
Former student Donors(150 x \$75)	\$9375	\$TBD
Auction	\$0	
Foundation	\$3000	
Annual Total	\$16975	
Overall Total	\$31050	

RISK ASSESSMENT AND CONTINGENCY PLAN

Since entrepreneurial endeavors always involve risks, it is necessary to consider what risk factors might be ahead for Education Works and its fundraiser. Based on both operational and external circumstances, identified risks include the following: problems of locating and securing the participation of the former students; copyright issues in displaying artwork; and conflicts with other local fundraising efforts, such as the Myers Park High School PTSA. Each risk issue is presented here along with strategies for responding.

Risk Identification and Mitigation

RISK: Inability to reach and engage former Barber art students.

The biggest challenge to this fundraiser is tracking down the former students of Dean Barber. In addition, there is always the fundamental issue that these individuals are busy with their families and careers. Further, obtaining contact information for the former students is difficult because any contact information that the Charlotte Mecklenburg School System may have is protected by federal privacy rights for educational records and more than likely not very useful as it is out of date.

RESPONSE: This challenge will have to be met through persistence and patience in letting the other students know about the fundraiser. The key is to obtain contact information for the students to get them to participate in some way. To this end, Education Works will utilize multiple strategies in getting the word out about this fundraiser, including: direct contact via email, mail or telephone; contacting individuals and organizations in the arts community to let them know about the fundraiser; and submitting announcements in the local media. Further, Education Works will provide multiple opportunities for students to participate.

RISK: Using copyrighted student art work.

This is another serious risk. Education Works would like to display the artwork of Mr. Barber's students on its website in order to show the high level of achievement obtained by these students. However, the students may have copyrighted the right or have other property rights in the work.

RESPONSE: Education Works will obtain permission from the artist prior to the use of any artwork on its website.

RISK: Conflicts with other school-based fundraisers or arts fundraisers.

Other fundraisers are underway at Myers Park High School, such as a fundraising campaign by the Myers Park PTSA. There is the potential for a conflict in donor solicitation.

RESPONSE: Education Works does not anticipate any conflicts with any other fundraisers. The fundraising base for this fundraiser is significantly different than the base for the MPHS PTSA fundraiser. While both fundraisers concern the high school, the scholarship fundraiser will be targeted to a different audience, i.e., to individuals who are alumni and who had Dean Barber as a teacher. It has been almost 20 years since Dean Barber taught at the school and no real conflicts are anticipated in this effort. Finally, it is anticipated that the donor base for the PTSA is the parents of students currently enrolled or about to be enrolled in MPHS.

In terms of conflicts with other arts-related fundraisers, again significant conflict is not anticipated because the primary fundraising base is not the same. This fundraiser does not anticipate a significant overlap between this fundraiser and other arts related fundraiser.

RISK: Lack of individual donations

RESPONSE: Education Works anticipates that donations from individual donors may difficult realize. However, the fundraiser will have to persistent in finding different potential donors as well as finding ways in which individual donations can be leveraged to meet the fundraising goals.