

**Saint Dorothy Development Committee**  
**Meeting Minutes for May 19, 2014**  
**(7:30 PM, School Library)**

1. Opening Prayer: Offered by Fr. Murphy.
2. Minutes from previous meeting on March 24, 2014 were provided by Sue Short and approved.
3. The Mission Statement of the Development Committee: Read by Bob.  
*The Development Committee focuses on relationship building and fundraising to support St. Dorothy School. We make recommendations to Fr. Murphy to raise funds and increase school enrollment, to seek ways to strengthen the educational experience of our children at St. Dorothy School and we work with the school community to provide leadership and support in implementing these recommendations and programs.*
4. Committee Reports:
  - A. Annual Fund update: Given by Tom.
    - i. Reported contributions from January 1 through May 19, 2014 as \$46,378.24.
    - ii. Contributions are a little ahead of where we were last year and last year was the best year we have had thus far. March and June are usually best months.
    - iii. Biggest donors are Alumni and parents of Alumni, followed by parents & friends, which is following the trends of prior years.
    - iv. Number of people who have donated to date is less but the total donated is higher indicating higher donation amounts being made; @ 4/28 \$42,500 total vs \$33,500 last year and avg donation amount being \$179 vs \$129 last year.
    - v. Reminder cards have been sent out, total 6 online donations have been made, and link will be posted on Facebook.
    - vi. Last major push is to contact those who have made donations in past but not yet this year.
  - B. School update & Home & School update: Given by Mrs. Sheehan.
    - i. Enrollment for 2014-15 year is 442; 43 to graduate this June, breakdown is as follows ;

46 in K	54 in 4th
52 in 1 <sup>st</sup>	45 in 5th
51 in 2 <sup>nd</sup>	47 in 6th
43 in 3 <sup>rd</sup>	57 in 7th
47 in 8th	
    - ii. April 24 Grandparents'/Special People Day for students in K-4 was very successful.
    - iii. Phillies Day -total amount raised from ticket sales and 50/50 raffle was \$8,028.00
      - a) 500 tickets sold due to an anonymous donor which allowed Mr Mayo to throw out the first pitch & Home & School to receive \$8 for every ticket sold
    - iv. Beauty and the Beast, Jr, all 3 shows sold out. Not all receipts turned in yet but currently showing a \$575 profit.
    - v. Suggestion from Meredith; to recognize The Bruce Family for 10 years of service, idea of plaque to honor them for their many years of service & dedication.
    - vi. June 10th - Next assembly is about service dogs.
    - vii. Welcome Night this Thursday in gym. 33 new families

- viii. Designer Night Bingo – Profit \$6,632.00, event sold out & they received a lot of positive feedback so they would like to plan another one for next year.

D. Spring concert: Given by Mr. Mayo

- i. Highlight video from Concert shown
- ii. Event was thought to be very successful and ran smoothly.
- iii. Lack of audience was the only surprise of event.

E. Marketing: Given by Peter

- i. Spring/Summer newsletter getting ready to send to printer in next 2-3 weeks.
  - a. Will include article on the annual fund chair & bar chart with fund status.
  - b. A former St. Dots student was drafted by the Texans, Savage, who graduated in '04. Possible feature in the fall newsletter.
  - c. Need to create more interest & engage more Alum in future newsletters.
- ii. New Website launch- stage 1- import current website content to new website
  - a. Survey Monkey results – (max 100 responses) all were consistent; info on site is good, just need easier way to access it and keep it current. Best suggestion was to organize homework by homeroom not by teacher.
  - b. Hope is to go live with new website in September.
  - c. Enough work now to replicate current site, future work to include adding additional items to site.
  - d. New service is intended for use by catholic schools & will be cheaper than current service. Will improve visual & functionality of our site.
- iii. EITC update: Kick off in June
  - a. Harrisburg increased the amount of EITC funds by \$20million
  - b. Historically applications accepted by 7/1 and money gone quickly, but with new money no reason to do a limited campaign.
  - c. List of qualifying business taxes is limited in EITC but now PA personal income tax can qualify for EITC if a business type of incorporation did not originally qualify. This may now allow some businesses who we originally thought could not participate to be able to participate via the PA personal tax method.
- iv. BLOCKS – Local Catholic Businessman’s Organization whose goal is to help fund catholic education – we currently use a similar group out of Harrisburg however considering switching to BLOCKS based on the following;
  - a. BLOCKS doesn’t take a cut of donations we get, current group we use does.
  - b. We believed BLOCKS distributed based on who they saw fit - but not true if money designated by donor to go to St. Dot’s that is where it will go.
  - c. Complicated tax questions that arise BLOCKS now has people that can step in and answer all those questions. One specialist is a parishioner, Jim Downey.
- v. We’ll want to come up with a more formalized way of keeping track of who we contact and what their responses are. Will involve Joe to help with vendors we use.
- vi. Funds are used for those who are documented with a financial need allowing them to afford to go to St. Dorothy School. This year alone approx. 20 parish families were helped with this program.

5 New Business – Given by Fr. Murphy.

Bob Young is one of the original members of the Development Committee that started in 2005 and has been the Chairman of the committee since 2007. It is with sadness we announce he is resigning from his position on the Development Committee. We thank Bob for all the hard work and ideas he has brought to the committee, especially those years that he served as Chairman. We are very grateful to him for his continued service to St. Dorothy.

*Thank you Bob!*

It is with happiness that we announce Peter McGahey as the new Chairman of the Development Committee. Given Peter and his wife have just recently had a child we are confident that Peter will see Fr. Murphy through to his own retirement on the committee.

*Congratulations Peter!*

6. Next Meeting:

Date has not been set yet but is targeted to be in late August and to be announced by Peter.