

# 2015 Entertainment Book report



Thank you for inviting me to be part of the WPS P&C fundraising for 2015.

I am pleased to advise that the total funds raised from this initiative for 2015 is \$2,251 with 162 memberships purchased. Our cheque was requested on the 19th of October and takes 2-3 week to arrive.

In comparison the funds raised in 2014 was \$1,590 with 114 memberships.

The following is a breakdown of versions purchased by WPS families and associated supporters.

Number bought	Version
98	Sydney and Sydney North - Book Membership - 2015   2016
55	Sydney and Sydney North - Digital Membership - 2015   2016
1	Canberra - Digital Membership - 2015   2016
1	Darwin - Digital Membership - 2015   2016
1	Gold Coast and Northern NSW - Book Membership - 2015   2016
1	Gold Coast and Northern NSW - Digital Membership - 2015   2016
1	Newcastle, Central Coast and Hunter - Digital Membership - 2015   2016
4	Sydney Greater West - Book Membership - 2015   2016

The digital version vs hard copy book membership is certainly on the rise in the past 2 years according to our Account Manager and The Entertainment Book.

This year we trialled a new "Kindy roll-out", a hard copy of the book was sent home with each Kindy child. It was successful. Of approximately 180 books sent home with Kindy children 42 were purchased which I believe contributed to the increase in funds raised this year. These additional sales generated \$588. However I think there needs to be discussion around whether we do it again next year. If possible I would like feedback from the Kindy teachers and if they thought it was a disruption to their classroom. We also received some random donations, in lieu of purchase, from Kindy parents due to the Kindy roll out.

There has also been an increase this year in memberships purchased that were not local Sydney editions. Our marketing is working and people are sharing the Willoughby Public School fundraising page with friends or family all over Australia. This is fantastic and will only widen the scope for us to raise funds.

I would like to take this opportunity to thank Melissa Fisher for all her help with this initiative, she was a wealth of knowledge and help.

I would also like to thank Jenni Brown with her assistance with the Kindy roll out.

I am happy to continue next year with the initiative to help with WPS fundraising if the fundraising committee decides to run with it again.

Any questions relating to this report please contact me on 0412 924 568.

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