



SARATOGA HIGH SCHOOL FOUNDATION

SHS Foundation MEETING MINUTES

October 18, 2024

Attendees

Directors Present: Steven Zhu (President), Kalpana Ramakrishnan (Secretary), Aiqun Yao (Treasurer), Sarah Xu (VP Fundraising), Annie Xu (VP Donor Relations), Eva Liu (PTSO President), Eric Cao, Darrell Miller

Guest: Greg Louie (9:25AM)

Directors Absent:

Location: Trimble Conference Room AND Google Meet

Call to Order: The meeting was called to order at 8:47 am by Steven Zhu.

Minutes

- Minutes from the meeting of September 19, 2024 were presented by Kalpana Ramakrishnan.
- **MOTION** to approve the minutes of September 19, 2024 was raised by Aiqun Yao and seconded by Eric Cao.
 - The motion was approved unanimously.

Finance Report

- Aiqun Yao presented the September 2024 statement.
 - Balance: \$503K for all accounts in Citibank and Bank of America.
 - Bank of America: \$150K, CitiBank: \$350K
 - Benevity account in Citibank will be eventually moved to Bank of America
 - Unpaid Grants: \$33K, Equity: \$470K
 - Operational expenses:
 - Expenses YTD: \$1837
 - September expenses: \$1K
 - Paypal, Benevity and credit card processing fees: \$660
 - Reimbursement to Aiqun for postage expenses and other supplies: \$353
 - Several checks were issued for grants:
 - Grant for furniture check: \$65K
 - Grant for therapy dog: \$4305



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- Please refer to the September finance statement for checks that were issued for smaller grants and for pass-throughs.
- One of the pass-throughs was for an amount of \$10K for the tennis court. It is unclear why this was not handled through the Sports Boosters.
 - The money was raised through a fundraiser organized by community members who use the tennis court.
 - Aiqun Yao has the names of the donor and parent coordinator.
 - Steven Zhu explained that this was presented to Foundation following a similar transaction years ago.
- The bigger picture is that the Foundation should not be used as a de-facto pass-through by school organizations who use the Foundation because they do not have their non-profit credentials and also because the Foundation has the association with Benevity through which donations can be matched. The Foundation is currently the automatic pass-through for Vex and the Journalism Department.
 - The board decided that pass-through checks can go through the Foundation in the beginning stages of an organization. But once the organization has been established, this will be stopped. We will also not accept smaller pass-through donations from this point onwards.
 - Handling pass-throughs is an additional responsibility especially for Aiqun Yao with the extra finance work that it involves.
- **MOTION** to approve the September finance report was raised by Eric Cao and seconded by Sarah Xu.
 - The motion was approved unanimously.

Principal's Update

- California Great Shakeout yesterday
- Tonight is the Fall Showcase & Senior Night, 6pm-9pm
- Next Saturday, October 26 is the Cupertino Tournament of Bands where our marching band and color guard will perform
- Next Monday we will be at the 54th Annual Santa Clara County Office of Education Teacher of the Year ceremony to recognize Joel Tarbox and Michael Tyler
- Fall sports are doing very well this season and all of our teams have been very competitive.



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- Football is tied for 1st in the Lake Division of the PAL
 - Tonight big game @ Kathleen MacDonald HS
- Volleyball: 2nd in the El Camino League Division
- Water Polo Girls: 3rd in the El Camino League Division
- Field Hockey: 2nd in the El Camino League Division
- Steven Zhu received permission from Greg Louie to set up a table near the tiles at the football field on senior night to promote the Foundation.

Grants

- 2024-25 Finances:
 - YTD Income (including interest) : \$117K
 - \$97K pending (including marquee)
 - \$1.2K unused
- Drama Royalties: \$850 - Benjamin Brotzman (Drama)
 - Royalty payments for production of shows for the current academic year
 - 5 plays - 4 published, 1 original.
 - There are 30 students participating in the plays.
 - Greg Louie said that there are funds in the school budget to cover these expenses. If that is insufficient, funds can be raised through tickets or other means.
 - After discussion, the board agreed that since there are other sources to cover this expense, the grant will not be passed.
- Floor Hockey Equipment - \$3233.22 - Ms. Aoki
 - The current equipment is 10 years old and serves 250 students.
 - The floor hockey constitutes one of the 8 PE domains.
 - Board engaged in discussion. This equipment should be part of the planning process since the district changed the PE requirement last year. The district should have taken into consideration that the number of students would increase due to their implementation of the PE standard and should have set aside the funds to update equipment.
 - The board will not pass the grant. Steven Zhu will follow up with Ms. Aoki.

Donation Update

- The donation/student between 2024 and 2023 are similar:



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- Donation for September 2024: \$49K, Number of students: 1117, Donation/student:\$104
- Donation for September 2023: \$45K, Number of students: 1164, Donation/student: \$100
- Donation YTD: \$116K, 112 donations, average donation is \$1K.
- 60 donations were by check, 32 paypal, 12 matching
- Smallest donation amount: \$12, largest: \$10K
- \$800 per donation constitutes the majority of donations: 54%
- Donations less than \$800: 17%, \$801-1600: 26%, 1601-4800: 2%, >4800: 2%
- Donation by grade:
 - Grade 12: 19 donations= \$19K
 - Grade 11: 27 donations = \$26K
 - Grade 10: 26 donations = \$26.3K
 - Grade 9: 25 donations = \$33K
 - 11 donations are from unknown donors. The names cannot be found in the school directory.
 - **ACTION REQUIRED:** Annie Xu/Aiqun Yao will follow up on the transaction history and alumni records for tracking down these donor names.
- Fundraising Plan presented by Sarah Xu
 - 25% of donors provide 80% of donations
 - We have 30 donations that are greater than \$800 in this school year so far.
 - We need to improve our communications to attract larger donors so that we can find the appropriate matching programs
 - Sarah suggested that we conduct a Foundation survey that Greg Louie can send out to the school community in early November at the start of the holiday season.
- Awareness:
 - The Foundation received permission from Greg Louie to set up a marketing table near the donor tiles wall during Senior Night at the football game on November 1.
 - Bombay in the Bay - Kalpana Ramakrishnan will talk to the organizing committee for potential marketing opportunities for the Foundation.
 - \$2025 senior family donation - Kalpana will continue discussions with the Grad committee on what can be provided as perks to senior families who donate. This can include seating privileges during the graduation ceremony.



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- Holiday Giving season - Sarah suggested designing and printing a banner that can be used for events (senior day, music performances) leading up to the holiday season. We can consider SHSF t-shirts or vests that drop-off and pickup personnel can wear as an advertising scheme.
- Donor Outreach - Is it possible for each of our 8 board members to reach out to 10 prospective donors through email? If we assume a 70% success rate for a \$1K donation, we can raise $8 \times 10 \times 70\% = \$56K$.
 - Sarah to follow up with the school administration regarding regulations and privacy issues.
- Longer Term Donor Outreach
 - Donor levels for annual and cumulative need to be separated and communicated clearly.
 - The annual level needs to be increased from \$800 to \$1K.
 - We need to organize donor events:
 - Celebratory dinner for large donors - donation level to be determined.
 - Promote this event to encourage donors for the following year(s).
 - Hall of Fame dinner - The first one will be hosted in October 2025.
 - We need to contact school alumni. Sarah will touch base with Mr Torrens.

- The meeting was adjourned by Steven Zhu at 10:12 am.