

AGENDA
OCALI CHARTER MIDDLE SCHOOL BOARD OF TRUSTEES MEETING
Location: Room 200 Date: Tuesday, March 21, 2017 Time: 4:30 P.M.

INVOCATION
PLEDGE OF ALLEGIANCE
ACCEPT AGENDA
MINUTES
CORRESPONDENCE

Note: If subjects presented in reports require discussion and/or a vote by the Board at this meeting, the vote will be taken during or at the end of the report.

TREASURER'S REPORT
PRINCIPAL'S REPORT
PARENT REPRESENTATIVE'S REPORT
COMMITTEE REPORTS

Bylaws Committee:

Finance Committee:

Fundraising Committee: Briefing on Faces of Ocala; discussion of sponsorships, auction site and PayPal

Library Committee:

Site Committee:

Transportation Committee:

Website:

UNFINISHED BUSINESS

Of continuing interest:

Status of identification and remediation of students who aren't performing at grade level

Other unfinished/old business

Status of Carter Johnson lawsuit and bill from former attorney: Case settled Mar 3, 2017.

Status of EEOC complaint from former Spanish teacher Mrs. Salamanca: No response to summer 2016 ltr.

Charter revision

Index and reference book of Ocali policy publications, i.e., Financial Management Plan, Travel SOP

NEW BUSINESS

Kudos to Ro Chabot for the computer testing center

Board succession and recruitment: Need to appoint a nominating committee now for June elections.

Administrator's contract review and approval (Teecy should be recused while discussing.)

Begin thinking about Goals and Objectives for 2017-2018

ADJOURN

Ocali



Charter Middle School

ACADEMY of MATH, SCIENCE, TECHNOLOGY and ENRICHMENT
A Public Charter Middle School

Minutes of Board Of Trustees Meeting

Call to order: Sharon Murry
Invocation: Leo Pacheco
Pledge of Allegiance: Sharon

Date: 20 March 2017
Time: 4:37 PM
Location: Suite 200

In Attendance:

Sharon Murry	Leo Pacheco	Joseph Smith
Jo Chabot	Ro Chabot	Debbie Hart
Teecy Matthews	Claudette Lynch (visitor)	

Motion to approve the meeting agenda as distributed.

Item:	Moved:	Seconded:	Action:
Accept Agenda	Ro Chabot	Jo Chabot	Passed

Motion to approve the minutes of the last Board Meeting:

Meeting:	Moved:	Seconded:	Action:
21 February 2017	Leo Pacheco	Joseph Smith	Passed

Correspondence: No Report

Treasurer's Report: Bill Murry was not in attendance but sent the financial report to be distributed. Sharon asked that the Board take a look at it and would answer any questions if there were any.

Additional items discussed as part of the Treasurer's/Finance report:

- Questions re: Cash Flow
- Teecy is monitoring expenses daily
- Carter Johnson settlement caused shortfall
- Need event for parents to get together and to know each other.

Motion to accept the Treasurer's Report:

Item:	Moved:	Seconded:	Action:
Treasurer's Report			

Principal's report: Mrs. Matthews presented her Principal's report. Copy attached as part of minutes.

Additional items reported on:

- Up to 107 students
- New student previously attended bi-lingual school
- Teecy talked to Sharon Cox re: significant growth in August re: finances
- Great Leaps serving 80 students – 9 are about to roll out
- Nature's classroom – Ocala conservation center

- Flyers for next year's enrollment have gone out – mail service was able to do it for less than .49 cents
- Testing – 4/10/2017 until 2nd week of May – 5 weeks of testing
- Computer consultant is very competent
- Barriers are starting to come down to further open classroom concept.
- Staffing: Goal is to hire new teacher – certified K-6

Parent Representative's Report:

- No complaints
- Everybody feels things are great
- Need for family event
- Looking at a skating party as a fundraiser

Committee Reports:

Facilities Committee: No Report

By-Laws Committee: No Report

Nominating Committee: No Report

Finance Committee: No Report

Fundraising Committee: Leo Pacheco brought the board up to date on the progress of the "Faces of Ocala" fundraiser.
 Karen from Picasso's Palette has been very helpful.
 The auction may include other items that the Masks
 Need a letter aimed at individual donors
 Web site is ready to go for the online auction
 Auction Site:
 Charity On-Line System
 5% charge
 Ties to the square account
 Area for bids
 Luncheon:
 Holiday Inn or Hilton –who comes back with best deal
 Keynote speaker

Library Committee: No Report

Transportation Committee: No Report

Website Committee: No Report

Unfinished Business:

Status update on the identification and remediation of students who aren't performing at grade level was presented by Mrs. Matthews.

Other Unfinished/Old Business:

Sharon reported on the settlement of the Carter Johnson case and the costs to the school as part of that settlement.

Nothing new on the status of Mrs. Salamanca's EEOC Complaint other than it is covered by insurance.

Short discussion on the charter revision and that Leo and Ro will be working on that project.

The index and reference book of Ocali Policies and Procedures has been completed.

New Business:

There was a discussion re: the renting of suite 105 for the upcoming school year. The cost would start at \$1,000 per month with yearly increases. The Board agreed with Mrs. Matthews that we did not want to be 'house poor' and would rather commit the monies to tech.

The meeting was adjourned at 6:17 PM

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Charter Middle School

ACADEMY of MATH, SCIENCE, TECHNOLOGY and ENRICHMENT
A Public Charter Middle School**Minutes of Board Of Trustees Meeting****Call to order:** Sharon Murry**Date:** 21 February 2017**Invocation:** Bill Murry**Time:** 4:30 PM**Pledge of Allegiance:** Sharon Murry**Location:** Suite 200**In Attendance:**

Sharon Murry

Dr. William V. Murry

Joseph Smith

Jo Chabot

Leo Pacheco

Debbie Hart

Ro Chabot

Teecy Matthews

Motion to approve the meeting agenda as distributed.

Item:	Moved:	Seconded:	Action:
Accept Agenda	Bill Murry	Jo Chabot	Passed

Motion to approve the minutes of the last Board Meeting:

Meeting:	Moved:	Seconded:	Action:
01/17/2017	Leo Pacheco	Ro Chabot	Passed

Correspondence: No report.**Treasurer's Report:** Bill Murry presented the Treasurer's - copy attached

Additional items discussed as part of the Treasurer's/Finance report:

- There are still some outstanding checks
- We need to move \$1,000 from the fundraising account to the General account
- The Board needs to discuss fundraising activities to offset rent expenses
- There was a short discussion on the need for a new copier as the one we currently have is on its last leg and will not last until the end of the school year.

Motion to accept the Treasurer's Report:

Item:	Moved:	Seconded:	Action:
Treasurer's Report	Bill Murry	Joe Smith	Passed

Principal's report: Mrs. Matthews presented her Principal's report. Copy attached as part of minutes.

Additional items reported on:

- Numbers are low - down to 106 students
- Susan Lombardi and Mrs. Matthews are watching dollars for every expense in order not to go over any budget item on a daily basis
- FTE Week number was 109
- The school will be able to participate in Title 1 dollars for the next school year.
- Teecy and Sharon will pick up the check from Burger 21 fundraiser - we raised \$615.00

- Student recruitment for the next school year is under way
- Need \$70.00 in order to register 2 students from the school to run in the Strawberry Jam 5k run – one of the board members volunteered to cover that expense.

Parent Representative's Report:

Debbie Hart stated that everything with the Parent Committee is positive and had nothing to report to the board at this time.

Committee Reports:

Facilities Committee: No report.

By-Laws Committee: No report.

Nominating Committee: No report.

Finance Committee: Given as part of the Treasurer's report

Fundraising Committee: Leo reported on the progress of the "Faces of Ocala" fundraiser. He stated that the owner of Picasso's Palette is working with the school and that the students will be going to that venue in order to paint their masks. The students are currently designing their masks in Mrs. Cressman's art class.

Leo has set a goal of 250 masks for the auction which will be both at a luncheon and online at www.facesofocalla.org. The tagline is "Changing the Face of Education".

Library Committee: Jo and Debbie reported that some books have been donated to the school's library. They will be looked at to make sure they are age appropriate prior to adding them to the library.

Transportation Committee: No report.

Website Committee: No report.

Unfinished Business:

Status update on the identification and remediation of students who aren't performing at grade level was presented by Mrs. Matthews. Mrs. Matthews also cleared up the misunderstanding regarding the certification of teachers. All of our teachers are certified instructors.

Mrs. Murry reported on the status of the Carter-Johnson case and that our next meeting is scheduled for March 3rd.

There is still no new information with the Salamanca EEOC suit.

Ro and Leo will be undertaking the charter revision process

New Business:

Update on the Administrator's contract.
 Discussion of the Operating Manual for the School's administration to include policies, Fin. Mgmt. Plan, SOP's, etc.

The meeting was adjourned at 6:01 PM

Ocali



Corrected
Copy

Charter Middle School

ACADEMY of MATH, SCIENCE, TECHNOLOGY and ENRICHMENT
A Public Charter Middle School

Minutes of Board Of Trustees Meeting

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Joseph Smith

Jo Chabot

Leo Pacheco

Debbie Hart

Ro Chabot

Teecy Matthews

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Ocali Charter Middle School
Principal's Report – March 21, 2017
Teecy Bondank Matthews

Student Count: 40 – 6th Grade (14 Females / 26 Boys)
37 - 7th Grade (17 Females / 20 Boys)
30 - 8th Grade (10 Females / 20 Boys)

- Focus for the month: Seek first to Understand, Then to be Understood
- 3rd Nine Weeks Report Cards will go home next Thursday.
- Great Leaps - 9 Students are in stories
- IXL –
 - Students have answered 141,560 questions
 - Spent 819 hours practicing
 - Made progress in 649 skills
- Natures Classroom – Wednesday March 22, 2017
- Acceptance for next year as of 3/21:
 - 6th Grade – 30
 - 7th Grade – 43 (all sixth graders are returning)
 - 8th Grade - 38
- Recruitment of students – Flyers were mailed out to 1900 homes
- Upcoming testing begins April 10, 2017
- Computers

Treasurer Report

Attached to this Treasurer Report are the reconciled financial activity ledger for February 2017, an interim ledger for March 2017, and a budget status summary as of March 21, 2017. Items highlighted in blue have cleared the bank; items undated and not highlighted are outstanding. As of February 20, we had a checkbook balance of \$33,454.74 in our General Account plus \$303.44 in our SQUARE Account for a total of \$33,758.18 in the bank. Accounts Payable for the rest of the month is estimated at \$22,720 (payroll, taxes, worker comp ins, accounting, payroll service)

Beginning in November 2016, the rent for sites 200, 106, and 107 (\$11,000) are paid using all of the PECO Funds. When the rent exceeds the amount of PECO Funds, the rest of the rent is paid with FEFP Funds. Because of the timing of receipt of PECO and FEFP Funds versus the rent billing date, the balance of rent due from FEFP funds is paid from the Miscellaneous Funds account and then reimbursed from the FEFP account after receipt of FEFP funds. This reimbursement transaction is highlighted in beige-pink in the activity ledger.

As of March 20, 2017 we had received about 80% of our EXPECTED REVENUE, and had spent 75% of our projected EXPENDITURES.

William V. Murry

William V. Murry
OCMS Treasurer

3 Incl Feb Activity Ledger - reconciled
Mar Activity Ledger - interim
Budget Summary as of Mar 20, 2017

OCALI CHARTER MIDDLE SCHOOL BUDGET PROGRAM - 2016-2017

(Francis Marion Charter School; dba OCALI CHARTER MIDDLE SCHOOL)

August 1, 2016 Revision - Adjusted November 10, 2016

WHAT IF !

WHAT IF !

EXPECTED REVENUE			Received	% Received
FEFP			403,566	359,677 89.12%
Other Rev Est Extras			197,201	121,305 61.51%
Transportation			24,060	18,272 75.94%
Teacher Lead money			810	810 100.00%
Sum Camp/uniforms/Supply Kitz			8,800	7,303 82.99%
Carryover from 2015-2016			41,235	41,236 100.00%
Fundraisers			10,000	2,248 22.48%
Activity Fees			10,700	2,417 22.59%
Eaglet Basic			4,000	3,715 92.88%
Gifts, Grants, Bequests			0	1,238 12384900.0%
Grant Settlement Recovery			32,836	31,836 97.0%
PECO			35,002	25,970 74.2%
Total Revenue			768,209	616,027 80.19%

STATUS AS OF: 20-Mar-17

Projected State Revenue	
Students	
Basic	87
ESE	20
Bus Riders	63
Per Student	\$4,160.71
Total State Revenue	\$445,196
95%	\$422,936

STATUS AS OF: 20-Mar-17

EXPENDITURES	Account Number	Total	Salaries 100	Employee Benefits 200	Purchased Services 300	Energy Services 400	Materials & Supplies 500	Capital Outlay 600	Other Expenses 700	Spent To Date:	% Budget
Instruction	5000	\$313,792	246,300	26,132	33,260	n/a	3,000	5,100	n/a	211,652	67%
Student Personnel Services	6100	\$6,400	0	0	6,400	n/a	0	n/a	0	3,990	62%
Instructional media Services	6200	\$0	n/a	n/a	0	n/a	0	0	n/a	0	33%
Instruction and curriculum Development Services	6300	\$0	n/a	n/a	0	n/a	0	n/a	n/a	2,063	103166500%
Board	7100	\$857	n/a	n/a	857	n/a	n/a	n/a	0	499	58%
School Administration	7300	\$151,469	115,000	12,202	20,286	n/a	3,982	n/a	n/a	132,564	88%
Facilities Acquisition	7400	\$14,620	n/a	n/a	620	n/a	0	14,000	n/a	105,668	723%
Fiscal Services	7500	\$17,400	n/a	n/a	17,400	n/a	n/a	n/a	n/a	15,550	89%
Food Services	7600	\$12,344	11,160	1,184	0	n/a	n/a	n/a	n/a	8,456	68%
Transportation	7800	\$54,055	38,925	4,130	3,000	8,000	n/a	n/a	n/a	36,752	68%
Operation of Plant	7900	\$153,052	n/a	n/a	132,100	19,800	1,152	n/a	n/a	27,885	18%
Maintenance	8100	\$19,360	n/a	n/a	16,570	n/a	2,790	n/a	n/a	889	5%
Community Services	9100	\$200	n/a	n/a	n/a	n/a	200	n/a	n/a	15,666	7833%
Debt Service	9200	\$5,000	n/a	n/a	n/a	n/a	n/a	n/a	5,000	0	0%
TOTAL EXPENDITURES		\$748,550	411,385	43,648	230,493	27,800	11,124	19,100	5,000	561,634	75%

RESERVE (3% FEFP Reqd)	\$12,107
Projected Revenue Excess	7,552 Over by 1.0%



Fundraiser Review

Summary

COMMUNITY | CREATIVITY | CULTIVATION

The Faces of Ocala project is a signature fundraising event for Ocala Charter Middle School that fosters community participation, highlights creative local artists, and cultivates education for the next generation of leaders.

Status & Timeframe

Celebrity Inquiries:

Dolly Parton *Donation?*
 Bobby Goldsboro *Artist*
 Mel Tillis
 Pam Tillis
 Dani Johnson
 Ivanka Trump
 Tammy Cochran

Sports Teams:

Orlando Magic – Owned by Devos Family

Children's Masks:

99% Complete/Photographed/Ready to Upload

Sponsorship Masks:

Next Step and Needs Board Participation (See Addendums)

Luncheon:

Target Date: Wednesday, May 3
 Location: TBD – Hilton or Holiday Inn Most Likely

Website

Up and Running at www.facesofocala.org with links to school Facebook
 Need to launch auction site: www.biddingowl.com will be linked from website

Press/Marketing

Press Release (see addendum)
 Advertisement in Ocala Star Banner
 Forums and Publications
 Facebook & Social Media
 Direct Mail (Limited and Only to Select Few)



March 6, 2017

Dear

As a member of the Board of Trustees for Ocali Charter Middle School, one of my initiatives is to help our community while raising awareness of our exceptional school. Although young, our school has provided an amazing academic alternative to over 100 families throughout Ocala, seeking a more personalized approach to education for their children. And we continue to grow and expand, with expectations of adding additional classes in the very near future to meet the demand!

This year, we are embarking on an amazing new adventure that will be mutually beneficial to your business, and will become a signature fundraising event for the students of our school.

The project is called "Faces of Ocala," and it highlights the incredible businesses, like yours, as well as local talent and aspiring young artisans throughout Marion County and across the nation, including some celebrities!

How the project works is simple:

1. For a small suggested tax-deductible \$250 donation (to cover costs of materials), we will provide you with a blank ceramic mask to paint, representing your company. This can include your colors, logo, mascot, or anything you would like to represent your "Face of Ocala" or brand.
2. We will pick up your mask by the deadline, and have it finished and mounted for display, courtesy of our amazing partners at locally-owned Picasso's Palette. Once finished we will return your mask, along with a couple other masks painted by our incredibly talented students, public figures, or celebrities, and ask that you display them for review for two weeks.
3. We will be placing an ad in the Ocala Star-Banner, along with a press release announcing their display and inviting the community to "stop by" your place of business to see the masks and learn more about your business.
4. The masks will also be featured on an online auction, and people around the world will see your mask, spotlighting your incredible support of our community, and be able to place bids for the mask of their choice.
5. All proceeds raised from the auction, will benefit our school's innovative programs and help meet the needs of many disadvantaged students in our community.

But that's just the beginning!

We want to give back to our community and support your business as a way to simply say "thank you" for believing in us! Here are some of the benefits your business will receive by being a sponsor of the "Faces of Ocala" project:

- Your name and/or logo will be placed on all of our marketing material including website (with link to your business), brochures, invitations, banners, signs, newspaper advertisements, press releases, and other collateral for distribution!
- Potential new customers will "stop by" your place of business to see the masks on display, giving you the opportunity to share your services or products!
- You will receive a Certificate of Appreciation to display in your place of business, showing you are an official sponsor of the "Faces of Ocala," highlighting your involvement in the community!
- Plus, you will receive two FREE tickets to our upcoming "Faces of Ocala" luncheon, featuring a special guest speaker (TBA), where all the masks will be on display and you will be publicly recognized for your sponsorship and support. Media will be invited to attend and cover the event, as well.

As a fellow business owner, I cannot express how excited I am to have you join me in supporting this most worthwhile cause, and appreciate all you do for our community.

Can I count on you? If so, please fill out the short, simple sponsorship form and enclose your tax-deductible gift and return both in the pre-addressed envelope, and we will quickly deliver your mask for painting.

Don't have time or talent? Don't worry! Our remarkable artists will be happy to work with you to design just the right mask to promote your brand.

Enclosed, please find a brochure with details about the project, and be sure to tell others about this worthwhile endeavor!

If you have questions, please don't hesitate to contact me directly at 407-988-5706 (my personal cell).

We are glad you are our neighbor, and appreciate your support. Thank you, again!

Sincerely,

Leo Pacheco
Development Chair | Board of Trustees

Enclosure

Faces of Ocala Sponsorship Form

The first annual Faces of Ocala project will run from March 15 through April 15, 2017, and will include an online auction and media promotion in order to raise funds for Ocali Charter Middle School, a non-profit organization recognized by section 501c3 of the IRS Code.

Ocali Charter Middle School (OCMS) is one of the few charter schools in Marion County, providing an alternative for families who desire a smaller school environment with a diverse teaching style and more personal interaction with others. Unlike most public schools, OCMS receives only partial funding from government dollars and must raise additional funds to meet the needs of the student population.

By sponsoring this signature annual event, you are providing state-of-the-art technology, advanced programs for disadvantaged children, enhanced educational experiences not offered through other schools, and exemplary training of the next generation of leaders!

In exchange for your generous support, here are some of the benefits you will receive with your sponsorship:

- Your name and/or logo will be placed on all of our marketing material including website (with link to your business), brochures, invitations, banners, signs, newspaper advertisements, press releases, and other collateral for distribution!
- Potential new customers will "stop by" your place of business to see the masks on display, giving you the opportunity to share your services or products!
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Show Your Commitment to Supporting the Community!

Company

Contact

Physical Address

Phone

Email

\$250 suggested sponsorship

Other \$ _____

Count us in! We will be donating at the level indicated below. By signing below, I agree to provide the in-kind amount noted below to Ocali Charter Middle School. I hereby agree to allow Ocali Charter Middle School to use our company name and/or logo in promotional materials for the Faces of Ocala project and will supply pre-approved artwork for said purpose. I also agree not to use Ocali Charter Middle School logo or likeness in any self-produced marketing materials without prior consent.

Signature of Authorized Agent:

Printed Name

Title

Date

Please send signed agreement, along with donation made payable to "OCMS," to:

Leo Pacheco
Ocali Charter Middle School
3233 SE Maricamp Rd. Ste. 106
Ocala, FL 34471

For questions, please contact: **Leo Pacheco at 352|264-9940 x 800 or leo.pacheco@ocali.school**

SPONSORSHIP BENEFITS

As part of our appreciation for your support, we will:

- ◆ Include your logo or name on this website with a link to your business!
- ◆ Feature your business or location where your mask will be on display, inviting the community to visit your location, generating additional foot traffic to your business!
- ◆ Provide you two-free tickets to our Faces of Ocala luncheon, where you will be recognized and honored for your support and enjoy a special presentation featuring a VIP keynote speaker (TBA soon)!
- ◆ Included in all our press releases, marketing collateral, and signage promoting the project!
- ◆ Visibility in media coverage, interviews, or advertisements!
- ◆ Issue a receipt showing your tax-deductible contribution!



THE PURPOSE

Changing the face of education, Ocali Charter Middle School (OCMS) is working together for the achievement of academic excellence for every child.

Providing smaller classrooms with more personalized attention, a three-year Spanish program, art enrichment programs, and project-based learning, OCMS is leading the way by providing an innovative option for students in Marion County.

Charter schools are public schools and do receive some government funding. However, unlike non-chartered public schools, they are operated by a non-profit organization, and are required to raise their own supplemental funds to meet the growing education needs of the community.

Proceeds from the Faces of Ocala project benefit OCMS and provide much needed materials such as art supplies, technology, and books to advance the needs of our underserved students.



*It's All About
Community!*

Community is about members mutually supporting and helping each other.

YOU CAN ALSO SPONSOR ONLINE AT:

WWW.FACESofOCALA.ORG

THE SIGNATURE FUNDRAISER FOR
OCALI
CHARTER MIDDLE SCHOOL
ACADEMY of MATH, SCIENCE, TECHNOLOGY and ENRICHMENT
A Tuition Free Public Charter Middle School
www.ocali.school



SPONSORSHIP

Sponsoring your own Faces of Ocala mask is simple and rewarding!

For a minimum donation of \$250, we will provide you with a blank ceramic mask for you to paint or decorate any way you choose to show off your unique artistic style, creativity, or message (as long it meets our guidelines).

If you don't have an artistic bone in your body, don't worry! One of our amazing volunteer artists will be happy to work with you to create your mask.

Once your mask is finished, we will return the mask to you (along with 2-3 other masks created by a celebrity sponsor, students from our school, or other public figure) for display throughout the month of April.

Your mask will be featured on our online auction and sold to the highest bidder with proceeds benefiting Ocali Charter Middle School, a tuition-free, non-profit school for grades 6 - 8.

COMMUNITY | CREATIVITY | CULTIVATION

- ◆ Fostering Community Participation
- ◆ Highlighting Creative Local Artists
- ◆ Cultivating Education for Young Leaders

1

It all starts with local businesses and philanthropic benefactors who generously sponsor a mask for a small donation.

Each benefactor will have the opportunity to design and create their own mask or commission one of our very talented local artisans to create the mask for them.

Once finished, the benefactor's mask, along with 2-3 other masks created by students of OCMS, celebrities, sports figures, or other public figures, will be put on display at either the benefactor's place of business or in a public, non-competing location.

2

Each mask will also be featured on an online auction site for bidding, with the proceeds benefiting the school.

3

The community will be provided a map listing the locations of each mask and invited to visit locations, which will expose businesses to prospective new clients and customers.

In celebration of the online auction and community display, all benefactors will be invited to a complimentary luncheon and reception. In addition, benefactors will be invited to give presentations to makers and

4

SPONSORSHIP FORM

Contact Name _____

Company _____

Address _____

City _____ ST _____

Zip _____ Phone # _____

Email _____

Which option would you like for designing your mask?

I will design my own

Please have an artist contact me for design help

Please detach this form and mail, along with a minimum donation of \$250 to:

Ocali Charter Middle School
Attn. Faces of Ocala
3233 SE Maricamp Rd. Ste. 106
Ocala, FL 34471
352 | 264-9940

Please make checks payable to:
Ocali Charter Middle School

Ocali Charter Middle School is a non-profit 501c3 organization. Donations are tax-deductible as permitted by the extent of law.



March 6, 2017

To whom it may concern:

As a member of the Board of Trustees for Ocali Charter Middle School, one of my initiatives is to help our community while raising awareness of our exceptional school. Although young, our school has provided an amazing academic alternative to over 100 families throughout Ocala, seeking a more personalized approach to education for their children. And we continue to grow and expand, with expectations of adding additional classes in the very near future to meet the demand!

This year, we are embarking on an amazing new adventure that will be mutually beneficial to your business, and will become a signature fundraising event for the students of our school.

The project is called "Faces of Ocala," and it highlights the incredible businesses, like yours, as well as local talent and aspiring young artisans throughout Marion County and across the nation, including some celebrities!

How the project works is simple:

1. For a small suggested tax-deductible \$250 donation (to cover costs of materials), we will provide you with a blank ceramic mask to paint, representing your company. This can include your colors, logo, mascot, or anything you would like to represent your "Face of Ocala" or brand.
2. We will pick up your mask by the deadline, and have it finished and mounted for display, courtesy of our amazing partners at locally-owned Picasso's Palette. Once finished we will return your mask, along with a couple other masks painted by our incredibly talented students, public figures, or celebrities, and ask that you display them for review for two weeks.
3. We will be placing an ad in the Ocala Star-Banner, along with a press release announcing their display and inviting the community to "stop by" your place of business to see the masks and learn more about your business.
4. The masks will also be featured on an online auction, and people around the world will see your mask, spotlighting your incredible support of our community, and be able to place bids for the mask of their choice.
5. All proceeds raised from the auction, will benefit our school's innovative programs and help meet the needs of many disadvantaged students in our community.

But that's just the beginning!

We want to give back to our community and support your business as a way to simply say "thank you" for believing in us! Here are some of the benefits your business will receive by being a sponsor of the "Faces of Ocala" project:

- Your name and/or logo will be placed on all of our marketing material including website (with link to your business), brochures, invitations, banners, signs, newspaper advertisements, press releases, and other collateral for distribution!
- Potential new customers will “stop by” your place of business to see the masks on display, giving you the opportunity to share your services or products!
- You will receive a Certificate of Appreciation to display in your place of business, showing you are an official sponsor of the “Faces of Ocala,” highlighting your involvement in the community!
- Plus, you will receive two FREE tickets to our upcoming “Faces of Ocala” luncheon, featuring a special guest speaker (TBA), where all the masks will be on display and you will be publicly recognized for your sponsorship and support. Media will be invited to attend and cover the event, as well.

As a fellow business owner, I cannot express how excited I am to have you join me in supporting this most worthwhile cause, and appreciate all you do for our community.

Can I count on you? If so, please fill out the short, simple sponsorship form and enclose your tax-deductible gift and return both in the pre-addressed envelope, and we will quickly deliver your mask for painting.

Don't have time or talent? Don't worry! Our remarkable artists will be happy to work with you to design just the right mask to promote your brand.

Enclosed, please find a brochure with details about the project, and be sure to tell others about this worthwhile endeavor!

If you have questions, please don't hesitate to contact me directly at 407-988-5706 (my personal cell).

We are glad you are our neighbor, and appreciate your support. Thank you, again!

Sincerely,

Leo Pacheco
Development Chair | Board of Trustees

Enclosure

Faces of Ocala Sponsorship Form

The first annual Faces of Ocala project will run from March 15 through April 15, 2017, and will include an online auction and media promotion in order to raise funds for Ocali Charter Middle School, a non-profit organization recognized by section 501c3 of the IRS Code.

Ocali Charter Middle School (OCMS) is one of the few charter schools in Marion County, providing an alternative for families who desire a smaller school environment with a diverse teaching style and more personal interaction with others. Unlike most public schools, OCMS receives only partial funding from government dollars and must raise additional funds to meet the needs of the student population.

By sponsoring this signature annual event, you are providing state-of-the-art technology, advanced programs for disadvantaged children, enhanced educational experiences not offered through other schools, and exemplary training of the next generation of leaders!

In exchange for your generous support, here are some of the benefits you will receive with your sponsorship:

- Your name and/or logo will be placed on all of our marketing material including website (with link to your business), brochures, invitations, banners, signs, newspaper advertisements, press releases, and other collateral for distribution!
- Potential new customers will “stop by” your place of business to see the masks on display, giving you the opportunity to share your services or products!
- You will receive a Certificate of Appreciation to display in your place of business, showing you are an official sponsor of the “Faces of Ocala,” highlighting your involvement in the community!
- Plus, you will receive two FREE tickets to our upcoming “Faces of Ocala” luncheon, featuring a special guest speaker (TBA), where all the masks will be on display and you will be publicly recognized for your sponsorship and support. Media will be invited to attend and cover the event, as well.

Show Your Commitment to Supporting the Community!

Company

Contact

Physical Address

Phone

Email

\$250 suggested sponsorship

Other \$ _____

Count us in! We will be donating at the level indicated below. By signing below, I agree to provide the in-kind amount noted below to Ocali Charter Middle School. I hereby agree to allow Ocali Charter Middle School to use our company name and/or logo in promotional materials for the Faces of Ocala project and will supply pre-approved artwork for said purpose. I also agree not to use Ocali Charter Middle School logo or likeness in any self-produced marketing materials without prior consent.

Signature of Authorized Agent:

Printed Name

Title

Date

Please send signed agreement, along with donation made payable to “OCMS,” to:

Leo Pacheco
Ocali Charter Middle School
3233 SE Maricamp Rd. Ste. 106
Ocala, FL 34471

For questions, please contact: **Leo Pacheco at 352|264-9940 x 800 or leo.pacheco@ocali.school**

SPONSORSHIP BENEFITS

As part of our appreciation for your support, we will:

- ◆ Include your logo or name on this website with a link to your business!
- ◆ Feature your business or location where your mask will be on display, inviting the community to visit your location, generating additional foot traffic to your business!
- ◆ Provide you two-free tickets to our Faces of Ocala luncheon, where you will be recognized and honored for your support and enjoy a special presentation featuring a VIP keynote speaker (TBA soon)!
- ◆ Included in all our press releases, marketing collateral, and signage promoting the project!
- ◆ Visibility in media coverage, interviews, or advertisements!
- ◆ Issue a receipt showing your tax-deductible contribution!



THE PURPOSE

Changing the face of education, Ocali Charter Middle School (OCMS) is working together for the achievement of academic excellence for every child.

Providing smaller classrooms with more personalized attention, a three-year Spanish program, art enrichment programs, and project-based learning, OCMS is leading the way by providing an innovative option for students in Marion County.

Charter schools are public schools and do receive some government funding. However, unlike non-chartered public schools, they are operated by a non-profit organization, and are required to raise their own supplemental funds to meet the growing education needs of the community.

Proceeds from the Faces of Ocala project benefit OCMS by providing much needed materials, instruments, art supplies, technology, and resources to advance academia in an underserved student population.



CHANGING THE FACE OF EDUCATION

FACES
of
OCALA
facesofocala.org

*It's All About
Community!*

Community is about members mutually supporting and helping each other.

YOU CAN ALSO SPONSOR ONLINE AT:

WWW.FACESofOCALA.ORG

THE SIGNATURE FUNDRAISER FOR

OCALI

CHARTER MIDDLE SCHOOL

ACADEMY of MATH, SCIENCE, TECHNOLOGY and ENRICHMENT
A Tuition Free Public Charter Middle School

www.ocali.school



SPONSORSHIP

Sponsoring your own Faces of Ocala mask is simple and rewarding!

For a minimum donation of \$250, we will provide you with a blank ceramic mask for you to paint or decorate any way you choose to show off your unique artistic style, creativity, or message (as long it meets our guidelines).

If you don't have an artistic bone in your body, don't worry! One of our amazing volunteer artists will be happy to work with you to create your mask.

Once your mask is finished, we will return the mask to you (along with 2-3 other masks created by a celebrity sponsor, students from our school, or other public figure) for display throughout the month of April.

Your mask will be featured on our online auction and sold to the highest bidder with proceeds benefiting Ocali Charter Middle School, a tuition-free, non-profit school for grades 6 - 8.

Ocali Charter Middle School is a non-profit 501c3 organization. Donations are tax-deductible as permitted by the extent of law.

COMMUNITY | CREATIVITY | CULTIVATION

- ◆ Fostering Community Participation
- ◆ Highlighting Creative Local Artists
- ◆ Cultivating Education for Young Leaders

1

It all starts with local businesses and philanthropic benefactors who generously sponsor a mask for a small donation.

Each benefactor will have the opportunity to design and create their own mask or commission one of our very talented local artisans to create the mask for them.

Once finished, the benefactor's mask, along with 2-3 other masks created by students of OCMS, celebrities, sports figures, or other public figures, will be put on display at either the benefactor's place of business or in a public, non-competing location.

Each mask will also be featured on an online auction site for bidding, with the proceeds benefiting the school.

3

The community will be provided a map listing the locations of each mask and invited to visit locations, which will expose businesses to prospective new clients and customers.

Upon completion of the online auction and community display, all benefactors will be invited to a special Faces of Ocala luncheon for recognition and appreciation, featuring special guest speakers and presentations.

4

SPONSORSHIP FORM

Contact Name _____

Company _____

Address _____

City _____ ST _____

Zip _____ Phone # _____

Email _____

Which option would you like for designing your mask?

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