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## WELCOME 2020-21 AAPS REPS!

Please pass this information along if you are no longer your school's PTO Thrift Shop Rep. ***If you are a new Rep, please send a quick email to [a2ptothriftshop@gmail.com](mailto:a2ptothriftshop@gmail.com) that includes your phone and email, so we can update our contact list.*** By working together, we'll ensure everyone is well informed. Thank you!

As you are aware, all distributions made to our schools come from profits. During these unprecedented times, we can't be sure of anything. We certainly don't want to promise distributions and then not follow through. If there are no profits, there is nothing to share. It's as simple as that. This year's Welcome Letter is, expectedly, different from our usual.

**How has the pandemic affected the Fundraising Activities available?** As we navigate this era of unknowns, we have to conservatively approach our fundraising offerings for the 2020-21 school year. After our last distribution for the 2018-19 school year, we had an additional \$37,000 profit over our projection for the year! As a result, every school was able to receive a Bonus Payout in June 2019! The more we make - the more you make! Please keep that in mind as we enter the new school year.

**What happens now?** Needless to say, the 2019-20 school year shaped up quite differently than a normal school year. We earned no income for four months while our shop was closed due to the pandemic. We have had to make investments in PPE and make physical changes to the shop to keep everyone safe. While the COVID-19 curve continues to fluctuate and new Executive Orders are being issued as needed, the coming year will be unpredictable. As a result, we are not offering our usual fundraising activities for the 2020-21 school year. We hope to bring back these programs in the future!

**We need your support now more than ever!** *Although we can't guarantee there will be profits to distribute,* we encourage you to continue to promote our shop by placing our promo in all of your written and online communications. Some of you may remember that when we share profits that exceed our budget projection (like in June 2019), we distribute those profits to each school based on promo submission. The more you promote us during the school year, the bigger the percentage of profits you'll receive. So please continue to support us. We can get through this unprecedented time if we stick together and help each other!

***Here is a list of our activities and what's happening with each of them for this year. Please keep in mind that we cannot guarantee any payouts, as they are based on profits. We encourage and appreciate your continued support during these unprecedented times:***

- **2020 Veteran's Day Cash Raffle Fundraiser:** In April of each year, we secure our Raffle License from the Michigan Lottery Charitable Gaming Commission. This year, like everyone else, the Commission was closed due to the pandemic. We were unable to apply for our license so *there will be no raffle for this year*. We also are aware that it would be virtually impossible for schools to sell raffle tickets while observing social distancing. We encourage everyone to follow Governor Whitmer's Executive Orders and keep themselves safe!
- **Show Your Support In-Shop Rotations (SYS):** In order to keep shoppers and our staff safe, *we are not offering Show Your Support this year*. We are reworking the procedures for SYS, trying to make it safer for all involved. We know this is a popular program and will bring it back as soon as we can safely do so!
- **Promos in Publications:** Promote the shop in your school, PTO, team, group, or club's publications using our promotional artwork. This promotional activity helps spread the word about the Ann Arbor PTO Thrift Shop and its work on behalf of AAPS students to your school community. Eligible publications include school directories, PTO and PTSO newsletters/e-newsletters, plus team sports programs, performance programs and playbills (including theatre, orchestra, band, choir and jazz band). Publications and emails must be distributed/available to your entire school in order to receive credit. **Please have promos that are placed in emailed publications embedded, not as a link or attachment, to receive credit. A PDF of our *current* Promotional artwork must be used as provided for a full page ad in your printed item.** A pdf of our Promotional Artwork is attached to this email. It can also be downloaded from the Fundraising Activities tab on our website. Submission of old artwork will not receive credit. ***Please make sure you are using artwork from the current year.*** Verification copies of each publication -- *proof of successful completion of the fundraising activity* -- must be provided by email to receive credit for this activity. This can include an email of a picture taken of our ad in your publication, or an email forwarded with our ad displayed. Please email a copy of your promo (or forward an email) to: **[A2PTOPromos@gmail.com](mailto:A2PTOPromos@gmail.com)**. Deadlines are the final day of each payout period (September 30th, January 31st, and May 31st).

Like so many things in life right now, we hope this does not become our new norm! We look forward to providing more fundraising opportunities in the years to come and appreciate your understanding during these trying times.

All the best,

**Alison McCrystal**

*Director,*

*Promotions & Communications*

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