



PULASKI COMMUNITY  
SCHOOL DISTRICT

# **Hillcrest Elementary PTO Annual Report 2018-2019**

**April 9, 2019**

# Table of Contents

|  |            |
|--|------------|
| President Report .....                 | Page 3     |
| Vice-President Report .....            | Page 4     |
| Secretary Report .....                 | Page 4     |
| Treasurer Report .....                 | Pages 5-7  |
| Bingo Night.....                       | Page 8     |
| Box Tops for Education.....            | Page 8     |
| Cookies & Canvas.....                  | Page 9     |
| Family Fun Night.....                  | Pages 9-10 |
| Flower Fundraising.....                | Page 10    |
| Knowledge-A-Thon.....                  | Page 11    |
| Parent Teacher Conference Dinners..... | Page 11    |
| Pizza & Paint.....                     | Page 12    |
| Reading Program.....                   | Page 12    |
| Restaurant Fundraiser.....             | Page 13    |
| Running Club.....                      | Page 13    |
| Science Fair.....                      | Page 14    |
| Scholastic Book Fair.....              | Page 14    |
| SCRIP.....                             | Page 15    |
| Spirit Wear.....                       | Page 15    |

# President Report

Sarah Zemple

This was a year of learning for our Executive Board. This was the first year for 3 of the 4 members, with only our treasurer returning. We were able to bring a lot of excitement and new ideas to the PTO. At the start of the school year we sent home flyers in the weekly student folders to let families know more about what the PTO does and why they should get involved. We created a Facebook Group, Hillcrest Raiders PTO, in conjunction to the Facebook Page, Hillcrest PTO Page, that was previously set up. A Facebook Group allows all members to post and interact with each other, unlike the Page that only allows the admins to share information. We are also able to upload files such as the newsletter, meeting minutes, and flyers in a Facebook Group. We created a new email address ([HillcrestRaidersPTO@gmail.com](mailto:HillcrestRaidersPTO@gmail.com)) to reflect our current mascot, the Red Raider. Hillcrest was previously the Eagles and the email was [HillcrestEaglesPTO@gmail.com](mailto:HillcrestEaglesPTO@gmail.com). We set up an automatic forward from the old email to the new so all emails will be captured. We started utilizing Google Docs and are storing all of our documents on there for easy sharing and referencing in future years. We updated the bylaws to reflect the current state of the PTO. The proposed changes were sent out to the entire PTO through email and Facebook and approved at the December 2018 PTO meeting. We started providing pizza from Marco's for the kids and the adults each meeting. We paid sitters that our treasurer knew for the September PTO meeting. In September we reached out to the Leo club at Pulaski High School for 4 volunteers to watch the kids for each of the remaining meetings of the school year, October 2018-May 2019. There was a great response, with 4-7 students signing up per month. Unfortunately, at our January meeting none of the volunteers showed up. The Leo Club coordinators asked the volunteers to include their phone numbers in the sign up sheet to help with this issue. The February meeting was canceled due to a snow day. The March meeting was a bit of a disappointment with only 1 girl showing up. We are hopeful that these 2 mishaps will not happen in April or May. If it does, we may need to rethink requesting help from Leo Club.

The playground was installed in August 2018 after much effort and fundraising the past few years. The story was featured in the *Press* newspaper. Lots of wood chips were needed to surround the play structure. A request for volunteers was sent out on Facebook and many parents and students came with their wheelbarrows, shovels, rakes, and John Deere tractors to spread the new wood chips much more quickly than anticipated. The playground dedication was held in conjunction with the Hillcrest Open House.

# Vice-President Report

Alex Zemple

This year as Vice President, I reworked the newsletter. I changed the layout to make more visually appealing and added a tip of the month section that included a school or life "hack". A copy was sent home at the start of each month in the weekly folders and the office emails out a pdf version to the listserve. We began posting them in our Facebook Group each month to ensure everyone had access to it in its original color version. The new newsletter was well received by the PTO. We started running out of good tips by the end of the school year, so we'll need to solicit more ideas from the teachers and parents next year. The only change I would make to the newsletter would be the schedule of when the newsletters are sent home. On months that the 1st of the month was a Thursday, Friday or Saturday, we sent out the newsletter the Wednesday before the 1st of the month in hopes of capturing all of the events happening in the month we were highlighting. However, that meant that the results from Reading Club and Box Tops were not complete in time for that month's newsletter. Next year we are going to go back to sending out the monthly newsletter on the 1st of the month or after.

# Secretary Report

Melissa Seidel

For the 2018-2019 school year, after compiling the meeting notes I would send them to the other executive members of the board for review/comments. Once the minutes were complete I would send to Barb Wendorf who would update the Hillcrest website with them. We would also post them to the Hillcrest PTO Facebook page. At each meeting, as secretary, I would ask for a motion to approve the meeting minutes from the month prior. In addition, I set up all the PTO events on our Facebook page - restaurant fundraisers, Family Fun Night, Bingo Night, etc.

# Treasurer Report

Prepared on 4/8/2019 by Heather Nawolski, PTO Treasurer

Overall, we had a fiscally strong year as a PTO. Our financial objectives included the following:

1. Maintain general budget expenses
2. Invest in a storage shed to store playground equipment to reduce clutter in school hallways
3. Purchase necessary leveled reading books for all Hillcrest classrooms
4. Purchase indoor basketball hoops

To date, we've met the first three financial objectives. Due to the non-selection of Hillcrest PTO for a Packers Community grant, the full \$10,000 will be needed to invest in the indoor hoops.

## **Fundraising**

New this year:

- Mum fundraiser
- **Monthly** restaurant fundraisers (October-May)
- Paint and Pizza Parents Event

We maintained our standard fundraisers which include: Spring Scholastic Book Fair, SCRIP, Apparel/Spirit Wear, Box Tops for Education, Knowledge-a-Thon (KAT), Cookies and Canvas (spring and fall), Family Fun Night, Hot Toy raffle and a spring flower fundraiser.

Although not fiscal year end, profit earned to date is \$22,757. We do expect to earn less on our spring flower fundraiser. The previous grower no longer offers fundraisers and they had a much higher profit margin than the grower we are using in 2019. The fall mum fundraiser generated significant profit (\$1332) which will help offset the amount we projected to earn in the spring (\$2500).

## **Projections vs. Actual**

Each year, projections regarding profit margins are estimated. In some cases we fall short and in others, we exceed the projections. Variance is expected and most figures are in close alignment. Some notable outliers:

- Knowledge-A-Thon projected at \$8000, actual \$7614.49
- Family Fun Night projected \$7000, actual \$7376.52
- Mum sale projected \$500, actual \$1332
- Chipotle's projected \$650, actual \$310.58
- Marco's projected \$450, actual \$342.01

## **Profit and Expenses**

Monthly treasurer reports are provided at each meeting with specific details. High level, our profit margin has been strong. With fundraisers to date, we've earned \$22,757.00.

Expenses have been in alignment with budget projections. Some additional items we considered in the school year (and accounted for in our special request budget element) included a KAT plaque/trophy- Special Request and Science Fair ribbons/certificates with a total of \$436.36.

Pending deposits include Restaurant fundraisers- Qdoba, Smart Cow, Noodles and Red Robin. Additionally we can expect deposits from SCRIP, BTFE, Cookies and Canvas and the spring flower fundraiser.

Current expenses to date equal \$19008.11. Pending expenses include 4th and 5th grade field trip expenses, 5th grade recognition event, teacher appreciation luncheon, strategic planning allocation, \$1000 in two scholarships.

## **Administration**

A bank merger resulted in some necessary changes to ensure our bank routing number was updated with SCRIP, PayPal and Square to ensure no interruption with fund transfers.

All annual reports were filed: WI Non-Stock Corporation, IRS Form 990 and raffle license reporting/renewal.

W-9 forms had to be completed for every restaurant we established a fundraiser with. Renewal for tax exempt status with Shopko was not pursued in light of their stores closing.

# Subcommittee Reports

## **Bingo** ~ Executive Board

Our annual Family Bingo night was a success. Sarah, Alex and Melissa of the Executive Board ran the evening. The cafeteria was filled with families ready to have fun. We provided snack mix and bottles of water for everyone. We played 10 games with a 10 minute intermission. We gave out some smaller prizes, thinking putty, gift cards, and a drone.

## **Box Tops for Education** ~ Shelia LaCount

The Box Tops for Education program continues to help support education, which Hillcrest benefits by participating in the program. Our theme for the 2018-2019 school year was “Soaring to New Height with Box Tops”. As each class collected box tops throughout the year they were able to see how many box tops were collected by watching their astronaut teacher get higher and higher on the bulletin board. A variety of contests and incentives remain popular with students and families. Students respond favorably to contests that produce fun activities for the class such as extra recess, pajama days, hot cocoa party, and concert front row seats. There are individual incentives as well that involve entries to win a gift card based on the number of box tops turned in. The two Box Tops submissions this school year (8,653) were considerably down from the previous year (14,442). Though we have great class and individual participation, we’ve seen some major and very popular brands leave the program. This, I believe has attributed to a decline in box tops collected. Many coordinators around the country have been experiencing similar decline in activity.

This June, the Box Tops for Education program will be making some major changes, rebuilding the program from the ground up. A new digital Box Tops and will be launching with a brand new app. The modernization of Box Tops allows for the next generation of supporters to participate and an opportunity to engage new brands. I am eager to hear about the new program, and more information will be shared to coordinators in June. Our second check will be received in late April/early May.

### **Cookies & Canvas Fundraiser** ~ Aleshia Droegkamp

Cookies & Canvas had two fundraising event dates this school year consisting of two sessions per event. The first event on December 4 was themed around “A Winter’s Night” in which student participants painted either a snowy slope scene or a woodland creature scene. Thirty-seven students participated in this event and yielded a profit of \$928.17. The second event on April 8 was themed around “Inspired by Nature” in which students made a gelli-print of feathers onto canvas or painted a sunset camping scene. The enrollment for this event was forty-six participants. In terms of profit, the gross income was \$1242 with expenses of \$139.09. The net profit was \$1102.91. Students really enjoy having this opportunity to create unique art under the guidance of Hillcrest Art Teacher, Alicia Michaud. As a token of our appreciation for her effort, Ms. Michaud received \$250 per event in classroom funds. The events are fun, educational, and inspirational while allowing students to create art masterpieces!! Ms. Michaud does an amazing job guiding the students during this fundraising event!

### **Family Fun Night** ~ Doveloy McDowell

Our annual Family Fun Night (FFN) was a huge success. This event needs a lot of volunteers and it took a lot of requests to get all of the spots filled. We reached out to the whole school, alumni, friends and the Leo Club at the high school. Our tickets sales were down this year compared to last year. We gave out some free game tickets as incentives earlier in the year. The students earned 10 free tickets for getting 100% correct at the KAT and 4 free tickets for reading club in February. Classroom monetary donations were down this year, but many great physical items were donated. We were able to get a lot of wonderful silent auction donations from the school and community, which led to significantly higher earnings this year over previous years. We offered a mystery box (child’s kayak) to bid on at the silent auction, which was a hit. We had a food truck, Freedom Foods, come in to sell carnival themed food for families to purchase. They set up their truck on the blacktop, but ran everything into the cafeteria so families stayed inside. The food was well priced and delicious, but their fryers could not keep up with orders and the line for food was quite long. Freedom Foods gave us 20% of their sales and we did not have to staff the cafeteria with volunteers. The students really liked the raffle baskets in the gym. There was an assortment of tangible baskets as well as “experiences” donated by each of the teachers. We offered all of the same carnival games in the gym as in previous years, a photo-booth, face painting,

balloon twisting, sweet walk, and BayTek games. Event expenses were down this year, as we accumulate and stockpile supplies year after year. There was a slight hiccup with the PA system working when it came time to announce the raffle basket and silent auction items. It did get fixed within 5 minutes. The night was a success and our profit was \$7,376.52

### **Flower Fundraising ~ Sarah Zemple**

#### **Fall Mums**

We did a fall mum fundraiser for the first time this year. We worked with a family owned farm a few hours west. The woman, Levina Fox, was wonderful to work with. Sarah, Alex and Heather of the Executive board traveled to the Weston Farmers' Market to check out the mums in person. They were huge and gorgeous! We were able to take a picture with the flowers to show the PTO on Facebook. Levina does not provide order sheets, so Alex Zemple created a flyer and order form for our use. Families could order single color plants for \$15 or tri-color pots for \$20. However, they were not able to choose the specific color when ordering. 45 families submitted order forms, totalling 222 plants (128 single color, 94 tri-color). The farm delivered the plants to Hillcrest on Wednesday, September 26 since the gym isn't used on Wednesdays. Students helped unload the plants and sort them by color in the gym. Families came to pick up their orders after school the same day. Color choice was first come, first serve, so most of the plants were picked up right away. The profit from this fundraiser was \$1,332.

#### **Spring Hanging Baskets**

The PTO had huge success with the hanging basket fundraiser in the spring of 2018. Unfortunately, the vendor is no longer offering fundraising opportunities. At the time of this report, we are currently selling hanging flower baskets in 5 varieties, hanging Kimberly ferns, and Mother's Day pots through Schroeder's Fox Valley Greenhouse. The profit is much less per plant, so we anticipate a lower return. They provided us with color order forms with beautiful pictures of the flowers, but a lot of work was needed on our part to complete them for families. We also realized there is no space for "student name", "due date", "delivery date" or "total". If we decide to partner with this company next year, we will need to ask them in advance if they can include these sections.

### **Knowledge-A-Thon (KAT) ~ Bob Zemple**

The question bank from previous years was gone through with a fine tooth comb to correct for any typos or formatting imperfections. Teachers were given the questions and all approved to keep them the same. We created competitions between the classes for performance, as well as competition within themselves. We created a traveling trophy that is to stay with the teacher whose class had the highest percent correct. This year TWO first grade classes scored 100%, Ms. Biffert and Ms. Gray. They took turns having the trophy in their room, both classes received an extra recess, and both teachers had their name put on the new KAT plaque that we created this year to hang in the hallway. We awarded both teachers a \$50 gift card of their choice (purchased through SCRIP) as a thank you for encouraging learning and practicing with their students. Mr Reinking's 3rd grade class sent out the most pledge requests, so he was given a \$25 gift card of his choice (purchased through SCRIP) in appreciation of his promotion of networking. A special thanks goes to Sarah Malchow, who helped make the IT aspect run smoothly. She set up prompts for the volunteers if the iPad needed to be taken from the students to have a question read to them. She was also able to set up the testing program to track each student's answer/score for analysis at the end of the event. We offered the option to parents to find out what questions their students got incorrect. After the student completed their test with the parent volunteers they were given a certificate that displayed their score and a brag tag (provided by Mrs. Wells). Every student that answered 100% of the questions correctly was also given a vouchers for 10 free tickets to Family Fun Night. We raised \$8,298 with a profit of \$7,614.09 after subtracting expenses.

### **Parent Teacher Conference Dinners ~ Amanda Wentland and Tiffany Gumina**

Teacher dinners went well this year! In the fall we did a potato bar and broasted chicken. The fall sign up went extremely quick and smooth. The teachers enjoyed dinner and no problems reported. In the spring we did a taco bar and appetizers. This sign up went a little slower and needed to be sent twice. Also, multiple people signed up for more than one thing. I believe the turn out for food volunteers was low due to it being the week before spring break, some families were already on vacation. Teachers again enjoyed dinner and no problems to report.

### **Pizza & Paint** ~ Aleshia Droegkamp

The Pizza & Paint Adult Night Out PTO Fundraiser was held on Wednesday, November 7, 2018 from 5:30-8:00PM at Gallagher's Pizza-West. The primary goal for this event was to provide an opportunity for parents to get together outside of school. Ten individuals attended the event and chose a pair of beverage ware glasses to paint under the guidance of Art Teacher, Alicia Michaud. Participants also created acrylic poured mini canvas magnets. The cost was \$30 per adult, which included a pair of beverage glasses that the participant chose, a pair of acrylic poured mini canvas magnets, pizza, and soda. The gross income from the event was \$320. The net profit for the evening was \$111.72, which accounts for the expenses of pizza (\$95), supplies, and class funds (\$113.28) awarded to Alicia Michaud for hosting the event. Overall this was a fun evening which provided parents with a platform to gather socially.

### **Reading Program** ~ Heather Piwonski-Dickinson

The reading club did a Harry Potter theme for the year. It kicked off with a magic show for the students. Each month the Book Wizards had a different reward they worked toward. Things such as CrAzY sOck day, hat day, an admission ticket to Six Flags, a hot cocoa party, storybook character dress up day and a Harry Potter butterbeer party. K-3rd graders needed to read daily for their reading logs while 4th-5th graders logged how many minutes they read a day. During spring break the kids were able to read in fun spots or dressed funny to make a bingo on their vacation/staycation logs. An added bonus for 4th-5th grade was an invisibility cloak for the student who read the most minutes. Unfortunately, this did not seem to entice them to read more. Each month the classes competed for either the traveling scarf, wand or broom. A year long goal for the Book Wizards was to have at least half the school turn in their reading logs for a school wide dance party. So far, the students have reached that goal. Participation among 4K-3 was very high. Numbers were not as good for 4-5, with the exception of one class who had approximately 80-90% of students turning in their logs every month. As an added bonus, this class was surprised with a Harry Potter cake.

### **Restaurant Fundraiser** ~ Heather Nawolski

We had at least one restaurant fundraiser per month from October 2018 through May 2019. We held all of our dates during the week, except for Qdoba (on Sunday). They were at Chipotle, Chili's, Marco's Pizza, Panera, Chuck E. Cheese, Qdoba, Noodles, Smart Cow, and Red Robin. Each restaurant offers their own percentage of reimbursement. To date, our most successful restaurant fundraiser has been Marco's because of the student decorated pizza boxes and because it is a three day window to order. Families enjoyed Mrs. Wells serving as the hostess during the November Chili's fundraiser. Qdoba has been our lowest earning fundraiser. That could be because Sunday was not a good day for our families or because the order totals weren't as high as we had hoped. We will be having a combination event later in April with Noodles and Smart Cow. May will wrap up our Restaurant Fundraising calendar at Red Robin. At the time of this report we have profited \$1,379.03.

### **Running Club** ~ Leslie Servais

Running Club takes place in April, May and June, after the Annual Report. The 2018 Running Club will be reflected here. Running Club was made up of about 75 students in kindergarten through 5th grade. It was mostly 3rd-5th graders. We trained after school on Wednesdays and Fridays. The students were given the opportunity to participate in the Cellcom 5K and the Bellin 10K with the club. About 35 students ran the Cellcom and about 15 ran the Bellin Run. Next year we are in need more parent helpers and volunteers during our practice runs.

### **Science Fair** ~ Bob Zemple

Professor Gizmo kicked off our commitment to science in the beginning of April, and sparked the interest for science within the students. He did one presentation in the morning and one in the afternoon so the morning and afternoon 4K students would be able to attend. Everyone LOVED his presentations. This year we are focusing our efforts on the SCIENTIFIC METHOD, in hopes to create an opportunity for students to practice the techniques used to improve the world around us!! We added a few incentives to the students for putting in the work to the projects. Each participant will be given one voucher to “skip morning work”. They will also be invited to a Dilly Bar Party in the cafeteria on the day of the science fair. After that school day, from 3:45-5:30pm, they will have the opportunity to invite their family and friends to a reception with refreshments and beverages to show off their projects. All participants will receive a certificate and (new this year) a participation ribbon.

### **Scholastic Book Fair** ~ Sam Houska

Our Fall Book Fair was a huge success. It was held on November 13th and 15th during Parent Teacher conferences. Students were presented the opportunity to come look at the book fair and pick out items they may want, Teachers were also able to go through and create a wish list. The teachers’ wish lists were available to view if anyone wanted to purchase books for their teachers. Then students could either bring the book to their teacher or they could leave it for us to give to the teacher(s).

This year we had \$4852.10 in sales which we get \$2426.05 to use in scholastic dollars to purchase items towards the library or the school. Last year in 2017 we had \$4179.91 in sales and in 2016 we had \$3877.27 in sales.

### **SCRIP** ~ Dove McDowell

We moved to a more parent-led, web-based ordering system this year. We encouraged families to set up their own account on the Shop with Scrip website. We provide families with a "Welcome Packet" that gives information about the program and instructions on how to sign up. There is a code for our school that they need to enter. We are able to share this code with any of our families and friends, but we cannot post it publically online. We also provided families with the option to order gift cards through the PTO using paper order forms like what was done in previous years. We redesigned this order form to capture the most popular stores and denominations from Hillcrest's order's in previous years. We set up a table outside the Christmas concert with physical gift cards on hand for families to purchase. This was received well. We encouraged families to purchase gift cards for gifts around the holidays and when they participated in our Restaurant Fundraising events (when available). When possible, we first purchased gift cards from Amazon and Home Depot when we purchased items for the school, such as classroom requests, Family Fun Night silent auction items, and the outdoor shed. So far this fiscal year our total rebate was \$1,519.44. This came from around 10 families. The SCRIP program has a lot of potential and the biggest problem seems to be initially getting families onboard.

### **Spirit Wear** ~ Heather Nawolski

We offered Hillcrest Red Raider gear at the start of the school year. We worked with Quali T again to offer a variety of clothing items to the Hillcrest families. We had samples available at the Open House for everyone to check out. After the Open House, the samples remained in the office for parents and teachers to try on. Flyers were handed out at the open house and sent home in the student folders. All ordering was done through the Quali T website. We had great feedback regarding the options offered. Parents also appreciated having samples at the Open House and then later in the office for selection/sizing. Our profit was \$453.79.