

CRICKET ACADEMY

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Carol Julin
Curriculum Director

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2009-2010 Annual Report

Our Mission

We foster children's cultural awareness by providing fun and educational programs in Chinese history, culture, and language.

Our Vision

Cricket Academy is a cornerstone of Chinese culture and language in southeastern Wisconsin.

Letter from the Board Chair

Xie Xie. I want to start this year's annual report as a thank you to everyone who continues to make Cricket such a wonderful program. Thanks to our teachers. Thanks to Carol and Valerie. Thanks to all our volunteers. And thanks to our families – parents and children alike – who come to Cricket every Saturday. I give quite a few tours of Cricket, and every time I do I am reminded of what a tremendous collective effort it takes to provide our programs. I am also reminded of

what a great community we have, and how it is blossoming into an even larger one well beyond its humble beginnings of a few families wanting their daughters to know about their Chinese heritage. I ended last year's annual letter with a note on our challenges and our efforts to ensure Cricket not only remains strong for our existing families, but grows to meet increasing needs of the wider community. Much of our efforts over the last year have been focused on

building Cricket's name recognition within Southeast Wisconsin along with laying the foundation to provide both in-school and after-school programs in addition to our Saturday morning classes. We are very excited about our new relationship with Hawley Environmental School. We are using what we have learned through this process to prepare us to offer additional programs in the future.

Sally Wenberg

Enrollment Comparison

2009-2010

Course	Number of Students
Adult Language I	5
Adult Language II	3
Brush Painting	4
Dance	24
Baby Cricket	13
Little Cricket	28
Cricket I	34
Cricket II	22
Cricket III	16
Cricket IV	17
COK 1	12
COK 2	Not offered
COK 3	11
COK 4	Not offered
COK 5 (History)	5
COK 6 (Teen Life)	Not offered
CLOK 1	6
CLOK 2	4
CLOK 3	Not offered
CLOK 4	Not offered
CLOK V	Not offered
CLOK VI	Not offered
Immersion	<u>16</u>

Total 220 registrations

2008-2009

Course	Number of Students
Adult Language I	8
Adult Language II	8
Brush Painting	4
Dance	43
Baby Cricket	20
Little Cricket	26
Cricket I	29
Cricket II	26
Cricket III	21
Cricket IV	18
COK 1	6
COK 2	16
COK 3	Not offered
COK 4	Not offered
COK 5 (History)	Not offered
COK 6 (Teen Life)	11
CLOK 1	11
CLOK 2	6
CLOK 3	Not offered
CLOK 4	Not offered
CLOK V	Not offered
CLOK VI	5
Immersion	<u>8</u>

Total 266 registrations



Goal: Steady growth in enrollment

Vision: Solidify and expand programs every year

Future: Offerings beyond Saturday mornings

Financial Update

I wish to begin by thanking all the families who participated in the fund development activities in 2009 – 2010. Due to your generous support, we were able to raise \$8,075 in last year. Fund Development is a major portion of how Cricket Academy is able to sustain its operating budget. In the years to come, Fund Development intends to grow to play a larger role to contribute in expanding Cricket Academy.

In 2009, we began our activities in earnest with a fall donation drive. Unfortunately due to the timing, we were not successful in meeting our goals. Upon receiving feedback from families, we decided to move the drive to Spring where it was very successful. Moving forward, we will hold our annual donation drive in the spring.

Another source of income for fund development was the availability and sales of the logowear. Last year, we introduced

Super Xi, our mascot. Unfortunately, sales of apparel with Super Xi and also with the Cricket Academy logo didn't meet our expectations. We learned a lot from this process and with feedback from our families. We will be adjusting the sizing and offering in future logowear sales.

A third and very successful source of income for fund development were the silent auction at Chinese New Year and raffle sales at the Chinese New Year and Year End Celebrations. This is certainly an area where we will continue to expand by offering more items for the silent auction. We will also to continue to offer raffle opportunities at these special events.

As we look towards 2010 – 2011, the Fund Development committee is tasked with generating \$13,000 of income towards the operating budget. We feel excited about

working towards this goal with the activities mentioned above. However, we also realize that we have to look for other ways to meet our goals. Grant writing and corporate sponsorships are areas which we will be working on in 2010 -2011. These activities make it a very exciting time to be a part of the Fund Development committee. With your help and ideas, I look forward to turning our goals into realities to help maintain Cricket Academy.

These activities make it a very exciting time to be a part of the Fund Development committee.

2009-2010 Income and Expenses

Income

Program Income	60,772.50
Less Tuition Discounts	(3,512.50)
Grants	6,400.00
Total Fundraising	8,075.16
Interest	19.77
Total Income	71,754.93

Expenses

Charitable Contributions	100.00
Contract Services	7,317.62
Bank Fees	12.76
Food	1,512.97
Fundraising Expenses	1,802.25
Insurance	1,204.00
Office Supplies	558.51
Outstanding Consultant Fees	1,550.00
Paypal Processing Fees	403.57
Postage	437.87
Printing & Copying	2,388.33
Rent	5,250.00
Telephone & Internet	527.52
Payroll Expenses	43,293.11
Program Expenses	4,739.88
Miscellaneous Expenses	599.65
Total Expenses	71,698.04

Net Income 56.89

2009-2010 Financial Report

Major financial accomplishments:

- Raised over \$8,000 in our first year of active fundraising
- Surpassed budget expectations and netted approximately \$2,500 more in tuition/fundraising dollars than anticipated
- Maintained our savings during a time of organizational transition and decreased enrollment

Major finance committee accomplishments:

- Worked closely with the board and other committees to develop clear budget and fundraising goals
- Successfully transitioned to QuickBooks and adopted new expense classification for the ability to create more detailed financial analysis
- Began assessment of fiscal policies and internal controls
- Expanded the finance committee and welcomed three new committee members

*Major financial accomplishment:
We raised over \$8,000 in our first year of active fundraising*

PR/Marketing Update

This year, the Marketing committee moved ahead with various initiatives:

Reaching the local Community

We conducted six fun-filled culture sessions in the local elementary schools and Betty Brinn Children's Museum. The children learned about the Chinese New Year and the zodiac animals

Social Media

Cricket Academy is on Facebook. Join in and help make us a vibrant community!

Print and Display Materials

Thanks to Deb Zindler of Z2 Marketing, we now have updated print and display materials. They include name cards, brochures, posters and templates for flyers and ads.

In the pipeline for 2010-2011:

We are working on projects with our community partners, and making enhancements to the website to improve the browsing experience.

We look forward to another exciting year ahead. If you have an interest in PR or Marketing, we need you!

Marketing Committee

Caitlen Daniels
Colleen Marchant-Williams
Debra Zindler
Djoly Sim
Valerie Strobel – Committee Chair
Z Zakaria



Chinese for Families...

We make it FUN!

Curriculum/Program Highlights

Program Highlights from 2009-2010

New class – Chinese History through Art and Activity (COK-V) - With the addition of another new culture class this year, Chinese History through Art and Activity, we have achieved our goal of providing language and culture classes for students through middle school. In this class, students learned about Chinese history from the time of the first emperors in Imperial China through the revolutions and pro-democracy movements of the 20th century. Highlights included making “terra cotta” warriors, making handmade paper in the tradition established in the Han dynasty, and going on a Long March in the cold and snow of the St. Jude's neighborhood, just as Mao Zedong and his communist followers did in 1934.

Graduation of Cricket 4 students - For the first time at Cricket, we acknowledged the completion of the “Younger Kids” curriculum by our Cricket 4 students, with a mini graduation ceremony at the end-of the year program in May.

Parent discussion group – The first meeting of the parent discussion group was held in the spring. A schedule of regular meeting dates and tentative speakers has been arranged by the program committee for the coming year.

Curriculum evaluation – Last year we asked our students to provide a subjective evaluation of their classes. This year we have been conducting a continuing review of the curriculum, soliciting input from our teachers and classroom volunteers with the goal of making the lessons more effective and the classes more fun and engaging. We are also trying to improve the continuity of vocabulary and content from one level to the next. Furthermore, we are grateful to parent and long time ESL teacher Jon Schoenbeck for sharing his expertise by observing our classrooms and providing constructive feedback to our teachers and volunteers. Jon has been providing this essential service to Cricket Academy for many years.

Cricket teachers - We are fortunate to have such dedicated staff at Cricket. This past year, in the 24 classes we offered, 18 of our teachers were returning from the previous year.

Program Committee –The current members of the program committee are Chen Dong, May Huang, Catherine Koons-Hubbard, Carol Julin. Chen Dong, the newest member of the program committee, has extensive Chinese education experience with the Mercan Chinese Language Institute. Yi Hong, Cricket teacher, board member and interim executive director, stepped down from the program committee at the end of the summer. Thank you to Yi for all of her hard work for the program committee and Cricket Academy. We always welcome new members to the program committee.



WAYS TO HELP

Our 2010 Fund Raising Campaign

Cricket	\$ 25
Monkey	\$ 50
Panda	\$100
Dragon	\$200
Red Envelope	\$500

Volunteer

We depend on our many wonderful volunteers! We know many of you already dedicate countless hours to Cricket Academy. Thank you.

If you haven't found the right place or are looking for a new way to get involved, here are a few areas in which we are currently recruiting volunteers:

- Event Planners
- Administrative Assistant
- Committee and Board Members
- Technology

Initiatives Ready for YOU

Fundraising - Historically, Cricket has been fully-funded by class tuition. In order to pursue our vision of growth and serve the wider community, we need to pursue broader funding sources. We recently kicked off an internal fundraising campaign by sending donation requests to the Cricket Academy mailing list. Please send in your tax-deductible donation today! Within the next 6 months – 1 year we wish to establish and implement a program to pursue corporate donations. We need 1-2 volunteers with fundraising experience to guide us through this process and 4-5 volunteers to serve on the fundraising committee and implement the program.

School programs – We would like to partner with schools throughout southeast Wisconsin in order to promote cultural diversity within the schools and introduce families to Cricket. We would like to investigate participation in “high interest days”, language clubs and eventually to present short-term after school courses with a sampling of various Cricket curriculum activities. We anticipate this to be a long-term goal over the next 1-2 years, with an immediate need of two volunteers to initiate the investigation and make contact with schools to determine level of interest and evaluate any administrative hurdles.

Technology – Cricket Academy currently has a wonderful website thanks to our marketing committee and Webmaster, however we want to expand our technical capabilities in many ways including creating an on-line registration capacity. To accomplish these goals, we will need an additional 1-2 volunteers to participate on our Technology Committee.

Spread the Word! For the first time we are actively marketing Cricket Academy. Help us spread the word about Cricket!

- **Set some Cricket fliers in your library foyer or other gathering areas**
- **Let us know about a potential board or committee member in the wider community**
- **Ask a friend to take a class with you**
- **Share with us your ideas for Cricket's future**