

History of Fundraising in ASFM

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Timeline 1928 - 2019

Timeline Summary

**The importance of the Development
department in ASFM**

Timeline

ASFM Fundraising Timeline

1928 - 1939

1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939



A company school, the “American School of Monterrey”, is funded by: ⁽¹⁾

- Peñoles Co.
- American Smelting and Refining Co.
- Monterrey Railway Light and Power Co.
- National Paper and Type Co.
- Remington Typewriter Co.

ASFM Fundraising Timeline

1940 - 1949

1940 1941 1942 1943 **1944** 1945 1946 1947 1948 1949



The school re-established as a non-profit association under the name of “American School Foundation of Monterrey”, six individuals and twelve companies unified financial resources to benefit the school ⁽²⁾

ASFM Fundraising Timeline

1950 - 1959

1950 1951 1952 1953 1954 1955 1956 1957 1958 1959

Plans to build Missouri campus: (3)

- School leaders realized the only way to fund a new school was through a big scale fundraising drive.
- The “Patronato Pro-construcción del Nuevo Edificio” was created.
- Financial support was solicited from school patrons and U.S. companies.
- Wide publicity was given (radio, newspapers, brochures and personal visits)

First year in Missouri campus

Fundraising: MSHS building in Missouri campus (4)

Fundraising from PTA. Organization of events to raise funds for extra-curricular activities and school improvements. Sponsors for Yearbook.

ASFM Fundraising Timeline

1960 - 1969

1960 1961 1962 1963 1964 1965 1966 1967 1968 1969

Fundraising: School's cyclone fence.

Booster club (founded years before) parents and friends collected funds. Cyclone fence and physical education equipment. Help from students.

Booster club: Construction of shower and locker rooms. Help from students.

Booster club merges w/ PTA. Play equipment and educational records, complete collection of National Geographic, improve the all-purpose game court. Help from students.

Fundraising: Library improvements
Help from students.

Fundraising: Project not specified.
Help from students.

Fundraising from PTA. Organization of events to raise funds for extra-curricular activities and school improvements. Sponsors for Yearbook.

ASFM Fundraising Timeline

1970 - 1979

1970

1971

1972

1973

1974

1975

1976

1977

1978

1979

Fundraising:
Construction
of Missouri
gym ⁽⁵⁾

Booster clubs
still active.
Help from
students

Completion of
Hamlet theater ⁽⁶⁾

Need of a larger school.
Fundraising Committee
and Fundraising and
Alumni Affairs Office ⁽⁷⁾

Fundraising from PTA. Organization of events to raise funds for extra-curricular activities and school improvements. Sponsors for Yearbook.

ASFM Fundraising Timeline

1980 - 1989

1980

1981

1982

1983

1984

1985

1986

1987

1988

1989

Fundraising
Director in place

New Project Administration
Committee for new school in
Huasteca.

*Economic conditions in
Mexico in 1982 forced the
suspension of all activities
and efforts regarding the new
school.*

Development office directs a
Fundraising effort among
parents, friends, corporations
and foundations to support
programs and activities..
318 donors. 2 fundraising
assistants.

Fundraising
Coordinator
in place

62 donors

Mandatory contributions per student (3 times the registration fee) were charged to parents.

Fundraising from PTA (organization of events to raise funds for extra-curricular activities and school improvements). Sponsors for Yearbook.

ASFM Fundraising Timeline

1990 - 1999

1990 1991 1992 1993 1994 1995 1996 1997 1998 1999

PTA planted trees
in the school.

New computer lab is made
thank to donations.

New designs for a
cutting-edge MSHS
building in Huasteca
site were completed.

*Thanks to the generosity of many
parents, friends and local companies
from past fundraisings, MSHS students
started the school year 1996-1997 in the
new facility in Huasteca site.*

Fundraising from PTA (for
extra-curricular activities and
school improvements).

PTA organized social events with voluntary fees from parents.
PTA reminded funds were donated for school improvements.

ASFM Fundraising Timeline

2000 - 2009

2000



With Guillermo Zambrano Lozano's support, the "Guillermo Zambrano Auditorium" was built.

2001



With CEMEX support, the MSHS "CEMEX Library" was completed.

2002

2003

2004

2005

2006

2007

2008



Construction for the new Pre-School and Elementary building started at the Huasteca site.

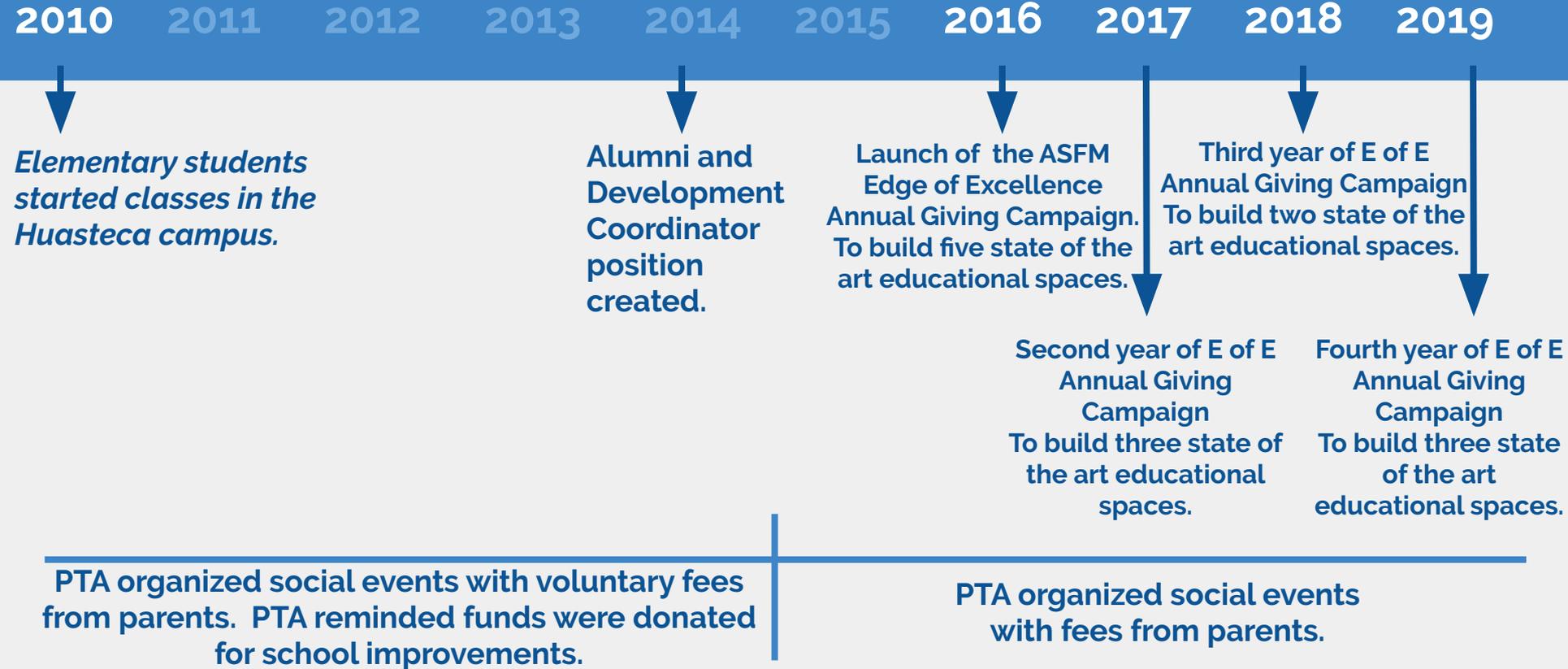
Funds to build this facility were obtained from a bank loan.

2009

PTA organized social events with voluntary fees from parents.
PTA reminded funds were donated for school improvements.

ASFM Fundraising Timeline

2010 - 2019



Timeline Summary

1928 - 2013

Seven capital fundraising campaigns for school development (1928 - 1989)

Fundraisings targets: parents, friends, companies and foundations (1928 - 1989)

Fundraising school improvements from PTA and students (1950 - 1989)

Booster club (merges with PTA in 1963) Mid 50s to Mid 70s

Yearbook sponsors 1950 to 1989

Development office, Patronatos, Fundraising Committees, Directors, Coordinators Alumni Affairs (1956 - 1989)

Mandatory contributions per student charged to parents 1980 - 1989

Two major gifts to build capital projects 2000 & 2001

2014 - today

The Alumni and Development Coordinator position is again created.

The Edge of Excellence Annual Giving Campaign turns out to be the 8th formal fundraising campaign in ASFM.

Same targets as in past fundraisings (parents, friends, companies and foundations)
+ Alumni.

ASFM stakeholders are again part of the future development of the school.

ASFM is the result of many generous contributions over time.

The importance of the Development department in ASFM

Fundraising is only one part of the Development

Grow the
Endowment Fund

Continue being an
avant-garde
leader school

Obtain extra
income for the
investments
of the school

Ensure a quality
education for
future ASFM
generations

Help guarantee the
permanence of
ASFM over time

Implement
innovative changes
that will bring better
education for
students

Support the future
sustained growth
of the school

Build a culture of
philanthropy in
ASFM

Increase ASFM's
capital assets
(capital campaign)

Thank you!