Montessori de Santa Cruz Public Charter School
Financial Sustainability

Tubac is a rural community located between the two metropolitan cities of Tucson and Nogales, Arizona. The community is one of the oldest in Arizona with a number of historical points of interest, artisans, many seventh generation families, seasonal residents and retirees. Even though the minority of the population is younger families with children, there are adjacent small local communities within the area that have young families with children that travel to our school. It is the only local Charter School within a 25 mile radius; the nearest Public School is 15 miles from Tubac as well.
This small community with no major corporations or businesses and was hit hard by the financial downfall in 2009, but is beginning to realize some change and growth. However, even during these very difficult times the school has been able to maintain its financial viability without any major debt and a strong community reputation as an alternative resource for the families in the area.

As we begin to realize an upturn in our local economy, the Board of Directors has set into motion a plan for improvement and growth. They began by hiring a qualified Director to oversee upgrading the Montessori curriculum in alignment with Arizona Common Core Standards, community outreach, grant writing and an aggressive marketing plan. Santa Cruz Valley Opportunities in Education (SCVOE) dba Montessori de Santa Cruz Charter School (MdSC) is currently acting to increase its revenue stream from FY 2012-2013 to FY 2013-2014 by maximizing the local resources and opportunities available to us:

Our tuition based nonprofit Preschool should produce annual revenue estimates of about $ 54,400 this Fiscal Year end. Based on open enrollment commitments and enrollment interests for next Fiscal Year we project a 25% in increased revenues. Additional revenue from projected growth in enrollment for our lower elementary and upper elementary of 20%, provides a remedy for the financial going concern.

Within our efforts to generate additional revenue, we have increased programs to use a portion of our vacant school land to create revenue through events, event parking, community activities and other after school programs. This year, we have offset our rent $7200 to date and provided a venue for the students to offer their art projects for sale which has netted over $1000 to date. The children are involved in multiple community fundraisers netting additional funds for field trips and program supplies support.

Our new marketing plan includes an expansion of the After School Programs such as our Local Artist Inspired Art program, Pottery Classes, Drama, Soccer and other special interest

Increased community communications and marketing has increased ECA donations by over $3000 this fiscal year to further support our growing after school programs. A local private funds donation was received and applied to our "Learning Math through the Arts program" of $21,260. We have also received an additional $2,000 above last year's local donations from our increased community outreach.

The schools Long Term Debt Liability of $30,000.00 has been forgiven and donated to the school as an unrestricted fund leaving the only other liability a minor equipment rental contract. (See attached note forgiveness)

Our total increase over the last Fiscal Year to date from these efforts should net approximately $43,400. Although most of this fiscal year has been spent developing these programs and establishing a greater community outreach and involvement this shows we are realizing our marketing and community outreach efforts and goals.

As part of our marketing efforts we have upgraded our logo and marketing material, press releases, articles, advertising, website and school signage. We are currently finalizing a video that will promote and give information about the school to the community and features the outstanding success stories of many of our former graduates. Our near term plans are to host a major hospitality event featuring this video and the children to our community for further support and involvement.

We have established a car pool for parents outside the area with our longer range goals to secure bus transportation to enable even more children outside the area to enroll.

In addition to our marketing efforts we have improved on our electronic financial files to enable an even greater attention to detail for support in budgets, operation decisions, monitoring and reporting of activities and program development.
We have established dedicated bank accounts including a Restricted Bank Account, a Petty Cash Account, and a Payroll Account to further increase controls and greater reporting abilities for strategic budgeting.

Our accounting has increased the detail to show allocations of all expenses by classroom supplies, expenses and payroll to further assist in the control and execution of budgets and costs. We have as a result been able to significantly reduce outside professional services and expenses with these controls, while decreasing equipment rentals and supplies. Our finance office has additionally increased its efforts for stronger billing and collection program and process for school revenues.

The Charter Holders and Board Members listed below are well respected members of the Community. They are diversified in their expertises and are involved in the Community at many levels. They are great Ambassadors of the school and work diligently at fundraising and recruitment. They also integrate the school promotion into their business's and other

community positions. All of the Board Members have or have had their children in the school and are an integral part of the school staff and school community.

Charter Holder's and Board of Directors
Community involvement

Todd Harrison

- Founding Member and President of the Montessori de Santa Cruz Charter School for 14 years
- Charter Holder – SCVOE dba Montessori de Santa Cruz Charter School
- Broker / Owner – The Harrison Real Estate Group – Local development of commercial and residential projects
- Past Board Member of Tubac Chamber of Commerce
- Past Vice President – AZ Department of Tourism / Tubac - Santa Cruz Valley Visitors Center
- Past Board Member of Friends of the Santa Cruz River
- Member of Tubac Citizen's Council
- Past Board Member of Fresh Produce Association of the Americas
- Past Executive Board Member of National Produce Promotion Board
- Have three children that have been students at MdSC

* **Note**: The Harrison Real Estate Group has worked to form a new development that will soon be in the construction stages bringing an urgent care facility, a hotel, food and services along with affordable housing, plans for a new school facility and other needed infrastructure that will support the necessary growth in the area to grow our school

Laurinda Oswald

- Founding Board Member of MDSC
- Co-charter holder MDSC
- Owner-Oswald Cattle Co
- Board Member -Sonoran Institute (6 years)
- 2 children that have gone through MDSC

Celeste Wisdom

- Owner of Wisdom's Cafe & Wisdom' DOS
- Two children who have been educated at MdSC, one now in middle school and the other currently in 4th grade at MdSC
- Board Member of MdSC
- Former Member of the parent volunteer committee of MdSC
- Past Board President of the Tubac Health Care Foundation
- Past Board Member of St. Ann's Church Finance Committee

Julie Grounds

- Owner Central Pet Amado & Tucson – boarding and training facilities
- Co developer Barrio de Tubac residential community
- Board Member of MdSC
- Two children currently enrolled in 4th grade at MdSC

Oswald Cattle Co.
P.O. BOX 504 • AMADO, AZ 85645
(520) 398-2883

March 15, 2014

Montessori de Santa Cruz Charter School
P.O. Box 4706
Tubac, Az 85646

Re: Note Payable Laurinda Oswald

Dear Montessori de Santa Cruz,

I am so excited and pleased with the progress of the school, please forgive my note for $30,000 and consider this an unrestricted donation to the school.

Sincerely,

Laurinda Oswald

Laurinda Oswald

Future Press Release:

- April 2014 issue of the Tubac Villager will have an article about the MDSC LMA program featuring UE learning about coordinate planes and geometry through abstract art

2013-2014 MDSC Fundraisers:

- ECA Tax Credit
- eScrip
- Box Tops for Education
- Labels for Education
- Tumacacori Fiesta (booth)
- Tubac Festival of the Arts (parking lot and booth)
- Silent Auction
- Garden Produce Sales
- Monthly Friday Bake Sales
- Upper Elementary Burrito Breakfast
- The American Heart Association Annual Jump Rope for Heart

2013-2014 Community Events:

- Beginning of the year Open House (Thursday before first day of school)
- Afternoon of Montessori: Bridging School to Home
- Afternoon of Montessori: Watch Me Work
- International Day of Peace (more community members were invited in 2013 than in past years)
- Evening of Montessori: Our Montessori Story
- History Mystery
- Luminaria Nights Student Caroling
- Tumacacori Fiesta
- Upper Elementary Burrito Breakfast
- Holiday Presentation
- Tubac Festival of the Arts
- Open House: Share Montessori with a Friend (Last Wednesday in February)
- Silent Auction and Talent Show

Additional Future Community Events:

- Snowbird Dinner
- Student presentations at local clubs such as Rotary

2013-2014 After School Programs:

- Play Dough Club
- Knitting Club

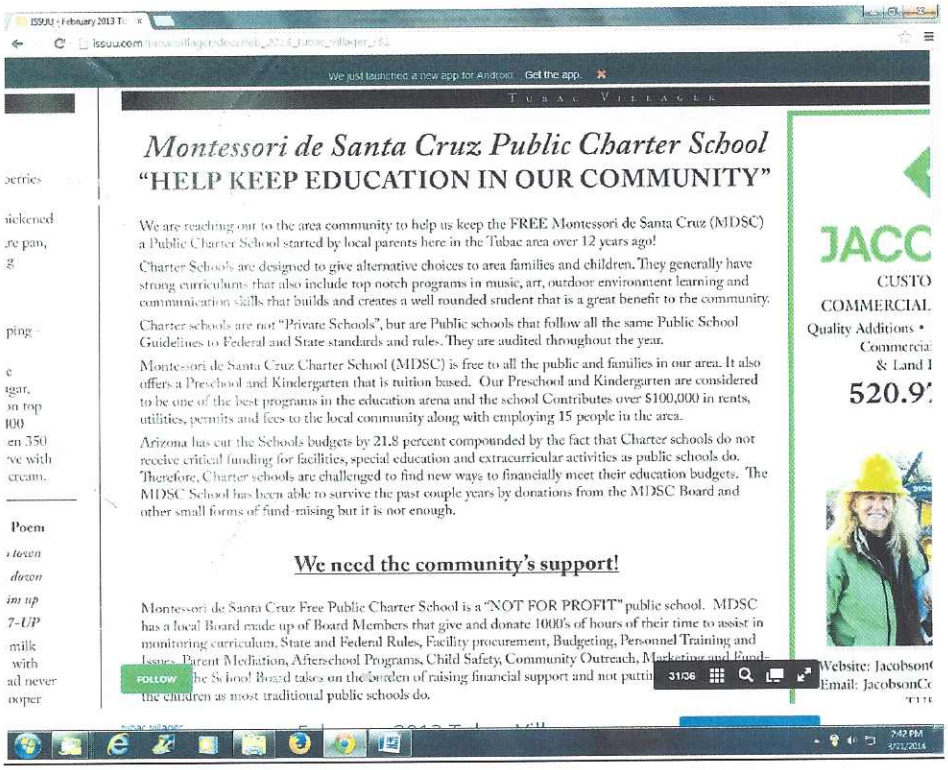
- Drama Club
- Soccer Clubs

Additional Future After School Programs:

- STEM Program
- Discovery/Explorer Program

2013-2014 MDSC Press Releases:

http://issuu.com/tubacvillager/docs/feb_2013_tubac_villager_ contains the article below:



Montessori de Santa Cruz Public Charter School

"HELP KEEP EDUCATION IN OUR COMMUNITY"

We are reaching out to the area community to help us keep the FREE Montessori de Santa Cruz (MDSC) a Public Charter School started by local parents here in the Tubac area over 12 years ago!

Charter Schools are designed to give alternative choices to area families and children. They generally have strong curriculums that also include top notch programs in music, art, outdoor environment learning and communication skills that builds and creates a well rounded student that is a great benefit to the community.

Charter schools are not "Private Schools", but are Public schools that follow all the same Public School Guidelines to Federal and State standards and rules. They are audited throughout the year.

Montessori de Santa Cruz Charter School (MDSC) is free to all the public and families in our area. It also offers a Preschool and Kindergarten that is tuition based. Our Preschool and Kindergarten are considered to be one of the best programs in the education arena and the school Contributes over $100,000 in rents, utilities, permits and fees to the local community along with employing 15 people in the area.

Arizona has cut the Schools budgets by 21.8 percent compounded by the fact that Charter schools do not receive critical funding for facilities, special education and extracurricular activities as public schools do. Therefore, Charter schools are challenged to find new ways to financially meet their education budgets. The MDSC School has been able to survive the past couple years by donations from the MDSC Board and other small forms of fund-raising but it is not enough.

We need the community's support!

Montessori de Santa Cruz Free Public Charter School is a "NOT FOR PROFIT" public school. MDSC has a local Board made up of Board Members that give and donate 1000's of hours of their time to assist in monitoring curriculum, State and Federal Rules, Facility procurement, Budgeting, Personnel Training and Issues, Parent Mediation, Afterschool Programs, Child Safety, Community Outreach, Marketing and Fund-

FOLLOW

he School Board takes on the burden of raising financial support and not puttin

the children as most traditional public schools do.

http://issuu.com/tubacvillager/docs/march_2013_villager contains the article below:

http://issuu.com/tubacvillager/docs/tubac_villager_feb_2014 contains the article below:

Drama, Academics Merge Smoothly for RRHS Valedictorian Lily Stern

by Kathleen Vandervoet

A talented and vivacious teenager with close ties to Tubac is the valedictorian for Rio Rico High School senior class graduation on May 22 and she's been an integral leader in the school's theater productions for almost four years.

Lily Stern, 17, has been an actress, prop manager, worked on costumes and scenery, and is president of the school's Thespian Club. She'll play Dottie in the comedy "Out of the Frying Pan" March 28-29 at Rio Rico High School and the community is invited.

"I love theater and I love performing," she said. "It's where I belong. I love the stage. I love the feeling of the lights and knowing people out there are watching you with full attention and having a great time doing it."

Lily attended Montessori de Santa Cruz School in Tubac in fifth and sixth grades, and participated in the Tubac Center of the Arts summer art classes for her entire childhood. She credits many of the leadership skills she has from the time she spent at the Montessori school, and her ability to design and create costumes and theater sets was enhanced by the art center's summer programs.

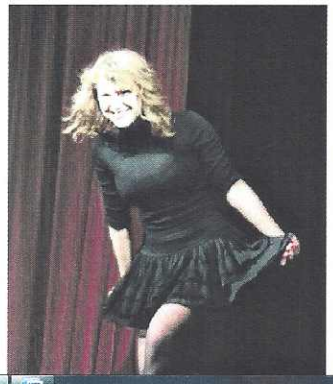
Lily lives in Rio Rico with her family. Her stepfather, Joseph Birkett, is publisher and editor of the monthly Tubac Villager while her mother, Hallie Birkett, is a history teacher at Rio Rico High School and helps on the business side of the Tubac Villager.

William and Jenni Stern, Lily's father and stepmother, live in Arivaca. William runs the Arivaca Community Garden, working for PPEP, and the family's business is Sweet Peas Café where Lily works most Sundays.

She's proud of becoming the Rio Rico High School valedictorian. As a freshman, she learned she was No. 1 in the class. "I decided it was going to stay this way. Once I got to my junior year when it got harder and I had a lot of competition with people, that's when it became a priority," she said.

When asked, she responded that her academic strengths are in English and math but her favorite subjects have been science. "I'm taking physics this year and I love that class," she said. She will be enrolling at the University of Arizona this fall to major in pre-physiology and minor in theater.

But the focus of her life has been theater and it's enhanced her



and became excited about joining the program. She was encouraged by then-dram Concannon to join Thespians and take drama classes at the school. She acted in th each year as well as the spring variety shows. The Thespians also visit younger child costumed as "Clowns Who Read" and do fairy-tale based performances

As a high school junior, the spring show was "Alice in Wonderland" and she played delighting the audience with her unbridled performance. In a variety show last No two friends sang and danced to the song Cell Block Tango from the musical "Chic choreographed on their own.

In addition to her role in the March play, she plans to be prop manager and doing for the costumes. She hopes to offer sewing work students interested. "I'll probably be involved in s pretty sure I'm going to be painting a lot. I love th turn into a room."

Lily raves about many aspects of her experience: " working with theater personalities and learning t those personalities. When I was a freshman and a all the older kids were there, I loved learning from them and they were super enthusiastic, and learni props out of nothing was just amazing."

She said she enjoyed watching "Pajama Game" at School auditorium in Sierra Vista. The sets were j looking but she learned that the students don't m props as is the case at RRHS. "After seeing that, I impressed with how well we do in such a small, li I realized it's not how much you have, but how yo have."

Acting gives her great satisfaction: "There's nothi performing. My freshman year, I remember going for the first time, walking into a church for "Mus being so extremely nervous and excited; it's euphe

"I think my favorite part is looking out and not b the audience because of the blinding lights. You c see the front row, but most of the time you just se can hear and you can feel the energy. You won't k unless you're on stage."

http://issuu.com/tubacvillager/docs/tubac_villager_march_2014 contains the article below:

Young Audiences Continues to Bring the Arts to Studen

by Kathleen Vandervoet

h the intense focus on test scores that face nts and teachers, it's become increasingly ult to offer them activities and experiences ed to art and to performing arts.

research shows that art, music, dance and n play a role in helping children and agers learn academic subjects. For that on, supporters of Santa Cruz County Young iences continue to fundraise and to support rganization which was founded locally in

essional artists, poets and writers bring their em to students in grade pre-kindergarten 2 through performances, workshops and ol based residencies, said Jeannie Perez, utive director.

e light, a shiver. I see hope for them. I see wanting more," Perez said, when students ed a performance.

teaching and performing artists come from where and are frequently registered with Arizona Commission on the Arts. Perez she's interested in additionally developing ortunities for Tubac and Green Valley ts.

month, a group of capoeira dancers from on will perform at several local schools, z said. A Brazilian form of dance and ial arts, it's proven popular with young de.

scheduled to spend time with fifth-

Young Audiences Arts for Learning

Santa Cruz County

Above: Sponsored by Young Audiences, the Tetra String Quartet plays for students at the Montessori de Santa Cruz in Tubac. Photo by Kathleen Vandervoet

Donations and grants provide the budget with revenue coming from the office of th Santa Cruz County Schools Superintend Alfredo Velasquez, Associated Charities, Devanning Services, United Way and the Cruz Community Foundation. A handful private businesses and membership donat also assist.

Schools are asked to provide some matchi funds when artists and performers visit th campus. Office space, phone and Internet service and tech support are provided at n by the Nogales Unified School District, P said.

Mask maker and artist Paco Velez visited various schools in the fall. Traveling Lant "A Christmas Carol" was performed at 12 schools in November and the Tetra String Quartet played in December for more th 1,100 high school students.

Joan Molera, principal of Desert Shadow Middle School in Nogales, said her stude have benefitted significantly. "Learning is process, not an event. Exposure to the art essential to lifelong learning, which is my ultimate goal for the children" at her scho "These extension activities expand their knowledge and experiences base in beauti ways."

Perez is working on a partnership for a m performance with the Mexican Consulate a partnership with the April 25-26 Charl