

Rockland Elementary School ■ October 2019

Playground Planning Meeting

Follow up from September 10th RFA Meeting



Background

- Playground at Rockland roughly 30 years old
 - There are 3 structures and a swingset
 - In April, a portion of the bridge broke which raised the issue of whether we need to update the playground
 - The district does not pay for playgrounds— we receive \$5,000 annually towards RFA programs
- We have had an engineer confirm that all structures should be replaced
- Last May, the Rockland Family Association voted to moved forward with fundraising and purchasing a new playground
- We heard you
 - At our first RFA meeting, roughly 90 days after the May meeting, the RFA board was still finalizing several important pieces of information
 - The feedback we received was that parents would like more information and they would like it soon
 - Therefore, we have are having this introductory session and Task Force kick-off to explain what we know so far, what we do not and how you can help



RFA Mission

- We should start with understanding what our mission is and to ensure that our actions are done in furtherance of this mission

“The association is organized as a means for parents and teachers to work together to provide the best possible education for the children. It also serves as a communication link between home and school and provides services directly related to the best interest of the child.”

- Remember, the board is a volunteer organization and this is a new experience for us...we are learning and working hard

Goal: Raise \$50,000 to \$80,000 to replace entire playground and have it installed during the beginning of August

Things We Do Not Know

- Most importantly, we do not know how much money we will actually raise
 - ***Therefore, our goal may need to be revised to account for reality***
- There are several items that are contingent on the amount of money raised:
 - Timeframe has to be flexible
 - May need to separate playground replacement into two phases
 - Playground selection
 - Number of fundraisers we will need to organize is a moving target

Things We Do Know

- There are a lot of passionate members of the RFA with varying opinions
 - As the board, we are trying to balance everyone's opinions and work with the administration
- We want to hear everyone's opinion, but we all have to remember that no one will get exactly what they want... we will all be compromising
- **The more we work together the better the outcome for the kids**
- We rolled over \$15,000 at the beginning of the year and applied the annual \$5,000 from District 70 to start Playground Fund
 - Patty Cake Breakfast, Book Fair, and other annual fundraisers will be earmarked for 2019-2020 RFA operating costs
- **But, we need to raise about \$30,000 to \$50,000 more**
 - We plan to accomplish this with the following:
 - Annual Donations
 - Raptor Run
 - Buy a Brick
 - Alumni Donations
 - Corporate Donations
 - Grants
 - Other Fundraisers

Estimated Timeline

- Immediately: Begin Task Force Brainstorming
- October 11th—RAPTOR RUN!!!!
- Initial Task Force plan submissions October 25th (more detail on following slides)
- November RFA meeting
 - Initial playground drawings displayed
- Vendor is not selected
 - We are working on additional quotes
- March 2020—Vote on playground design
 - May be different than what is presented in November based on estimated budget
- All fundraising completed by May 1, 2020
 - Final vote of playground purchase to be at May RFA meeting
 - Pay deposit May 2020
- Build Playground August 2020

Playground Fundraising Plan

- We are trying to do this as efficiently as possible:
 - In addition to making strategic budget cuts for this year only, we added two specific fundraisers where ALL proceeds will go the new playground: The Raptor Run and Buy a Brick
 - We have planned these fundraisers early in the school year so that we can get an idea of how much money will be raised in the first half of the year
- Annual fundraisers (Pattycake, book fairs and RFA Food Days) will continue to go towards our annual operating budget
 - However, any surplus at the end of the year will be recommended to be directed towards the playground (RFA membership will vote on this use of surplus)

Key Takeaway: Supporting the Raptor Run, Purchasing a Brick and Executing Successful Annual Fundraisers will all help raise money towards the playground



Raptor Run—October 11th

- All students will be participating in a Raptor Run on October 11th
 - It will take place during school hours
 - Students can seek per lap pledges or lump sum donations for their participation
- **Volunteer:** Please help us track laps while cheering on our runners and walkers
- **Support:** Family and friends should come and cheer or run with our students (weather permitting)
 - If weather does not cooperate, students will still participate, but event will be held in the gym (no cheering squads!)
 - Reach out to family, friends, neighbors. Utilize social media, email
 - Make sure to involve your student(s): writing letters, phone calls to relatives, have them make a video, talk to neighbors
- **Goal:** Our goal is for every family to raise \$50
 - We are doing this event manually so we get to keep 100% of the proceeds
- Each family that raises \$50 earns a Rockland car decal and there will be awards for participants (most participation, most laps, etc.)

Buy a Brick

- We will be selling bricks!!!
- Bricks will be installed on the West side of the building by the 1st grade doors
 - Order forms go out November 1st
 - Due back December 15th
- **You too can have your legacy on the new Rockland Playground for \$100!**



How We Can Work Together

- Three Task Forces
 - Corporate
 - Alumni and Community Fundraisers
 - Grants
- General Donations and Company Matches
- Spread the Word
 - Talk to people about what we are doing and encourage them to go to fundraisers
 - Talk to businesses and thank them for helping us

Corporate Task Force

- This task force will be responsible for soliciting donations from local businesses and corporations
 - Group will conduct outreach to existing Rockland business partners, as well as developing a list of new businesses and corporations in which we can solicit donations
 - Form letters are drafted
 - This task force will be working directly with the RFA Executive Board as part of our fundraising efforts
- Corporate Sponsorship Levels
 - Raptor \$5,000
 - Gold \$1,000
 - Blue \$500
 - Green \$250
 - White \$100

If you have a connection that you want to leverage and share (but do not want to be on this task force) please reach out to Jessica Longly

Identifying connections, coordinating with each other and follow-up with individual companies will be very important

Community and Alumni Fundraising Task Force

- This task force will be responsible for soliciting donations from Rockland alumni and the greater Libertyville and surrounding communities
 - Fundraising for the playground should expand beyond current Rockland families
- This group will work to identify fundraising ideas that will include the community and alumni
- Alumni will be invited to purchase Bricks through the Buy a Brick program and/ or make general donations
- Fundraisers proposals should be submitted to the Board by 10/21/19

Grant Writing Task Force

- This task force will be responsible for coordinating grant writing activities
 - Research of applicable grants
 - Complete applications for a financial grant provided by institutions such as a government department, corporation, foundation, or trust
- There are several grant opportunities that have been identified, however, without volunteers to write grants, we will not be able to apply