



## **Directors Report for January 26, 2022**

### **Enrollment Update**

2021-2022 Projections Reflecting 1/21/22	
Currently enrolled	68 (-3)
Start date set	1
Admissions in process	0
Possible referrals (districts in discussion with Serendipity Admissions or parents requesting a tour)	4 (+2)
Wait List	6 (+3)
Placements at risk	2 (+2)
<b>Likely Enrollment</b>	68
<b>Budgeted annual average enrollment:</b>	80

### **Program Update:**

The staff are at the highest level of stress that I have seen this school year. Last week, we had two classes closed because of staff shortages due to COVID. We also had 16 staff members out for a variety of health reasons. The Management team is meeting daily at 9am to assess staffing and COVID cases. It is our goal to keep the school open but we are prepared to shift to short term distance learning if necessary. Teachers and Program Staff have been instructed to prepare packets and technology if a shift is necessary. The Oregon Health Authority has told us that keeping students and staff in the classroom is safer than distance learning because of the safety precautions we have in place. We are in daily contact with the Health Authority.

Hiring continues to be a challenge. We had one teacher hired in December that quit after one-week because it wasn't what he expected and two other candidates that we made offers to last week that declined for various reasons.

### **Finance Committee Update**

I will be starting preliminary budget discussions for FY 2022-2023 in February. The initial budgeting group will be comprised of myself, Belinda, Megan, Kevin, Matty and Jackie. It is my goal to be able to present two proposed budget to the Board by the March meeting.

PLEASE SEE ATTACHED FINANCE COMMITTEE REPORT

### **Fundraising Update**

- Year-end giving was strong this year compared to previous years. We sent our first mail appeal for the first time in over a year, to good results. We also sent a series of e-appeals coordinated with social media. Social media engagement continues to grow. We continue to follow Breesa's 2021-2022 fundraising plan, and will send several more appeals and communications before this fiscal year's end.
- In January we received the final 1-minute animated video, "Matty's toolbox," and executed a marketing plan to increase viewership. The video now has almost 4,000 views on YouTube! This project was the culmination of months of hard work by Rachel Gardell, Meister Creative Studio and many others.
- We are in the process of implementing a new donor database and outreach management software called Donor Dock. We chose this platform due to its combination of price point, ease of use, and robust features. We anticipate that the platform will save us time and money while growing our fundraising program.
- Outreach to individual donors, foundations and corporations is ongoing. We are working hard to transition relationships from Belinda to Mark and Rachel.
- Believe In Me capital campaign: We have engaged Sally Dadmun Bixby, campaign consultant, to coach and assist with the campaign. Rachel and Sally have their first meeting next week, and will be asking for your help periodically throughout the campaign. The case statement is in its final editing stages.

<b>Donation Category</b>	<b>Annual target</b>	<b>Progress through 1/21/22</b>
Four Pillar donations from corporations or individuals	\$200,000	\$99,015
Four Pillar donations from foundation grants	\$200,000	\$196,000

### **Final Thoughts**

This is an extremely stressful time right now for all staff. Program staff are being pushed to the limits and unfortunately there is no end in sight. The Management Team is doing its best to mitigate safety concerns for both staff and students. It's critical that we remain flexible and prepared to pivot at any moment.

### **Attachments**

- Finance Committee Packet
- End of Year Campaign Results