

# ODYSSEY DIRECT GIVING CAMPAIGN 2017-18

**FIELD STUDIES \* PERFORMANCES \* LEADERSHIP \* ACADEMIC EXCELLENCE \* MULTI-AGED/TEAM-BASED LEARNING \* COMMUNITY**

**Dear Odyssey Parents and other Odyssey Community Supporters,**

The Odyssey Program, with its emphasis on critical thinking and leadership development, is proud to be one of Portland Public Schools' most sought after focus programs. Odyssey continues to attract a wide variety of students who thrive as a result of our acclaimed enrichment activities and resources. Other than teacher salaries, building maintenance, and common school resources (PE, Computer Lab, etc.), Odyssey Direct Giving and other PTA Fundraising Events provide 100% of what is required to deliver an Odyssey education. Direct Giving pays for Odyssey's customized curriculum (content, binders, etc), and all enrichment activities, including art and science activities, incredible performances field trips and multi-day field studies, and more.

## **Odyssey Income and Expenses at a Glance**

A fully-funded, annual sustaining budget for the Odyssey Program, averaged over its 3-year rolling curriculum, is about \$120K. Fundraising provides about \$5K/year, Corporate Match may provide another \$6-8K, and ticket sales/ donations from performances and guild fair/invention fair income (only some years) may yield another \$2.5-6K. In-kind donations for performance items help us, too. That leaves us approximately \$100,000 to find each year through Direct Giving.

We need to raise about \$100K if we want to fully fund the program and save a small amount toward future growth or program innovation. You can see Odyssey budgets on the Odyssey website once web updates are complete. Accountability, clarity, and transparency are critical goals for us.

## **The Direct Giving Request**

The suggested baseline amount for direct giving is constructed using a formula that is based on the average \$120K sustaining budget, estimates of what other income streams can generate, and assumptions about how many families will give and how much they will give. Our Giving Request has two parts:

- 1) General Expenses: Your share of the foundational program costs to run the program for your student (curriculum, classroom and activity expenses, and basic program support)
- 2) Enrichment Expenses: Your share of the costs for the enrichment experiences your child will have in their particular cluster (performances, guilds and amazing field study experiences)

General expenses are apportioned evenly across all families. Enrichment expenses are directly tied to your your child's cluster and the cost of the enrichment activities in that cluster.

### **Projected ACTUAL COSTS PER CHILD & Corresponding Giving Request**

Cluster	General Classroom & Program Expenses:	Cluster-Specific Enrichment Expenses	Total COST Per Child per Cluster/ Giving Request	2017-18 Direct Giving Request Based on Forecast of Giving Across Community
K12	190	90	280	\$ 320
345	190	350	540	\$ 620
678	190	525	715	\$ 820

Not all parents can afford to pay the full share of the costs for their child and we assume others will be willing to help fund others in need. Our Direct Giving Request varies from actual costs per student because we know not all parents can give at the same levels – and we have made best guess projections about how some will give more and others less. But, every Odyssey student has a unique education because of parent giving. **Our overall goal is that 90% of our parents give some donation.** A second goal is to engage a majority of parents to find a way to fund the costs for their child over the course of the year. There are many options for how to structure giving to work for you whatever your circumstances!

## **Corporate Match Matters! Please tell the PTA President if You Expect Match Funds!**

Corporate Match is a critical income stream for Odyssey!! Your company may match your donations. If you know you are expecting a corporate match, you MUST LET KATHY know in the office. Please check out your company benefits website or talk to your corporate philanthropy people to find out if your company matches and how. In our budget, all Corporate Match funds are counted as its own income stream and NOT as a piece of your family giving contribution. Based on the way we are able to receive and track Corporate Match, these funds are allocated to general (not cluster-specific) needs. Corporate Match funds will specifically go to:

- fill general program expense gaps if there are any based on Giving,
- provide 'scholarship' support for those that have financial need related to specific events (e.g. need financial help to purchase moccasins for a performance), and
- build a fund for Odyssey Growth and Development (tied specifically to our established strategy to move to an 'operate 50% ahead' budget within 3 years and a range of other strategic initiatives that need added funding)

### **Timing Matters**

**To ensure we have sufficient funds to execute planned performances and field studies, your payment by December 31st is especially appreciated.** The PTA will evaluate the health of our income against the planned expenses for field studies mid-year and make adjustments if needed if we are unable to raise sufficient funds.

Thank you for making it possible for the Odyssey Program to offer your child a year filled with educational challenges, opportunities, rewards and adventures! If you have any questions about the Odyssey budget, Direct Giving or how we manage financial affairs for Odyssey, please contact Kari Tunstill Direct Giving Lead [directgiving@odysseyprogram.org](mailto:directgiving@odysseyprogram.org).

Sincerely,  
Brendan Stamper (President) and Kari Tunstill (Direct Giving) on behalf of  
**The Odyssey PTA**