

Springdale Park Elementary PTO Annual Report 2015-2016

Springdale Park Elementary (SPARK) serves the vibrant communities of Virginia-Highland, Midtown, Druid Hills, and Poncey-Highland. The school is part of the Atlanta Public School (APS) system and was Georgia's first "green school," receiving a **Gold** certification from LEED (Leadership in Energy and Environmental Design). SPARK is recognized as one of the top ranking schools in APS.

Our Parent-Teacher Organization (PTO) exists to improve the educational experience of every SPARK student through fundraising, volunteerism, programming, and more. SPARK teachers are passionate about student-focused teaching methods. Our PTO supports creative approaches to exceeding the standards for academic excellence. Consequently, it takes every parent and community member to raise the capital and to volunteer their time to achieve the academic goals of our students. Your involvement and support is critical to this success for our children and our school.

We are truly grateful to you for supporting the PTO!



**SPRINGDALE PARK
ELEMENTARY**

1246 Ponce De Leon Avenue
Atlanta, GA 30306 404.802.6050
springdaleparkelementary.org



The 2015-2016 PTO Board

Stephanie Brawner, Co-President

Jennifer Hardwick, Co-President

Shawna Mahony, Vice President

Jeff Anderson, Secretary

Beth McCormack, Treasurer

Karin Greeson, Operations

Traci Sinitiere, Communications

Courtney Wagner, Fundraising

Karen Zgonc, Community Outreach

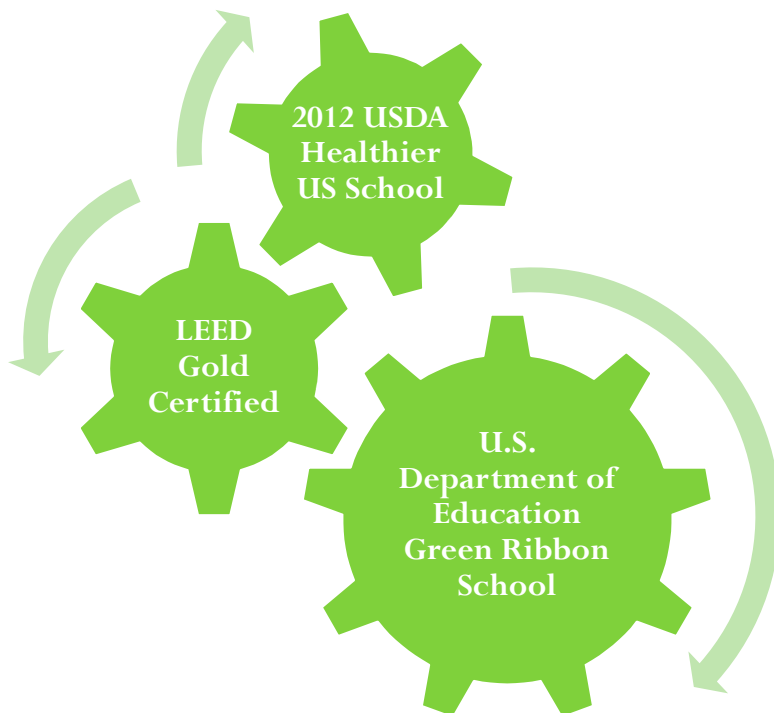
Sara Zeigler, Enrichment

Jennifer Lockwood, Teacher Representative

Mary Thurman, Teacher Representative

Yolonda Brown, Principal

During the 2015-2016 school year, the PTO spent over **\$130,000** on curriculum, enrichment programs, teacher training/supplies, and safety essentials needed for our teachers, children, and facilities.



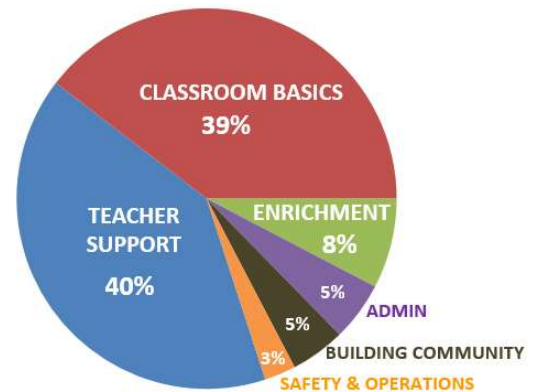
SPARK's Mission

We are cultivating a community of innovative thinkers with a commitment to personal, environmental and social responsibility where a love for learning is inspired by passionate student-focused teaching, based on the highest standards for academic excellence and creativity.

2015-2016 Expenses

TEACHER SUPPORT

- **Teacher/Staff Appreciation** – Appreciation week in May, holidays, weekly breakfasts **\$8,713**
- **Supplies and Grants** – Teacher and departmental funds for classroom enhancements for Day 1 and mid-year. Any member of the SPARK community can apply for additional grants. **\$31,945**
- **“Specials” Supplies** – Materials and curriculum for Art, Spanish, Music, Challenge, Special Ed, Physical Ed, and Counselor. **\$4,585**
- **Teacher Training** – Nine (9) teachers/staff attended a Georgia Math Conference at Rock Eagle **\$1,670**
- **Copy Center** – Copiers, ink and a temp worker to make copies for teachers 2 hours a day, 5 days a week. **\$7,187**



CLASSROOM BASICS (Curriculum & Instruction)

- **Shurley English** – Curriculum (grades 3-5) to teach abstract language arts concepts using multi-sensory strategies that support all types of learners. **\$13,987**
- **Saxon Phonics** – Reading and spelling curriculum (K-3) using Orton-Gillingham methodology and instruction. **\$15,058**
- **STAR Assessment for Math/Reading** – Allows K-5 teachers to measure student achievement in reading and math and create customized instruction. Provides parents with an easy-to-read report on their child’s progress. **\$2,786**
- **iXL** – (Grades 2-5) Online software for math and language arts practice and state standard-aligned assessments. **\$3,537**
- **Lexia Reading** – Curriculum advances reading skills development for at-risk students. **\$2,549**
- **Reflex Math** – Game-based instructional software helps students to develop fluency with basic math facts. **\$2,995**
- **Writing Instruction** – Write Score assessment tool and writing teacher for 3rd-5th graders. **\$11,756**
- **Leveled Reading Room** – Books and materials added to the reading room, allowing teachers to access multiple copies of appropriate literature for their grade level. **\$1,581**
- **Brain Pop** – Animated web tools for Science, Social Studies, English, Math, Arts & Music, Health, and Technology topics. **\$2,840**

ENRICHMENT

- **STEAM Night, STEM Fair, and in-school programs** – Students explored Science, Technology, Engineering, and Math during Family STEAM Night, a STEM Fair, and in-school STEM programs in October and May. **\$9,105**
- **Accelerated Reader Rewards** – Students attended celebrations based on their reading improvement and comprehension. **\$2,433**
- **Fine Arts Night** – An art gallery displayed every student’s masterpiece, which was available for purchase by his/her family. Students danced, sang, and played instruments for visitors. **Paid for by art purchases.**
- **Other** – Students enjoyed Career Day, a Reading Bowl, our 2nd annual Spelling Bee, Fresh Fruit Fridays, a beehive and a weather station. **\$2,244**

PTO ADMINISTRATION (Non-Profit)

- Accountant and bookkeeper fees, bank fees, printing, insurance, and a PO Box **\$7,042**

BUILDING COMMUNITY

- **School Spirit** – Two (2) volunteer appreciation events, Sneak Peek, Back-To-School Night, yearbooks, Spirit Wear, Braves Night, and support for 5th graders to attend overnight camping trip **\$4,083**
- **Communications** – SPARKe Newsletter, website maintenance, MySchoolAnywhere school directory **\$2,640**

SAFETY, OPERATIONS, FACILITIES

- Traffic cops, Ident-A-Kid Visitor Sign In, Transportation bag tags, Bus captain text apps, directional signs, walkie-talkies for staff, Buddy Bench for playground. **\$3,843**

Financial Statement Overview

2015-2016

Statement of Operations & Financial Position,
as of 5/31/16 (Unaudited)

SPARK Supporters Annual Fund	\$84,904
SPARK after Dark (Auction)	71,688
SPARK Partners (Business Donors)	27,089
Fun Run* (Adjusted for \$23,440 bad debt open receivable)	11,320
Shop & Earn Programs (Box Tops, Publix, Amazon, etc)	9,228
Reserves Campaign	8,849
Other Events (Book Fair, Spirit Wear, Braves, etc.)	3,975

Total Revenue, Net of Direct Expenses*	\$217,053
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Teacher Support	\$58,283
Classroom Basics (Curriculum)	57,091
Enrichment	11,027
Administration of Non-Profit	7,042
Building Community, Communications	6,723
Safety, Operations, Facilities	3,843

Total Expenses*	\$144,011
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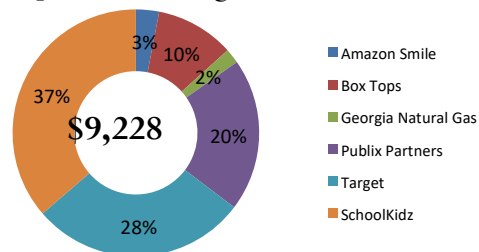
Net Income*	\$73,042
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What does the PTO do with the Net Income at the end of the fiscal year? It is allocated to The SPARK Reserves: 10% Playground, 65% Technology and 25% Unrestricted. Turn the page to read more about The SPARK Reserves.

*Fun Run Update (FundRunners)

The PTO is owed \$23,440 by FundRunners LLC, the company that has administered SPARK's past four Fun Run events. In a SPARK-e sent on December 22, 2015, we shared the news of a problem with the payout of SPARK's charitable donations by FundRunners. In February 2016, the PTO adjusted the operating budget to account for the losses. As of May 31, 2016, the PTO has classed \$23,440 on our books as "bad debt" and we continue to pursue collection efforts. Financials are presented excluding the open receivable and the corresponding bad debt expense.

Shop & Earn Program Details



Target and Georgia Natural Gas have discontinued their programs, which generated ~\$2,600 and ~\$200 in 2015-16, respectively. This is 30% of the year's Shop and Earn funds.

Net Assets & “The SPARK Reserves”

What is “The SPARK Reserves”?

For many years, SPARK parents questioned why we did not have a school foundation, similar to other schools in the community. In May 2015, the outgoing PTO Board set up “The SPARK Reserves,” a means to restrict money for capital investments for SPARK, including technology (computers and Promethean boards), facility infrastructure (playground ground surface, equipment), and emergency funds. The SPARK Reserves officially kicked off in June 2015 at a fundraising event at the home of SPARK parents, Jon and Heather Hallett.

How is “The SPARK Reserves” set up?

In May 2015, the outgoing PTO Board decided to maintain all oversight and funding mechanisms for The SPARK Reserves *within the PTO structure* - versus forming a separate 501(c)(3) foundation. All contributions made through The SPARK Reserves programs are allocated according to the following guidelines: **65% Technology, 10% Playground, and 25% Unrestricted.** Additionally, The SPARK Reserves maintains a \$40,000 School Year Start-Up fund, to be used if needed to cover beginning of the year expenses. The SPARK Reserves balance is identified in the Equity section of the PTO Balance Sheet.

What provides income for The SPARK Reserves?

In addition to fundraising specifically designated for The SPARK Reserves (e.g. The Hallett’s House Party or donor-restricted giving), any net income at the end of the fiscal year is moved to the Equity portion of the PTO Balance Sheet.

What is the current balance of The SPARK Reserves?

\$234,003 is the current balance of The SPARK Reserves for the start of the 2016-17 School Year. It has grown from \$156,870 at the start of the 2015-16 year.

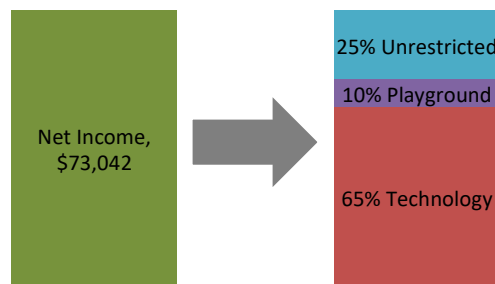
Did we spend any of The SPARK Reserves this year?

Yes. Principal Brown requested 6 walkie-talkies for staff to communicate quickly across our wide campus (\$1,500). In addition, the PTO paid for a “Buddy Bench” for the playground (\$750) and the balance of a rooftop weather station (\$902). As a newer legacy for SPARK, The SPARK Reserves is in growth mode and has therefore had limited spending to date. It is poised for supporting SPARK’s capital needs as the building and facilities continue to age.

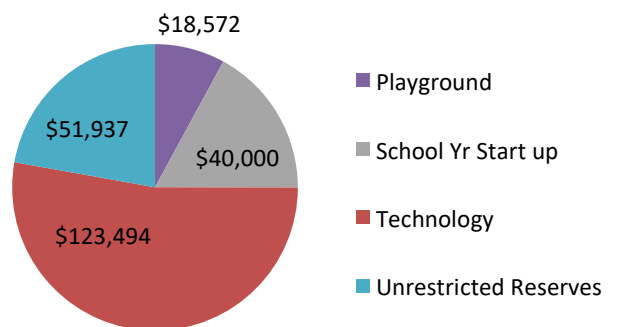
What is “School year startup”?

It takes \$40,000 to “open” the school (funding needed on Day 1). These annual operating expenses are factored into each annual budget and usually covered by annual fundraisers. However, if there were a cash flow problem (e.g. a recession or other major decrease in donations to Annual Fund), this emergency fund would allow the PTO to spend money on needed items on Day 1.

Distribution of Income to Equity



Current Balance by Category



SPARK Supporters Annual Fund 2015-2016

\$ 84,904
Net raised

240 Family donors
47 Faculty & Staff donors
12 Matching donors



Family donors

\$1,000 +

Anonymous
Bill and Dawn Bell
Rob and Stephanie Brawner
Aaron and Trish Feng
Kimberly and Shady Eldaif
The Glancy Family
Laura and Brent Gillett
The Heilmans
Jana and Damon Hurlburt
Ingrid and Mahlek Immanuel
Nancy and Kevin Lee
Susan and Jimmy Lin
Mahony Family
Brynn Bardacke & Nathan Otoski
Karri Hobson-Pape and Pierce Pape
Pressley Family
Mark and Laura Rebillot
Scott and Sabine Serafin
Jim and Shelley Sexton
Marta and Carrie Shen
Ed and Kristina Thomas
Courtney and Dave Wagner
Sara Scott and Elizabeth Walton

Gregg Family
Leila and Gerald Holmann
The Jordan Family
Keenan Family
Preston Ladds
Lisa Malaney and Peter Lau
Frank and Beth McCormack
Nigel & Jenn Packer
The Palmer Family
Paulson Family
Anthony and Lauren Prevost
Tyler Ryan and Suzanne Macpherson
Guido and Ellen Sacchi
Laurie and Gary Sheehan
Allie and Rob Shields
Scott and Meredith Smith
Lisa Marie Smith
The Tarkington and Wells Family
Tom and Allyson Willner
Wu Family
John and Andrea Zern

Emma Del Vento and John Reese
Zayan Dhanani
Karen Borrelli
The Frederick Family
Anja Huebler
Tay and Akshay Gupta
Dan and Honora Handley
Jen and Dave Hardwick
Ryan and Katie Healan
Hester Family
Rebecca and Cha Holmes
The Horn Family
Jennifer and Ben Johnson
David and Karen Jones
Jurkovic Family
Renee Klein
Sabrina Kwon and Mustufa Salehbhai
Jill and Joe Laster
Morgan-Dawson Family
The Moser Family
Bill and Rosemary Palmer
The Pickren Family
Tahmida Shamsuddin and Arvind Reddy
Noah Rogers and Family
The Schiers

\$500 - \$999

Anonymous
Jeff and Leanne Anderson
Nicole and Doug Borse
Christi and Holly Cannon
The Carter Family
Soukhy and John D. Clark III
Jessica and Alex Clay
Jose Antonio and Ana Rosa Covaria
Michael DiMillo
Heather and Todd Dominey
Tedder/Frawley Family

\$250-\$499

Bryan & Hayley Alli
Anonymous
Anonymous
Arriaga Vempala Family
Jennifer and Bob Bergantino
Bradley
Grandparent of 2nd Grader
Leo Cartin's Family
Centner Family
Maria Zufall and Bill Chan
Clarke Family
Allyson and Chris Cummings
Cindy and Craig Davis

Emily Heberlein and Eric Sevigny
Torian and Deena Short
Angela Taglia and Matt Silliman
David and Megan Sirna
Cameron and Greg Stoeckel
Didem Dildar Sullivan
Antoine R. Trammell, MD
Michelle Tyde
Joe Ventura
Jeff and Georganne Wasick
Allyson and Chad Watkins
Sara Zeigler and Phil Amon

We have made every effort to ensure the accuracy of this information. But if an error has occurred, please accept our apologies and kindly let us know. (Giving totals as of 5/31/2016)

SPARK Supporters 2015-2016



(continued)

\$100-\$249

Dave and Susan Allen Grady
Anonymous (x12)
R. Katherine Samford
Helen Avramenko
Rebecca Baggett
Barlow Family
Steven Schmidt and Jan Barton
Arti Arora and Henry Bayerle
Michael and Natalia Beinenson
Denise Bird
Jim Boylan
Grandparent of a Second Grader
Ashlee and Scott Bynum
Chaiken Family
Family of Zack Clowser
Catherine Lewis and John Companiotte
Nancy and Chris Daly
Wim De Sutter
Lianne and Eric Deren
Ron and Heidi Einhorn
Phil and Lauren Ellen
Sharon and Todd Ericsson
Suganthi Simma and Mike Ebner
Melissa and Chad Estes
Meredith Evans
Julie Kimble
Franetovich Family
Andrew and Laura Fritts
Leslie Choy-Hee
Wendy and Curt Gill
Sandra and David Givelber
Carrie and Jeffrey Glover
The Gnatt Family
The Greeson Family
Guise Family
Andrew and Tracey Harding
The Hayes Family
Ryan Hoelker
Jennifer Holbach
Amanda and David Hosking
Pam Hosokawa
Andrea M. Jennings
Mark and Mary Johnson

Becca and Brandon Kirby
Koehler Family
Nicole Langley
Tom & Harriet Quinn (Extended family)
Sunny and Carla Lee
Aubrey and David Lipscomb
The Locklear Family
Trudy Loper
Chris Lydle and Lei Lydle
The Marder Family
Johanna Wise and Jeff Mekolites
Monje Family
Taesik Na
Lori and Jonathan Nash
Celia and Calvin O'Keeffe
Polasky
Davis Rain
The Read Family
Jeff and Aimee Richards
Erich A. Ries
Suzanne Scully and Fred Rodriguez
Kim and Mike Ryan
Brian and Michaela Santa Barbara
Michael Schwartz
Rita Bacot Scott
Stuart and Kristin Segerman
David and Connie Sehat
Traci and Michael Sinitiere
Small Family
Scott and Marci Steiding
Susan Somach
Mary and Mark Stouffer
Adam Stubin and Aleta Mills-Stubin
Jean Frawley
Jennifer Tardelli
The Thome Family
The Tilley Family
William and Lida Valentine
The Warners
Pete and Ingrid Wilkerson
Dave and Lisa Willis
Brian and Anita Wilson
Craig and Kim Wilson
Kathy Woirol

Kathleen O'Loughlin
Carlo Yon
Suzi Lee and Chung Yoo
The Zgonc Family

\$5 to \$99

Anonymous (x 8)
Anonymous Kindergarten Parent
Kristie Babcock
Balsamides Family
The Brow Family
Lisa Corchado
Otto Depenbrok
Susan Edlein
In Honor of Nicole Foerschler-Horn
Todd Hancock/MODO Fitness
Jordan Family
The Johnson Family
Gabby Krasinski
Mandy Krasinski
LaCorte Family
Rachel Levy
McLaughlin Family
Jennifer Ayres Midulla
Jyothsna Raju
Melissa Remy
Joanna Senter
Brooke Talley
Renee Tehrani
Deena Serafin
Tamla S. Watkins
Jeanette \"Tabby\" Winsor
Jo Wu

Faculty & Staff

Leslie Badger
Angela Braun
Novella Bridges
Yolonda Brown
Sarah Bryant

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SPARK Supporters 2015-2016



Faculty & Staff (continued)

Candice Butler
Stephanie Callier
Kim Carr
Elizabeth Chalpan
Samantha Clay
Elizabeth Emerson
Valerie English
Jacquelyn Evans
Suzanne Fellows
Erin Glover
Jason Harrison
Roy Jackson
LaChaunda Largie
Gerard Latimore
Jennifer Lockwood
Corrie Madlem
Mindy Mailman
Elon Marquis-Dunn
Gina Matias
Michelle McDaniel
Sherman Mckie
Kimberly McWilliams
Jessie Metaferia
Kimberly Mulheim
Whitney Naman
Quiante Neal
Beth Pirnstill
Whitney Purcell
Emily Renfroe
Brooke Richardson
Shannon Santiago
Monica Slack
Stephen Smiley
Lisa Smith
Radiah Smith

Heidi Southcombe
Mary Thurman
Brienne Turgeon
Tamla Watkins
Shenise White
Carolyn Williams
Yolonda Windham

Matching Employer Donors

AT&T
Charles Schwab
Coca-Cola
Equifax
Fidelity
GE
IBM
Target CW
The Home Depot Foundation
UBS
US Bank
Wells Fargo

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SPARK Partners 2015-2016



\$ 27,089

Net raised in cash &
in-kind donations

SPARK Partners are businesses dedicated to the neighborhoods they serve. PTO recognizes them throughout the year for their donations, so they gain a stronger relationship with the parents of our school.

3rd

year of the
Partners Program

Thank you to these **33** generous businesses!

Fire (\$2,500)

- Angel Oak Home Loans – Michael Kempter
- Atkins Park Tavern
- Fernbank Museum of Natural History
- San Francisco Coffee Roasting Co.
- Virginia-Highland Civic Association

Ember (\$1,000)

- Acadia Shutters
- Intown Hardware
- Adams Realtors – Lisa Marie Smith
- AfterSchool Classé
- Arbonne International – Renee Klein
- Artisans of Atlanta Renovations
- Atlanta All Stars Youth Sports Club
- Atlanta Chiropractic & Wellness
- Atlanta Contact Point
- Atlanta Fine Homes/Sotheby's – Julie Brow
- Brookhaven Children's Dentistry
- Centner Consulting
- Charles Schwab

- Douglas L. Brooks, PC Law Firm
- Dragon Bowl
- Fit: To Be
- Harry & Sons
- Harry Norman Realtors – Ashley Bynum
- Intown Tumbling & Yoga for Kids
- Knock Music House
- Murphy's Restaurant
- Surin of Thailand
- Sweet Auburn Barbecue
- The Suzuki School
- Urban Cottage
- Virginia-Highland Morningside Parent Association
- The Warren City Club
- Zone of Light Studio

Forging Ahead....

As we prepare for the 2016-2017 school year, we have some exciting goals and needs. We look forward to working with our community to make SPARK an amazing place to learn.

2016-2017 PTO Board

Jeff Anderson, Co-President
Karin Greeson, Co-President
Catherine Lewis, Vice President
Carla Lee, Secretary
Susan Lin, Treasurer
Steve Gregg, Operations
Traci Sinitiere, Communications
Suzanne Macpherson, Fundraising
Brooke Talley, Community Outreach
Emily Heberlein, Enrichment
Mary Thurman, Teacher Representative
Terry Harness, Principal

2016-2017 Highlighted Funding Goals

(From Annual Operating Budget)

- **Saxon Phonics** – Continue to fund reading and language arts curriculum for Grades K-3.
- **Shurley English** – Continue to fund English language arts curriculum for Grades 3-5 (started in 2014).
- **Lexia Reading** – Continue to fund curriculum to advance reading skills development for at-risk students.
- **Math and ELA Software** – Continue to fund IXL and Reflex.
- **STEAM Enrichment** – Continue to fund high quality educational opportunities in STEAM (Science, Technology, Engineering, Arts, and Mathematics) such as week-long in-class programming, Family STEAM Night, Fine Arts Night, and more.

“We do our part each day at SPARK. We’re learning, and it shows. Plant the seed of knowledge. And watch our garden grow!”

The SPARK Reserves Funding Goals

- **Audio-Visual Equipment for Gym** – In June 2016, the new Board voted to purchase A/V equipment to set up our gym for quality performances and events. This will be paid for out of The SPARK Reserves restricted technology fund.
- A **plenary committee** is forming to propose new and efficient playground, garden, and green space usage throughout the school’s property.