

## Chairman's Report 2010/2011

The year 2010/11 has been a year both of consolidation and of celebration for the Foundation. Efforts were made to begin the implementation of the Business Plan generated in January 2010 starting with the appointment of Ms Grace Brown as Research/Data Base Manager. The first major task was to establish a comprehensive alumnae data base with the kind collaboration of the St. Andrew Old Girls' Association (SAOGA). Their data base served as a useful foundation from which to update and expand the data. With the many activities which took place during the School's 85<sup>th</sup> Anniversary Celebrations, the updated data base was well tested and proved very useful for sharing information.

### The School's 85<sup>th</sup> Anniversary Celebrations

The 85<sup>th</sup> Anniversary Celebrations dominated the Foundation's operational plan for the year. An impressive programme of celebration was developed, with the Foundation taking responsibility for 2 major fund-raising activities, viz, **A Celebration of Jamaica's Musical Talent** and **An Evening of Fine Dining and Entertainment**, as well as for co-ordinating the **Stakeholders' Breakfast Forum**. The latter provided an opportunity for the School to network with its stakeholders, including corporate entities within the School's neighborhood. The School was able to share its impressive Balanced Scorecard Strategic Plan for the period 2011-2015 with its stakeholders and to seek support for it. Additionally, the Foundation provided strong inputs into the planning and implementation of the launch of the School's Museum, the first of its kind in Jamaica, and probably in the region. **Homecoming Week** proved to be an exhilarating and heart-warming occasion, awakening the kind of nostalgia and goodwill in the many alumnae who came in from all over the world. It has also inspired a spurt of donations to the School and the Foundation which we hope will continue.

### The Friends of the Foundation

A major development this year was the launch of **The Friends of the Foundation**, the convening of a group of some twelve persons having some connection with St. Andrew High School, whether as alumnae, spouse or parent of alumnae, who are experts in their field, understand how big business operates and have vast experience in business development systems. Their role was determined to be:

- Identifying with the Vision and Mission of the School and the Foundation
- Advising on fundraising strategies for large capital /development projects
- Providing technical expertise and other contacts when needed, and

- Assisting, where possible, in mobilizing funds locally and internationally.

The Friends will be an informal consultative body who, through their expertise and network of contacts, will guide us occasionally, through major development projects. In fact, several very helpful suggestions have already been raised to this end.

### **Fund-Raising**

The Fund-Raising Committee under the chairmanship of Mrs. Avrill Crawford continued the implementation of its five-year plan in earnest. The strategies for raising J\$100million in five years which were initially approved by the Board have had to be re-visited as the realities of fund-raising became evident. The target of \$1.2million from the First Hundred donors project was happily surpassed with almost \$2 million being donated during the last 5 months, due in part to the Class reunions and Homecoming Week activities.

The \$20 million scheme, targeting year groups is still to get off the ground, but appears more feasible now since Homecoming Week. The plan to ask Chapters to donate 10% of their annual income is now being implemented and we hope will continue to be a good source of income. The Telethons which had been identified as a major source of income, have proven to be unrealistic and unfeasible in the current recessionary environment. Benefit performances and other special events continue to be promising sources of income. We have learnt much during the period and can now more realistically project our strategies for raising the \$100 million over the next few years.

The Foundation expects to reap tangible rewards from the intense planning efforts and learning experiences during the past year and expects to report in succeeding years significant gains towards the targeted J\$100million for the Endowment Fund.