



# BIG FUNDRAISING CHANGES

FOOD for FUNDS  
*will continue, but only*  
QUARTERLY

*last year of*  
CINCO DE  
MAYO FIESTA  
*as a fundraiser*

*last year of*  
CINCO  
ONLINE  
AUCTION

2016-2017 School Year  
*Fresh Faces » Fresh Start*



Spanish Education Fund  
10180 Bluff Road  
Eden Prairie, MN 55347

[info@spanisheducationfund.org](mailto:info@spanisheducationfund.org)  
[www.spanisheducationfund.org](http://www.spanisheducationfund.org)

## SPECIAL FUNDRAISING BULLETIN

### Mission of the Spanish Education Fund

Support the Eden Prairie Spanish immersion program, through sustainable funding, to host the best volunteer international Spanish speaking interns and provide other educational and cultural resources.

### Growth Over the Last Eleven Years

Over the last eleven years, our K-6 school has grown from 100 students to 830 students as of this last school year!

While change is good, it has brought many challenges. The SEF parent volunteer board is responsible year round for: communicating to over 591 families; working with the principals at three schools; recruiting and supporting 14-18 interns each year; and coordinating the efforts of well over 100 volunteers.

This change has come at a time when each family is busier with their jobs, children are more scheduled, and we all have less time and energy to give... making it a challenge to maintain a program that is *vital* to employing immersion education best practice and run by parent volunteers.

### Looking Ahead

In order to remain a dynamic and sustainable charitable organization, we are streamlining our processes and focusing our efforts on getting the interns here, supported, and assisting in our schools.

This means we will **reduce the number of volunteers we need**, reduce the jobs volunteers have to do, and reduce the hours we ask our volunteers to commit to.

This means we will **reduce the money spent** on advertising, communicating, and administratively supporting the program.

This means we will **reduce the amount of 'asks' we make of our parents**; less asking for volunteering, less asking for assistance, less asking for funding.

**This does NOT mean parents will not be asked to participate.** Rather, this means what we ask for will be *more* succinct, *more* timely for the program, *more* understandable for those not fully informed of the program, and *more* streamlined.

Based on the Parent Survey, numerous emails and conversations with parents at EHSI, CMS and EPHS, and our hundreds of incredible, hardworking, committed parent volunteers, we have decided to make some important and effective changes moving forward.

**We will be focusing our fundraising efforts on Annual Contributions as our MAIN SOURCE of funding for the intern program and reducing or eliminating all other means of fundraising.**

## SPECIFIC CHANGES

### Reduce » Number of *Food for Funds* Events

This was the second most requested way to raise funds for the SEF, behind just writing a check. As we head into our second year, attendance is down and the ROI we earn from these events has drastically decreased. Therefore, we will be focusing on those vendors who have had stellar attendance and great results.

### Modify » Cinco de Mayo Fiesta 2015-16 school year will be the last year as a major fundraiser.

The Cinco de Mayo Fiesta was intended to be a celebration of what has been accomplished throughout the school year and was adapted to become a major fundraiser for the intern program. However, the fundraising aspect has grown and now takes 20-30 volunteers in various roles about 600+ hours of work. This is a *major undertaking* and *not* supported by the majority of parents as a preferred way to fundraise based on the results of the Parent Survey.

We would like to reduce the stress, time, and effort we ask for from our caring and involved parent volunteers. As such, going forward this event will be a fiesta, drastically minimizing the fundraising aspect, that is more accessible and requires less time and effort for our parent volunteers to implement. We look forward to celebrating with everyone at this fun EHSI/SEF annual event.

### Eliminate » Cinco Online Auction 2015-16 school year will be the last year for this event.

The Cinco Online Auction was started as a way to include parents who wanted to contribute to the SEF but could not attend the actual Cinco de Mayo Fiesta event. Some parents donated items, some purchased items, some did both. The auction takes 12-15 volunteers about 300+ hours of work each year, making this event our most labor intensive with the least ROI. To reduce the amount of time and effort requested of our parent volunteers, we will eliminate the online auction after this year.

## What Now?

Referring back to the November 2014 Parent Survey, the Fall 2015 Town Hall Meetings and various communications with the parent population, here are a few comments we hear repeatedly:

*We love the program. It is amazing. This is so beneficial to my children. We are so glad this is a choice in EP.*

*We understand the \$150/child/year contribution is a very small and reasonable cost to provide what is known to be the BEST PRACTICE for immersion education.*

*We do not want to sell door-to-door. We do not want to be constantly asked for funds. We would prefer to just write a check, drop it off at Open House at the start of each year and BE DONE.*

### Parents' first choice on the Survey... Financially support the SEF Intern Program by writing one check.

**2016-17 school year will be *that* year! This coming school year we will have fewer 'asks' of parents – as per your request.**

- August Open House – drop off your expected Annual Contribution of \$150/child/year
- Spring Student Coin Drive & Teacher Time Raffle
- Quarterly *Food for Funds*

We hope this new and streamlined SEF fundraising will be easier for the parent body to support as we continue to enhance the best immersion education experience for all of our children with International Teaching Interns in the classrooms!