

THE NORTHWOOD PTA EXPLORER

November 2004

News for Northwood Elementary Families

Volume 9, Issue 02

President's Letter

Thanks to you and the efforts of our wonderful gift wrap committee, I'm happy to announce that this fall's fundraiser with Southern School Services has been a big success! To date we've netted over \$19,000 through this fundraiser, and we expect that figure to grow as we will continue to accept Internet orders ([visit www.ezfundraising.com](http://www.ezfundraising.com)) through December 1, 2004.

Looking back at the PTA's 2004-2005 budget, the gift wrap fundraiser will net about what we budgeted—\$20,650. We used to say that our fall, gift wrap, fundraiser was our "only" fundraiser. That is no longer an accurate statement. Using the budget as a guide (you can get a copy in the office or pick one up at any general PTA meeting), I thought I would use this column to convey the various ways the PTA raises money today. I'll also outline the allocation of these fundraising efforts:

- First, a look at "Income"—the top part of the budget form. The fall fundraiser is not the *only* fundraiser, but it remains Northwood PTA's *primary* fundraiser. We all own a lot of gift wrap, and people often suggest alternative fundraisers to us. We appreciate any/all ideas for fundraisers, and we study these alternatives—along with our options for gift wrap fundraising vendors—each spring before we contract with a fall fundraising partner. No single fundraising alternative has come close to meeting the large budget figure (i.e., about \$20,000) that a gift wrap fundraiser fills for Northwood, but we will continue to explore options in the future.
- The gift wrap fundraiser grew in Northwood's early years, but when growth leveled off, the PTA looked for ways to "plug the gap." Luckily, businesses started presenting "matching" opportunities to schools—our Domino's Pizza Night, Skate Day at the Cooler, Bruster's School Day ("Outside Events" on the budget), as well as matching contributors listed elsewhere in this newsletter (e.g., Publix and Kroger—"Scan Cards" in the budget—and "Big G Box Tops"), offer Northwood a potpourri of new avenues to gather income. (And, as a bonus, many offer activities to Northwood families!). Of course, the challenge with these types of fundraising vehicles is finding a way to balance them. We try to choose those that offer the best return (in profit and "fun") to Northwood, but there are a lot of choices! Finally, another way we manage the "gap" is to watch our expenses. Launching the Contributions Committee this year has been a tremendous help in this regard—Joyce Hosseini and Bari Calais work to get "free stuff" for Northwood. This lowers our expenses across all school activities.
- Moving on, there are several product categories on the PTA budget, e.g., Spirit Wear, Yearbook, Directory, and School Store. Most of these categories are budgeted for little profit—(of course, since the PTA is a not-for-profit organization, this term is used loosely! All the money raised each year is spent as we will see in a moment.) The focus here is on garnering school spirit and ensuring that, overall, we do not lose money on these product offerings.
- Next there are school activities, e.g., Music and Movie Nights,

President's Letter, con't on page 2

"Read, White, and Blue"

Northwood's Book Fair
Is Coming!
November 3rd – 12th



Northwood will host a Scholastic Book Fair November 3rd-12th. This annual event always generates a lot of excitement, and we expect this year's Book Fair to be the best ever. The schedule will be as follows:

Preview Days: November 3rd, 4th, and 5th—each class will come to preview books and write "Wish Lists," but there will be no buying these first three days.

Buying Days: November 8th and 9th—these days, each class will return to the Book Fair at a scheduled time to shop. (During these days plus November 10th-12th, the Book Fair will open before school at 7:30 a.m. and remain open after school until 3:30 p.m. Children are welcome to join a parent who is shopping before or after school, but children will not be allowed to shop by themselves during these periods.) Monday and Tuesday Evenings, November 8th and 9th—Book Fair will be open during "Math Mania." While "Math Mania" activities will run from 7:00-8:00 p.m. (preceded by a general PTA meeting at 6:45 p.m.), the Book Fair will be open from 6:00-8:30 p.m.

Parents who cannot attend either evening event and who cannot join their child's class during its scheduled buying time may shop any weekday from November 8th-12th from 7:30 a.m. to 3:30 p.m. Outside their scheduled class buying time, however, children must be accompanied by a parent for shopping.

Many volunteers are needed to make the Book Fair run smoothly. If you can help and haven't been contacted already, please call Mary Kay Flett, Tara Osborne, or Katie Mazzuckelli, Book Fair Chairs.

This is a great way to get some holiday shopping done early and remember, profits from this event directly benefit our Media Center. Mark your calendars, and we'll see you there!

Caring and Sharing

Thanks to all families who participated in our can drive! We had a wonderful response, and North Fulton Charities is very grateful for your donations.

Caring and Sharing, a PTA committee dedicated to helping those less fortunate, has two events planned this fall to enrich our community. **The Counselor's Fund and Sock and Mitten Tree:** Look for more details to come home with your child in November and December!

Want to help? Call Andrea Bourgeois or Christy Pincheon, Caring and Sharing Committee Co-Chairs.

Bingo, and Carnival (these all appear in the budget as "School Events"). Here again, the focus is on creating activities that are fun for students and their families and ensuring that we do not lose money along the way.

Now, on to the bottom part of the budget—"Expenses." All of the money that is generated from the preceding fundraisers—big (gift wrap) and small (outside events, product, and school activities) funds the bulk of the expenses in the three major categories of expenses:

- Departmental/Teacher Funding—including funding for individual teachers, the technology and music departments, cultural arts funding, the Media Center and ExplorerVision, the Clinic, Counselor's fund, and administrative funding.
- Student/School Support—including funding for room parents, committee funding, fifth grade graduation and field trip funding, and landscaping.
- Administrative—including all PTA office expenses, bank charges, and bad debt as well as North Fulton Council PTA dues and fees.

I'm sure you are thinking that I've missed a few fundraisers . . . and I have!

- There is Book Fair. The 2003 Book Fair netted over \$5,500 worth of books and dollars that went directly to the Media Center, and we have equal expectations for the 2004 event. Though the Book Fair relies on PTA volunteers for manpower—and we all support this wonderful fundraiser—Book Fair monies do not go through the PTA budget.
- Original Art—the PTA manages this fundraiser, but almost all the money raised through this fundraiser is dedicated to Art Department support. These monies do go through the PTA budget.
- School-sponsored activities—a few fundraisers are sponsored outside the PTA, for example, the Chick-fil-A Night. These fundraisers support an administrative budget that directly funds academic-related needs.
- The Northwood Foundation—last but certainly not least, the Northwood Foundation is a separate arm of Northwood, and the monies raised by the Foundation through their fundraising efforts are distinct from those raised by the Northwood PTA.

The only items left on the budget are "reserves." These are monies left primarily to ensure that there is cash in hand when we need it—when a fundraiser does not meet expectations or when we simply have not received money from our fundraisers yet and need to pay our bills!

I hope this summary helps all members of the Northwood community understand how important their support of each and every fundraising activity is—their monetary contributions as well as the volunteer efforts that turn fundraising activities into reality! The PTA budget will be posted at all general PTA meetings—the next one is scheduled for November 8th/9th (immediately preceding "Math Mania" at 6:45 p.m. both evenings). Whether at these meetings or at any other time—if you have a budget question—feel free to ask!

Katie Mazzuckelli

Big Creek Park Update

As you know, playground construction is complete and the picnic shelter, which will also serve as an outdoor classroom for Northwood, is nearly finished. Site preparation for the Fitness Trail and playing field is ongoing. The playground area will continue to need Northwood's help so keep an eye (and your feet!) out for the 2nd Annual Foundation Walk-A-Thon next spring!

The Roswell Environmental/Public Works and Recreation and Parks departments conducted a public meeting on August 31, 7:00 p.m. at Northwood's cafeteria. The Rec. and Parks Dept. provided playground and park updates. Park facility construction is not expected to begin for a few years - a bond referendum will likely need to be passed for funding these projects. The current master plan shows buildings located near the power line easements (adjacent to Belcourt Apartments). Representatives from GeoSyntec Consultants presented an overview of the Wetlands Enhancement Project that will be developed adjacent to the Big Creek wetlands. Several city council members, including Northwood parent David Tolleson, were also at the meeting.

Big Creek is a source of Roswell's drinking water and it receives urban stormwater runoff. This runoff contains chemicals from fertilizers, oil and other pollutants. The Big Creek Wetlands Enhancement project design was led by Geo-Syntec Consultants and is funded through an EPA grant. The project will involve the construction of two natural treatment ponds and a naturalized storage pond to improve water quality and help control flow during drought conditions. Surplus dirt from the pond development will be used to construct a soccer field behind Northwood's existing soccer field. The project is expected to be completed by Spring 2005. Construction access will be from the power line easement.

The purpose of this EPA monitored project is to demonstrate stormwater quality improvement and management technologies. Eventually, trails will link Northwood to the Wetlands Enhancement area. This will allow for outdoor classroom education on the stormwater project, the wetlands, and the importance of water quality. Updates of the Big Creek Park Wetlands Enhancement Project can be found on Roswell's web site at www.roswellgov.com.

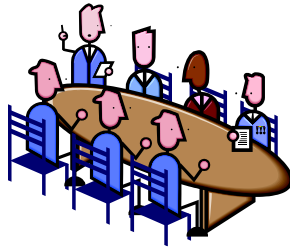
Margaret Cash, Big Creek Park Chair

Thanks to your heartfelt response to the call in the last PTA newsletter for committee Co-Chairs, we filled our two open positions for Yearbook and Field Day. Don't let the fact that there are no current "vacancies" stop you from volunteering! If you would like to explore committee activities, please call Katie Mazzuckelli or any PTA Board member for information. Sometimes a new fundraising/committee idea waits to be launched for lack of a Committee Chair—if we know you are interested, we might be able to launch a new activity mid-year. Plus, there are always opportunities to volunteer for specific events—look on flyers for ways to help at activities like Book Fair, Music and Movie Nights, Bingo, and Field Day. Thanks—in advance—for your help!

Your Northwood PTA at Work For You!

Spirit Wear

A final opportunity to order Northwood Spirit Wear for 2004-05 will be coming your way soon! This will likely be the last order made for this school year so be sure to get one of our comfy fleece pullovers or vests for the cool weather! These fleece items would make wonderful holiday gifts for those who love your little Northwood scholar! The absolute last day to submit your order is November 5, so don't delay! Questions? Please contact Debbie Lommen, Spirit Wear Chair.



School Store

Don't forget the PTA-sponsored School Store for your school supply needs. We have classroom items such as notebook paper, folders, markers, crayons, glue, and pencils at reasonable prices. The School Store is open most Tuesday and Thursday mornings from 7:15-7:45 a.m. in the cafeteria. All profits earned support PTA activities. Questions? Call Kim Dean, School Store Chair.

Special Recognition:

In October, the **Wal-Mart SuperCenter** in Alpharetta (970 Mansell Road) awarded Northwood PTA a \$500 grant to match our August Pizza Night and Skate Day fundraising efforts! We were thrilled to be able to leverage our fundraising endeavors this way—what a wonderful bonus! This grant is in addition to many product contributions Wal-Mart has made to Northwood this year. We greatly appreciate all they do for us!

Log Those Hours!

Please remember to log your volunteer hours! When In Northwood log onto the VIPS computer system in the office (remember to log out!). When working at home simply keep track of your hours and log them on a VIPS card in the file by the computer in the office. Northwood earns funding credit for all hours logged—so help Northwood get credit for your hours! Questions? Contact Dana Dowdy, VIPS Committee Chair.

WE'RE ALMOST TO 100%...

Please join the PTA! Receive a directory with your family membership, and remember the best deal on this year's yearbook is available through the one-stop shopping on the membership form too! Forms are available in the office.

Added PTA membership benefits include: Discounts at the Atlanta History Center, Atlanta Hawks and Atlanta Thrasher games, and some Phillips Arena events. There are also discounts available at Honey Baked Ham stores, barneandnoble.com, Consumer FIRST and FedEx/Kinko's.

Let's reach 100% membership again this year—we're almost there! Questions? Contact Ann Cox, Membership Committee Chair.

Important Dates to Remember



November, 2004

Mon, 1—Spirit Day
Tues, 2—No School, Election Day
Wed, 3-Fri, 12—Book Fair
Wed, 3-Fri, 5—Book Fair Sneak Preview Days
Thurs, 4—SRA Day, 8:00 am, Kindergarten
Thurs, 4—Skate Day at The Cooler, 3:30-5:15 pm
Mon, 8 and Tues, 9—Book Fair Buying Days for Classes
Mon, 8 and Tues, 9—PTA Meeting, 6:45 pm and Math Mania, 7 pm, 1st-5th grades
Wed, 10-Fri, 12—Book Fair Open for Parents
Thurs, 18—Domino's Pizza Night
Fri, 19—Team Meetings, 8 am, Cafeteria and Gym
Wed, 24-Fri, 26—No School, Thanksgiving Day Break

December, 2004

Wed, 1—Spirit Day
Thurs, 2—Skate Day at The Cooler, 3:30-5:15 pm
Fri, 10—Team Meetings, 8 am, Cafeteria and Gym
Tues, 14—Class Holiday Parties, 1-2 pm, K-1st grades
Wed, 15—Class Holiday Parties, 1-2 pm, 2nd-3rd grades
Thurs, 16—Class Holiday Parties, 1-2 pm, 4th-5th grades
Thurs, 16—Domino's Pizza Night
Fri, 17—Reading is a Gift Day
Fri, 17—End of First Semester
Mon, 20-Fri, 31—No School, Holiday Break

January, 2005

Mon, 3—No School, Teacher Work Day
Tues, 4—Spirit Day; Beginning of Second Semester
Thurs, 6—Skate Day at The Cooler, 3:30-5:15 pm
Mon, 17—No School, MLK Holiday
Fri, 21—Good Choices Day Meeting, 8 am
Fri, 21—Movie Night, 6:45 pm, Cafeteria, K-3rd grades
Thurs, 27—Domino's Pizza Night

Northwood Benefits!

As we explained in the last newsletter, Northwood is enrolled in a growing number of programs offered by businesses that give money back to the school in various ways. Last time we detailed programs offered by **Office Depot**, **Pike's Nursery**, and **Target** (all locations) as well as **Shape Xpress Fitness for Women** (located at 3000 Old Alabama Road). In this newsletter, we add a new program to the list:

Staples—drop your empty ink and toner cartridges in the collection box near the computer, "sign-in" table in the front office. Staples will donate \$1 to Northwood for every eligible cartridge we collect, and Northwood students will learn good recycling habits at the same time!

All these programs make Northwood the beneficiary of the shopping you already do! Again, if you know of any other retailers who offer arrangements such as these, please let us know. We would be happy to research them and add them to our list.

2004-2005 Northwood PTA Executive Board and Committee Chairs

President

Katie Mazzuckelli 770/664-6307

First Vice President

Beth Litterer 770/343-6227

◆ Room Parents

Beth Litterer 770/343-6227

◆ Hearing and Vision

Cathy Dougherty 770/664-5635

◆ Spirit Wear

Debbie Lommen 770/754-9202

◆ Music Night

Cathy Rowe 770/992-9237

◆ Contributions

Bari Calais 770/641-9383

Joyce Hosseini 770/640-1887

◆ Caring and Sharing

Andrea Bourgeois 770/772-4981

Christy Pincheon 770/754-9796

◆ Carnival

Lisa Anderson 770/552-8055

Second Vice President

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Tara Osborne 770/751-7005

◆ VIPS

Dana Dowdy 770/642-0117

◆ School Store

Kim Dean 770/664-7673

◆ Gift Wrap

Cathy Riley 770/667-3287

Michelle Thompson 770/772-0141

Grace Pate 770/587-2870

◆ Publicity

Wendy Jackson 770/569-9215

◆ Reflections

Carmen Evers 770/667-1131

◆ Big G Box Tops

Cathy Kleiber 770/998-0301

Third Vice President

Catherine Ingersoll 770/640-0108

◆ Bingo Night

Bari Calais 770/641-9383

Joyce Hosseini 770/640-1887

◆ Staff Recognition

Kim Boyd 770/552-8437

◆ Media Center

Donna Conn 770/410-0203

◆ Landscaping

Liz Barton 770/751-6885

◆ Hospitality

Marty Young 770/410-1336

◆ Accelerated Reader

Sandy Williams 770/664-0667

Mary Beth Bierbaum 770/442-5306

◆ Field Day

Carl Washburn 770/552-9891

Jenny Storey 770/998-4641

Fourth Vice President

Shelley Avant 770/619-9097

◆ Movie Night

Delonica Brennan 770/641-7418

Betty Dobroski 770/649-8006

◆ Membership

Ann Cox 770/475-5981

◆ Directory

Margaret Cash 678/319-0021

◆ Big Creek Park

Margaret Cash 678/319-0021

◆ Book Fair

Katie Mazzuckelli 770/664-6307

Mary Kay Flett 770/664-8459

◆ Yearbook

Laurie Ferry 770/667-4910

Allison Smith 770/667-0884

◆ Newsletter

Shelley Avant 770/619-9097

Secretary

Ann Cox 770/475-5981

Treasurer

Cathy Rowe 770/992-9237

Parliamentarian

Joyce Hosseini 770/640-1887

Thanks!

We would like to extend our thanks to the retailers listed below who have made contributions to our school through Northwood's PTA since the last PTA newsletter was published:

Bruster's Ice Cream & Yogurt
8420 Holcomb Bridge Road

The Cooler
10800 Davis Drive

Domino's Pizza
Haynes Bridge and Old Alabama

Dunkin' Donuts
775 Holcomb Bridge Road

The Home Depot
1425 Market Boulevard

John Deere Landscapes
5610 McGinnis Ferry Road

Karate for Kids
8465 Holcomb Bridge Road

Kroger
Haynes Bridge and Old Alabama

Michaels Arts & Crafts
7491 North Point Parkway

NTi Computers
2500 Old Alabama Road

Publix
Haynes Bridge and Old Alabama

Target
6000 North Point Parkway

Wal-Mart SuperCenter
970 Mansell Road

Again, we thank these retailers for their support of Northwood Elementary School. And, we encourage Northwood families to support these businesses that have so generously shown their support for their community through their contributions to our school.



PTA Explorer
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