



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2020.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

**County:** County of Henrico

**Program Title:** ACE Center Night Out: Community Partnerships Drive Schoolwide Fundraiser

**Program Category:** Community and Economic Development

### CONTACT INFORMATION

**Name:** Victoria Davis

**Title:** Public Relations Specialist

**Department:** Public Relations

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### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

**Name:** Brandon Hinton

**Title:** Deputy County Manager for Administration

**Signature:** 

## **Program Overview**

“ACE Center Night Out” is the largest fundraising event for the Advanced Career Education (ACE) Center at Highland Springs. The ACE Center Night Out originated as an extension of National Teacher Appreciation Week. There was such a community outpouring of support for Teacher Appreciation Week from community partners — as well as local, state and national vendors and merchants — that we decided to add a silent and live auction to our efforts as a school fundraiser.

This event has been quite successful and allows community members and partners to contribute to the educational success of our students. Each of the three ACE Center Night Out fundraisers has set a new benchmark for fundraising.

## **Problem/Challenge/Situation Faced by Locality**

Each year our school is faced with the need to raise funds for student supplies and for students to participate in state and national level competitions such as Skills USA and Health Occupations Students of America. Students work hard to earn these spots by competing at the school division level. Students qualify to compete at higher levels, but sometimes costs are prohibitive. Many of our students are unable to afford the cost to participate in these competitions, which may be as far away as Florida and span several days. With the proceeds from the silent and live auctions, we have been able to assist students with the costs.

These occupational competitions are invaluable. They provide students with the opportunity to showcase the skills they have learned and mastered in their career and technical education programs at the ACE Center at Highland Springs and to strengthen their presentation and leadership skills. Students have returned from these higher-level events with increased confidence and more insight into what it means to be ready for the workplace and professional. A

recent student participant had never been on a plane before. Some have never left Virginia. Some who have earned the opportunity to participate in a state competition in Virginia Beach had never seen the ocean. While students may have enjoyed the momentary pleasure of getting their feet wet in the ocean, the benefits of exposure to these competitions affect our students for a lifetime and help them to define their career pathways.

### **How Program Fulfilled Awards Criteria**

This event may be replicated on a smaller or larger scale. We have done both. The school committee (faculty) plans, sets up, operates, and breaks down the event.

The ACE Center Night Out fundraiser is a means to an end. All of these efforts — by our faculty and staff, our students and community partners — are pooled to help our students become confident leaders in their fields who will ultimately be employed and contributing members of our community at large. We have managed to realize thousands of previously untapped dollars that go directly into bolstering the skills and confidence of our students.

### **How Program Was Carried Out**

The objective of the silent and live auctions and ACE Center Night Out is to raise money to support students with supplies, and to help students attend state- and national-level competitions.

- The ACE Center at Highland Springs Silent and Live Auction Committee began contacting local, state and national vendors to ask for donations in January of the year of the auction. The committee works at this until April.
- The committee reserves a local venue in Henrico County for the next year as soon as the current auction is over. A community member allowed the school to hold the event in her

venue (The Virginia Cliffe Inn) in Henrico County last year. The event was previously held in the cafeteria of Highland Springs High School.

- Local, state and national merchants and vendors have contributed: gift baskets; trips; restaurant gift certificates; certificates for goods and services such as dry cleaning and car washes; “staycations” at national chain and boutique hotels, and more.
- The event is held each year in early May during the same time as National Teacher Appreciation Week

### **Financing and Staffing**

School budgets have become increasingly more challenging: budgets are being cut, the cost of materials continues to rise and schools continue to try to support students who are in need by using incentive programs and offsetting the cost of student fees. This program has created a unique way to cultivate business partnerships, as well as raise funds for supplies for our students.

The approximate costs associated with sponsoring this fundraising event are:

- \$500 to rent the local venue at the Virginia Cliffe Inn (Glen Allen, Va.)
- \$200 in supplies (materials for gift baskets, frames and event decorations such as pictures of students involved in their programs).
- \$300 for food (heavy hors d’oeuvres).
- Live jazz ensemble featuring an alumnus of the ACE Center at Highland Springs (free).
- Students attend and speak about the value of their ACE Center programs and the competitions in which they participate (free).
- Postage costs depend on the number of flyers mailed. In previous years, postage costs were \$50-\$100.

This event may be replicated on a smaller or larger scale. We have done both. The school committee (faculty) plans, sets up, operates, and breaks down the event.

### **Program Results**

The ACE Center Night Out has consistently been a highly successful fundraising event:

- In 2017, we raised approximately \$12,000.
- In 2018, we raised approximately \$14,000.
- In 2019, we raised approximately \$16,000.

These events have been great opportunities for students, parents and community members to show their support for the students at the ACE Center at Highland Springs. Vendors and merchants throughout the region, state and nation have continued to be generous supporters of our ACE Center Night Out event, as well as our Teacher Appreciation event.

### **Brief Summary**

“ACE Center Night Out” is the largest fundraising event for the Advanced Career Education (ACE) Center at Highland Springs. The ACE Center Night Out originated as an extension of National Teacher Appreciation Week. There was such a community outpouring of support for Teacher Appreciation Week from community partners — as well as local, state and national vendors and merchants — that we decided to add a silent and live auction to our efforts as a school fundraiser.

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**ACE Center Night Out (Community Partnerships Drive Schoolwide Fundraiser)**

**Supplemental Material**



