



**HEARST** ELEMENTARY  
SCHOOL  
"The Best Little School in the District"



# PTA SY21-22 Budget Proposal

"This Budget only needs 3ft of distance..."

Apr 2021

# Your 2020/21 PTA Executive Board



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# Purpose & Agenda

- Talk with the Hearst Community about...
  - Remember Oct 2020
  - How much does the community have in Apr2021?
  - What is the proposed plan to support Hearst?
  - What changes does the PTA recommend since the last approved budget?
  - What are the risks?
- ...in order to VOTE on the proposed budget in May

# This is where we were in Oct 2020

## How much does the Hearst community have?

- Hearst PTA manages 3x accounts for the school. Only 1 is relevant for this conversation

**Main PTA Account**  
*(This is what we really use)* **\$147,369.71**

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**CES Account**  
*(Special use account)* **\$ 6,159.95**

**PTA Managed Funds**  
*(Funds earned by and for school play. PTA just manages the account)* **\$ 9,607.34**

## So where should that leave us?

**Target Fundraising** **\$88,504**  
Owl Fund  
Auction  
Politics and Prose  
Dining  
Hearst Branded Gear Sales  
Miscellaneous Fundraisers

**We plan to spend** **\$135,489**

**So what's the gap?** **-\$46,989**

**We have on hand** **\$147,369.71**

**Which means we go into SY21-22 with...** **\$100,384.71**

- **Which means, assuming we**
  1. Approve the proposed budget
  2. Expend as planned
  3. Meet fundraising goals
- **Then we would enter the NEXT school year (SY21-22) with 32% less on hand.**
  - This seems reasonable to the PTA EB
- **We don't know how long this COVID crisis is going to last.**

Recall, these were projections if all authorized funds were spent

# How much does the Hearst community have today (18 Apr 21)?

- Hearst PTA manages 3x accounts for the school. Only 1 is relevant for this conversation

Main PTA Account  
*(This is what we really use)*

\$167,599.70

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CES Account

*(Special use account)*

\$ 6,159.95

PTA Managed Funds

*(Funds earned by and for school play. PTA just manages the account)*

\$ 9,607.34

# What is the community plan to support Hearst?

## Classroom Program Expenses

- Library Supplies (not books; eg: barcodes, bookends, etc.)
- Kennedy Center Partnership
- Specialists Funds (\$500 per Specialist)
- Teacher Classroom Funds (\$2,000/class)
- Wellness (social emotional staff)
- New classroom setup funds

## School Expenses

- School Software:
  - Bloomz
- Office Supplies (school's front office)
- Principal's Fund
- Staff Professional Development / Training
- Classroom and Specialist Funds REOPENING Reserve

## PTA Core Expenses

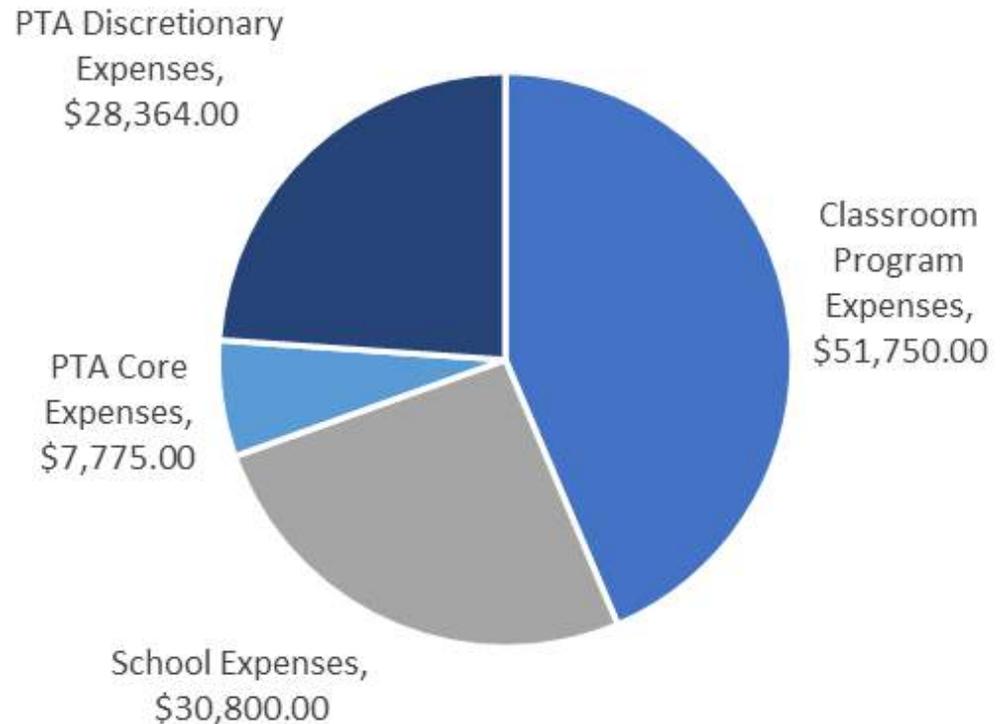
- Accountants
- Bookkeeper
- Fees, Licenses, Permits
- Financial Services Fees (Paypal fee, reorder of checks, etc.)
- PTA's Insurance
- PTA's Postage, Printing, copies, office supplies
- Accounting software (Fee for Quickbooks Online)
- Website (Fee for Nation Builder)

## PTA Discretionary Expenses

- PTA Gifts (to give to others in appreciation or thank you)
- Fifth grade Promotion
- Teacher Appreciation Week
- Hearst Families in need (restricted funds)
- HOOT Pledge (@ 15% of Owl Fund Fundraising)
- Executive Board Fund

\$118,689 in planned financial support

## SY21-22 PTA Support



# What are the PTA's Recommended Changes?

	Budget Approved in Oct-20	Proposed Budget	Changes	Notes
<b>Fundraising Targets</b>	<b>\$88,505</b>	<b>\$79,840</b>	<b>-\$8,664</b>	<ul style="list-style-type: none"> <li>Removes Levin fundraiser</li> </ul>
<b>Total Operating Expenditures</b>	<b>\$115,489</b>	<b>\$118,689</b>	<b>\$3,200</b>	<ul style="list-style-type: none"> <li>\$5,000 in reopening reserve</li> <li>Hearst support request reduced by \$7k</li> <li>Hoot Pledge</li> </ul>
<b>Total Capital Expenditures</b>	<b>\$24,900</b>	<b>\$0</b>	<b>-\$24,900</b>	No capital expenses (laptops)
<b>TOTAL EXPENDITURES</b>	<b>\$140,389</b>	<b>\$118,689</b>	<b>-\$21,700</b>	Operating and Capital Expenditures combined

- PTA tightened its belt and reorganized within the budget to find \$12k.
  - Still not hiring a Bookkeeper, but volunteer Ms. Kristine Inchausti is retiring this yr
  - Modest fundraising goals + no capital expenses
  - Hearst has \$0 in requests this SY, reducing expenses by \$7k
    - Last year we budgeted \$12k for 'teacher reimbursement.'
    - But we added \$5,000 in 'Reopening Reserve' and a Hoot Pledge (see next brief)
    - Saving \$7k in Teacher reimbursement

# So where should that leave us?

**Target Fundraising** \$79,840

Owl Fund

Auction

Politics and Prose

Dining

Hearst Branded Gear Sales

Miscellaneous Fundraisers

***Authorized to spend*** \$118,689

**So what's the gap?** **-\$38,849**

**We have on hand** \$167,599.70

**Which means we would go into  
SY22-23 with...** \$127,750.70

- Which means, assuming we
  1. Approve the proposed budget
  2. Expend as planned
  3. Meet fundraising goals
- Then we would enter the NEXT school year (SY22-23) with 24% less on hand.
  - But able to support the same budget SY22-23
- We are *planning* (praying?) for a normal SY



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So the Owl Fund matters!

Thank you



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# HOOT Force Proposal

April 21, 2021

# Introducing the HOOT Force



## What

The Hearst Optimizing Opportunity Task Force (HOOT Force) is a sub-committee of the PTA convened in 2021 to explore how Hearst could address issues of equity in available resources across DCPS

## Who

All welcome! Comprised of PTA co-president Julia Krahe and parent volunteers Merrie Dodson, Adrien-Alice Hansel, Amanda Provost, Rebecca Regan-Sachs & Amy Saltzman

## Why

Now more than ever, we see the impact of inequities in our system – and the Hearst community is in a position to make a difference not only for children at Hearst, but also for children in our broader community.

## Goals

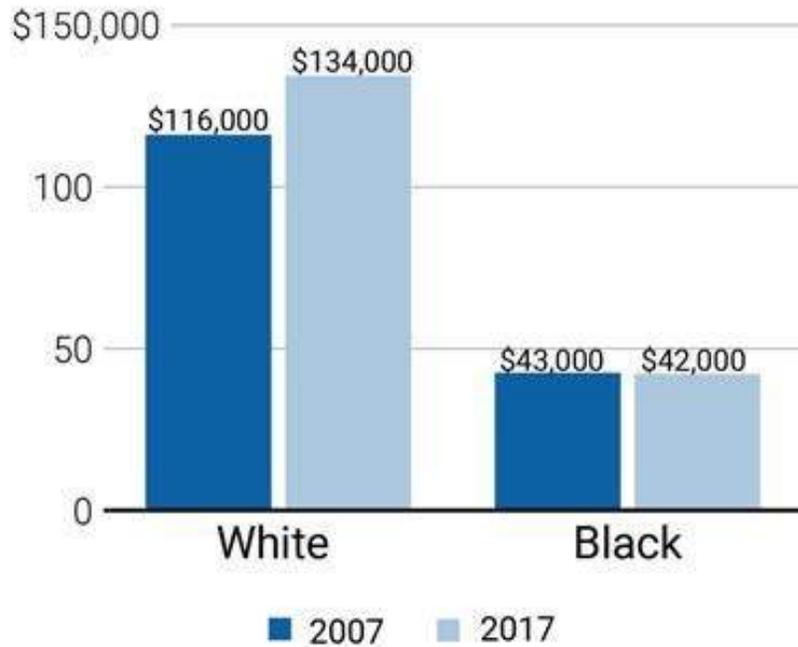
Support both our community and communities in need across the city

# Families Struggling Before and During the Pandemic



## DC's Growing Prosperity Is Not Widely Shared

White median income has increased significantly, while Black median income has not changed



Note: All figures adjusted for inflation  
Source: 2017 American Community Survey 1-year estimates

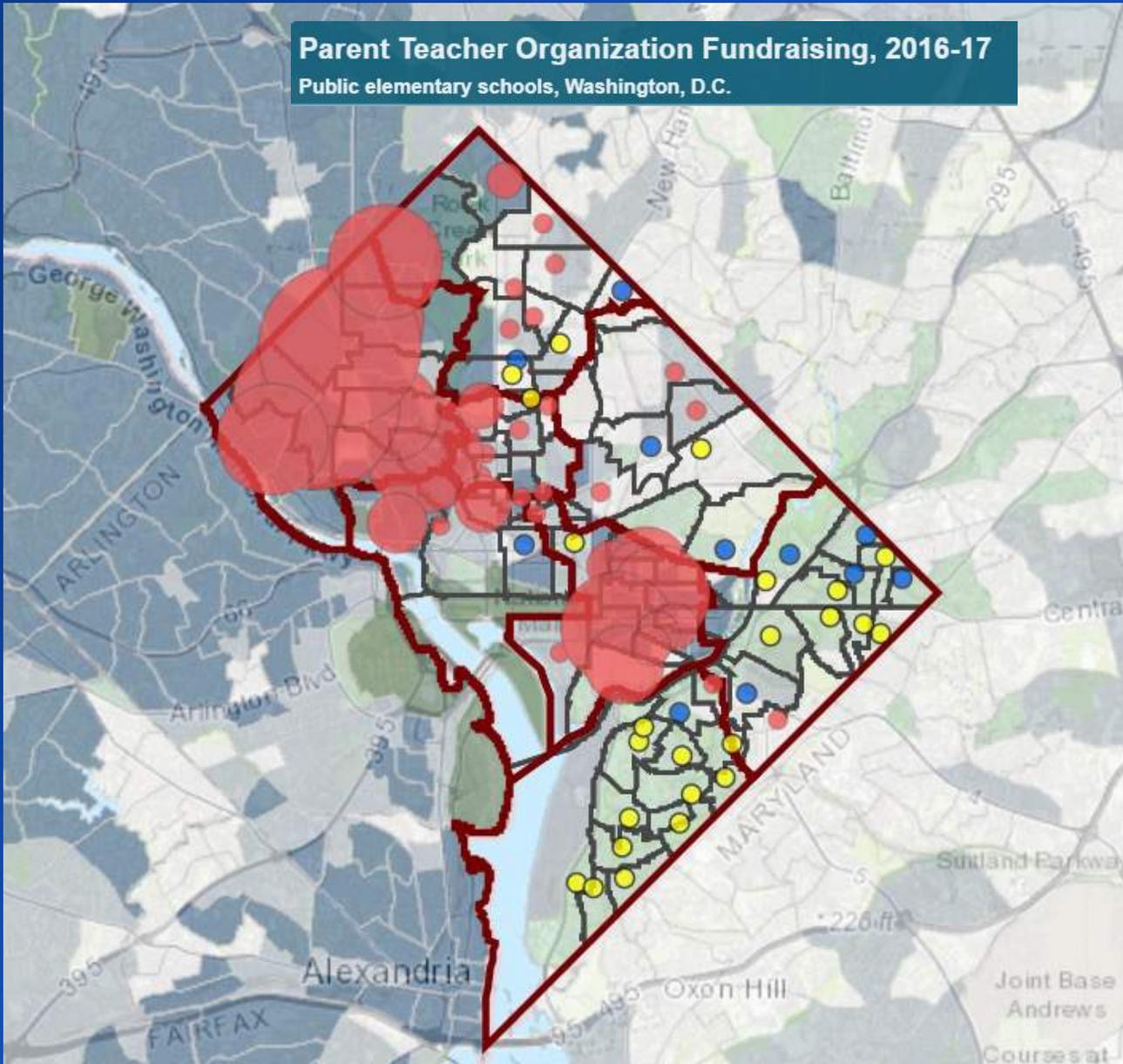
The pandemic has worsened unequal economic conditions, with some residents poised to come out of the crisis fine or even stronger, while the rest remain trapped in decline and uncertainty. Low-income residents who make up a large share of workers in sectors hit hardest by the pandemic are facing disproportionate job and income loss. Economic hardship has spiked over the past six months, particularly among Black, Latino, and immigrant households. Meanwhile, wealthier, higher-income District residents who are mostly white have largely avoided the worst economic effects of the pandemic, benefitting from telework opportunities and a faster-than-anticipated stock market recovery.

- DC employment rates dropped by 6.2 percent between January and the end of September for people earning over \$60,000, many of whom can telework, while employment rates have fallen by nearly 18 percent for workers earning less than \$27,000.
- 16 percent of all adults living with children in DC were living in a household where there was not enough food, and 24 percent of all adults were behind on rent, according to Census data from October-November 2020. Black DC households make up 21.6 percent of households in poverty likely to experience these devastating conditions, compared to 8.8 percent of Latinos and 5 percent non-Hispanic whites living in poverty.

# Disparities in PTA/O resources



Parent Teacher Organization Fundraising, 2016-17  
Public elementary schools, Washington, D.C.



Layers

- PTOs serving DCPS elementary schools

PTO status

- PTO w/ IRS tax-exempt status
- PTO w/o IRS tax-exempt status
- No PTO identified

2016-17 PTO revenues

- > 521,658
- 400,000

# Our multi-pronged approach



1

## HOOT Force Fund

Allocate an annual portion of some of the funds raised by the PTA budget to support educational equity in DC

2

## Hearst Gives Back

Tangible activities that students can engage in that meet known needs inside AND outside our community

3

## Creating Structural Change

Advocating for additional and more equitable funding at the DCPS level

*Initial focus*

# In our next PTA budget



1

## HOOT Force Fund

*PTA proposed budget includes a line item for next year that represents Hearst making an opportunity pledge to donate 15% of the money raised from the Owl Fund starting in fall 2021 to support those in need across DCPS*

# Where does the 15% Owl Fund suggestion come from?



1

## HOOT Force Fund

- We believe our community has the capacity to support both our children and the broader community, and that now more than ever, it's important to give back
- Some school PTAs allocate a percentage of their overall budget to an equity pledge (e.g. Lafayette: 10 percent of all money raised); some PTAs fund specific projects or needs
- Focusing on a portion of the Owl Fund (fall fundraiser) is an easy, flexible, and "clean" way to do it; it would be more complicated, for example, to configure auction donations
- We do not want to draw from funds raised in previous years

# Where would the 15% of Owl Fund go?



## 1 Parent Empowerment Program (PEP)

Project of the Washington Lawyers' Committee

Mission: Empower parents and support community to be stronger advocates for their children's education

Matches funds raised by PTOs

**PTO capacity building** along with field trips, academic activities, new technology, professional development

Supports and connects parents to system-wide advocacy opportunities

***Our recommendation***

## 2 D.C. Public Education Fund

DCPS' sole philanthropic partner

Mission: Channels private investments to support DCPS priorities that fall outside the DCPS budget

Funds teacher support (salary and bonus structures, professional development, Standing Ovation Ceremony at the Kennedy Center), immediate needs (examples: headphones, grocery cards to support outreach events), longer-term priorities (example: expanding upon DCPS's "Becoming" initiative to increase racial equity).

# Hearst Gives Back and more



Thanks to all those who have supported COVID-era fundraising and ongoing community events (e.g. the toy drive)! We were proud to see our families' commitment to helping our community.

Moving forward, we also want to support ways that the Hearst community, including our students, can be involved in addressing community needs.



Iris is participating in a Read-A-Thon with  
**Hearst Elementary School PTA**

🕒 56,965 minutes read so far

👤 283 supporters so far

📖 2,288 read by Iris so far

Why YOU Are So Important To Us

## Hearst Annual Toy Drive

Drive Thru Drop Off Campaign to Benefit



Dates: Sunday, December 6th & Sunday, December 13th

Time: 10:00 am – 12:00 pm

What can I donate?

**New Toys, New Books and/or Gently Used Books for ages 3-15yrs (unwrapped)**

Come by school and drop off a toy or book for our annual Toys for Tots drive. You can also order Hearst gear from our inventory for pickup on December 13th when you drop off your donation. The gear inventory list will be available on Bloomz soon!



# Next steps



***Come to the May PTA meeting!***

*On May 12, the PTA will consider and vote on next year's budget – including the line item that represents Hearst making an equity pledge to donate 15% of the money raised from the Owl Fund to support those in need across DCPS.*

*Share any ideas you have for how Hearst should (continue to) give back in school year 2021-22!*