

FREQUENTLY ASKED QUESTIONS 2019-2020 BUDGET

EXPENSES

How much rent does OSA pay for all of the facilities?

In the 2019-2020 school year, OSA will pay \$807,000 for rent for all of the facilities. This amount is lower than the actual cost because of some revenue from an Oakland billboard. This revenue is fading out, so the costs in future years will be significantly more.

What percentage will OSA pay in matching retirement this year? Is this likely to change?

The current budget projection for 2019-20, based on the Governor's May State Budget Revision, proposes an employer contribution to STRS of 16.7%. This is not guaranteed until passed in June. The projection for 2020-21 is 18.1%.

What percentage of the budget are salaries and benefits?

Personnel expenses are 73% of the budget or \$7,422,660.

FUNDRAISING

Who is on the OSA Advancement Team?

Kathryn Keslosky - Director of Advancement (x8819/kkeslosky@oakarts.org)

Tony Shavers (new) - Annual Fund Manager & Marketing Coordinator

(x8807/tshavers@oakarts.org)

*OSA employs the services of 2 Development Consultants when needed

What is the total fundraising need at OSA?

Each year OSA works to close the gap between what funding it receives from the state and what is needed to meet the annual general operating expenses. In fy18-19, the fundraising need was \$1.3M, or 13% of the total operating budget. This year, the Advancement team raised \$1,101,546. Below is the chart of funds raised by category.

Activity	Dollars Raised	Percentage of Total Raised
Annual Fund Campaign	\$490,066	45%
Spring Benefit	\$445,857	41%
Grants	\$98,700	8%
Other/Major Gifts	\$66,923	6%
<i>Total</i>	<i>\$1,101,546</i>	<i>100%</i>

In the proposed 19-20 budget, the fundraising need is \$1,035,000.

Why does OSA need to raise so much money?

OSA does not receive the same funding as all other schools in the state. Each district in CA receives per pupil funding based on a state formula that is applied to that district by the state. Ultimately state per pupil funding from district to district can vary by thousands of dollars. OSA is by no means funded at the top of the spectrum. Again a nuance perhaps but it does add up to very large funding differences between districts/LEAs in CA. The funds we receive however do not fully meet our general operating need. OSA would not be OSA without its unique arts programs and facilities, neither of which are covered fully by the money we receive.

The Bay Area is so wealthy. Why isn't OSA raising more money?

Fundraising is based on human relationships, period. The Advancement team at OSA works hard to manage over 550 annual donor relationships. If you have any connections with any individual, corporation or foundation, please come talk to us! Below is a list of some of the challenges OSA faces with fundraising:

1. Only 54% of OSA families are donating. Every dollar counts!
2. It's challenging to get a 6/7-figure gift for general operating, period. OSA's current Advancement team is responsible for managing our current donors ranging from \$1-\$100,000, but we need to invest in a major gifts program to ensure the development and sustainability of a donor prospect list.
3. Most major tech companies that make large multi-million dollar gifts are doing so for districts. The motivation is to see impact on a grand scale. Even when these companies do make large gifts, they are often only one-two year gifts, and unrenowable.
4. Both corporate and foundation giving is limited by the fact that OSA is a single school - not a traditional district or part of a larger charter network.
5. Many foundations do not accept unsolicited proposals, no matter how great a fit OSA might be for their funding priorities.
6. Many well-known and incredibly wealthy corporations offer an exchange of employee volunteer hours in lieu of dollar donations.
7. OSA does not qualify for a lot of funding due to its low Free and Reduced Lunch (FRL) enrollment, with only 12% of the total student population qualifying. Again, many foundations and corporations want to see impact with their dollars and often won't accept proposals reporting less than a 50% FRL number.
8. There is a perception (in Oakland) that OSA is already too well-funded and therefore donors will prioritize giving to other organizations.
9. The new tax laws may have impacted giving this fiscal year. It's difficult to predict what next fiscal year will bring - it's a major unknown.
10. Donors do get fatigued with annual asks. It is impossible to ever know for sure which donors may disengage for whatever reason.

How is Jerry Brown involved in OSA's fundraising?

Historically, Jerry Brown has hosted a Spring Gala to help raise money for OSA. In 2013, for example, a total of \$1,135,000 was raised with 80% of donations coming from Jerry's network. The OSA Board and Advancement team has focused on increasing donations outside of Jerry's network through the Annual Fund, major gifts work, grant writing, and special events. This fiscal year, only 36% of total donations came from Jerry's network. The remaining 64% of fy18-19 funding is a result of coordinated efforts between the OSA Advancement team, board, staff, families and greater community.

Who are OSA's donors?

In 2018-19, OSA received philanthropic contributions from over 550 donors totaling about \$1.1M. Below is a breakdown of OSA's donors by category.

Total Dollar Amount Percentages by Donor in fy18-19

Donor	OSA fy18-19	National Average ¹
Individuals	58%	70%
Corporations	24%	5%
Foundations	17%	16%
Other	1%	9%

Where does the money go that is fundraised?

93% - General Operating expenses

7% - Restricted gifts

What counts as a restricted gift?

A restricted gift is a donation that helps to underwrite an art department, special program like Step it Up, special all-school projects like Intersession, or equipment such as Chromebooks.

Why can't I make a Restricted gift to my student's department?

OSA does not accept gifts that are too restrictive in purpose. OSA will accept gifts restricted for specific programs and purposes, provided that such gifts are not inconsistent with the School's stated mission, purposes, and priorities. Restrictions on gifts are to be clearly detailed in writing by the donor, however, OSA does not guarantee that a restricted gift will be accepted. All final decisions on the restrictive nature of a gift, and its acceptance or refusal, are made by the Executive Director.

- Capital Gifts: Capital gifts may be restricted to any authorized school capital program.
- Technology: Technology gifts may be restricted to any authorized school capital program.

¹ Giving USA's 2018 Annual Report on Giving

Why aren't we allowed to fundraise for OSA?

You are! Please help us raise more money! It is crucial however that all fundraising is coordinated as to protect the internal fundraising efforts happening at OSA though, so, please adhere to the processes that the Advancement team has in place. If you have a fundraising idea, or have a potential donor that you'd like to connect OSA to, please contact Kathryn Keslosky and schedule a meeting. For fundraising ideas, please request a Fundraising Request Form which asks all important information needed to assess any given fundraising idea.

I want to volunteer. How can I help?

Open your contact books - Know someone who may be interested in donating to OSA?

Join the OSA Advancement Committee - we are looking to build a committed Advancement Committee made up with board members and parent volunteers to assist in various ways throughout any given annual fund development cycle.

Join the APT - The Advancement team has been focusing on stronger partnerships with the APT over the past two years and as a result have raised significantly more money for the Annual Fund specifically. Please join the APT and collaborate with Advancement on an ongoing basis.

Contact Kathryn Keslosky to learn more or if you have skills/ideas to share!
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