



UNITY COLLEGE

Reg No : 1991/004663/08

126 Cedar Road, Witkoppen
P O Box 1029, Witkoppen 2068
Tel: 011 465 2422
Fax: 011 467 3501
unity-college@unity-college.org.za
www.unity-college.org.za
PBO 930 006 535

**Michelle Jenkins - Advancement officer / Administrator of Marketing/Fundraising for
Unity college, appointed 15 October 2009**

Dear Parents,

We appreciate the input for marketing related ideas to raise funds for the school and thank-you for them.

Please note that your ideas are put forward and will be decided upon by the marketing committee.

Feedback will be given.

Michelle's prime objectives in her role are (but not limited to):

- Obtain school fee assistance through approaching various organisations abroad and locally for funding on a constant basis.
- Obtain funding for various projects. Not only limited to the new school, across the board.
- Annual events co-ordination including co-ordination of ad-hoc school events, e.g. launch of new workshops, therapy centre etc.
- Source donations, monetary or other.
- Developing relationships with pre-primary and high schools in order to identify schools, societies etc. with the potential to feed new learners into our school.
- Setting up appointments for the Head to visit various schools.
- To visit professionals in order to feed positive information relating to the school in order to develop a network of individuals involved in providing services to children.
- Send out an annual report to various schools, professionals and organisations.
- Liaise with media people (Caxton regarding school events).
- Manage advertising.
- Manage a database of perspective clients, professionals, schools, past pupils, liaison and success stories.

Thank you for your support.

Yours sincerely

VAL WITT

PRINCIPAL

Directors

VJ Witt, JC Scott, JA Dannhauser, PJ Maddox, T Obisanya, ME Tyawa
Member of ISASA (Independent Schools Association of Southern Africa)
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