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*Executive Director*

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## 2016 Annual Report



*Aidan Matos, 7th Grade \* (a Ron Cruz photo)*

### *THANK YOU FOR MCA'S RECORD FUNDING!*

On behalf of the children, families, faculty and staff, I would like to thank you for your prayers, devotion and financial support for God's work at Manhattan Christian Academy (MCA).

2015-16 was our best fundraising year. Together, we raised \$804,634 including a \$150,000 grant to fund faculty salaries for 2016-17.

That \$150,000 gift to The Fairness Fund allowed MCA to raise the teacher base salary by \$2,000 to \$32,000. Scale-imbedded seniority calculations took the actual average raise to \$2,808.

Since 2008, your kindness has deposited \$1,316,441 to The Fairness Fund. Of this, we have distributed \$801,668 to faculty salary increases, matching retirement and professional development. Your support is making it possible for faculty to make MCA's mission a life's work.

### *MANHATTAN BIBLE CHURCH RELATIONS & COMMUNITY DEVELOPMENT*

We worked last year to improve the relationship and mutual ministry with our founding entity and host, Manhattan Bible Church (MBC), including our payment to support facilities. Support payments had been constant for twelve years and will have increased 13.3% over three years. Additionally, MBC's Senior Pastor, Kermit Moss, has joined our Board of Trustees.

New York City is evaluating a zoning change for our stretch of 9<sup>th</sup> Avenue. Zoned currently for one story manufacturing, plans under consideration include housing (market and low income), retail, and consolidating wholesale businesses to reduce truck traffic. This is a significant opportunity for both ministries.

Additionally, young families are discovering the Hudson River Front from Upper Harlem to Inwood as an attractive, green and convenient place to settle. We will need to improve our program and facilities to attract these new people while maintaining our primary mission of serving Upper Manhattan and Bronx County's underserved. Serving both groups is vital for MCA and MBC's growth.

### *ENROLLMENT SHOCK*

Last year we cast the 2016-17 budget for 365 children. During the summer 27 families who had paid deposits, moved from the area, withdrawing their children. With staff already in place, our Board decided to continue with the budget adding \$198,000 to the deficit due to lost tuitions.

#### *ADMISSIONS RECRUITING*

This unexpected loss put a light on the admissions process. We have recruited Middle School teacher Manuela Katt to take on an additional role as Admissions Counselor.

Manuela is working to recruit children by promoting MCA to churches, schools, day care centers, and neighborhood athletic programs. In addition, she has re-vamped MCA's admissions marketing materials.

Central to recruitment is differentiating MCA's Christian and other schools' programs. Our new recruitment material contrasts critical thinking, or evaluating information against Biblical truths, with secular humanism which advocates personal, relative truths. Critical thinking has been central to developing American character.

Finally, we adopted continuous enrollment this year. Rather than re-applying, we re-enroll families automatically unless they "opt out." Reapplying can trigger families to consider alternatives, while opting out focuses on what the child will give up by leaving. The goals are to encourage retention and improve scheduling and budget accuracy.

#### *NEW CHILDREN'S FUND SCHOLARSHIPS*

By grace, The Children's Scholarship Fund (CSF) appointed MCA a partner school. CSF, founded in 1998, grants private school access to low income families. All kindergartners, including those rising from MCA's Pre-Kindergarten, and any entering First to Eighth grade transfer from a public or charter school are eligible to apply. Scholarships are granted by income. The scale is generous with the maximum grant being \$3,200 or 64% of our tuition. MCA had been a partner school before CSF's co-Founder John Walton's death in 2005.

#### *GODSPEED, RICK!*

After sabbatical, Rick Bonifas decided to decline the Board's promotion to

Head of School focusing on strategy and external affairs. Instead, he chose to leave the school and pursue his new call.

Rick will work to fund school and possibly church planting in Rwanda with former ACSI Regional Director Alan Graustein. May God bless their efforts serving children living in a setting most of us cannot even imagine.

With Rick's departure, The Board promoted former Assistant Principal Bianca Mercedes to Principal to manage and direct the instructional program. Additionally, the Board asked me to take on finance, real estate, human resources, and admissions in addition to advancement as Executive Director.

#### *HEAD OF SCHOOL SEARCH*

The Board assembled a Head of School Search Committee. Members include Trustees: Dave Bechtel, Rev. Robert Hall, Carl Higbie, Rev. Kermit Moss and Advisors: Ed Morgan, Ben Nicka, and Inga Norton. Bianca and I attend ex-officio from time to time. The Search Committee embodies new excitement for MCA's mission. The Head of School job description is available on [mcanyc.org](http://mcanyc.org). Our prayer is for God's guidance and blessing as this new chapter in our history develops.

#### *CONTINUED INVESTMENT*

For 2016-17, we implemented new "best of breed" school administration software with an integrated website. For the first time, parents will be able to communicate with the school on a private portal. Recently launched are new social media including Facebook, Instagram, and Twitter. Please respond to the invitation to follow us if you have not done so or contact me to be connected.

Personally, it has been a privilege to serve God's work at MCA since October 2008. I have enjoyed getting to know many

of you and the generous philanthropy God has placed on your hearts.

Our prayer is to fund the unexpectedly 28% higher deficit so we will be able to entrust our new transformational leader with a sound school. Therefore, I am going to do something which I have not done before: *Please consider a significant one-time gift above your generous support.*

As of March 31, 2017, our projected \$908,000 deficit budget was 44% funded. Let us all work together to cover that gap! With prayers for God's blessing for you and His work at MCA,



\* You may remember Aidan reciting this passage he learned for his Second Grade Speech Meet:

This is how we know what love is: Jesus Christ laid down his life for us. And we ought to lay down our lives for our brothers and sisters. If anyone has material possessions and sees a brother or sister in need but has no pity on them, how can the love of God be in that person? Dear children, let us not love with words or speech but with actions and in truth.

*I John 3: 16-18*

**AUDITED FINANCIAL INFORMATION:**

	2015-16	2014-15
Total Expenses	\$2,266,688	2,468,174
Revenue less donations	1,633,198	1,807,968
Operating Fund		
Donations	514,634	593,236
Surplus (Deficit)	24,024	60,155
Fairness Fund		
Donations	290,000	140,000
Fairness Fund		
Balance	514,034	349,302
Total Gifts	804,634	750,848

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