

Himmel Park Admin Report

October 21st, 2025

FY 26 Enrollment Update

*As of October 19th

Himmel Park: 90 students (+8 from last month)

Northwest: 49 students (+1 from last month)

Total: 139

Budget written at 150 students

Enrollment & Recruitment Efforts

- Staff and both campuses will be canvases neighboring businesses on 10/22/25
- Open Houses on 10/28
- Staff and both campuses will be canvases neighboring businesses on 10/22/25
- Each campus is actively planning social events to focus on recruiting new students
- Kierra Garland and Rob Pecharich presented at a Masonic Lodge on 10/8/25
- Refer A Friend Flyer to be emailed home with 1st Quarter Report Cards
- Carla Rivera visited numerous non-profits including with flyers and marketing materials
- Digital Newsletter sent to over 200 district school guidance counselors
- Refer A Friend Incentive Program launched with current Edge students
- Ads on Google, Facebook, Instagram
- Outreach to students who withdrew from Edge last year
- Marketing multiple sessions and flexibility of in-person, hybrid, and distance learning options

1st Quarter Honors Assembly on October 24th

On Friday, October 24th from 12:00-12:30PM Edge Himmel Park will recognize students who made the 1st Quarter Honor Roll. Fourteen students made the academic honor roll for credit earning. Ten students will be recognized for their efforts to complete skills in IXL to address learning gaps. Nine students will be recognized for citizenship. Twenty-one students will be recognized for their stellar attendance.

Goodwill of Southern Arizona is hosting a Straight Talk session with Himmel Park Students

On Thursday, October 23rd from 11AM-12:38PM Goodwill of Southern Arizona his hosting a Straight Talk session with Himmel Park students. Goodwill facilitators host a focus group with Edge students around the topic of trauma and support. This is the second of a series of four focus groups with students.

Fundraising Updates

Edge has launched its first on-line fundraising campaign: Keep Edge Strong. This campaign is the first of four planned utilizing the OneCause Platform. OneCause is an all-in-one, mobile-friendly fundraising platform that makes giving easy, engages donors through events and peer-to-peer campaigns, and provides professional, customizable pages to tell Edge's story. With built-in donor tracking, automated receipts, and streamlined event tools like mobile bidding and check-in, OneCause allows for efficiency in fundraising while helping Edge raise more money, reach new supporters, and strengthen long-term relationships.

The link to the Keep Edge Strong campaign is: <https://onecau.se/cz2kz1>

Please consider sharing the link to your social media, and emailing it to friends, family, and others in your network. There is also a text to give campaign. Potential donors can text the word "Edge" to 44834 to receive a link to the campaign to donate and share.

Pima Community College Theatre Class and Edge Alum, Matt King Performing at Edge

Matt King, an Edge Northwest alum, and his Pima Community College Theatre class will be performing at Edge Himmel Park on Friday, November 14th from 11:30-12:30. Prior to the performance, Matt and his theatre teacher will be visiting each Edge campus to facilitate pre-learning activities. Pre-learning activities including introducing students to Shakespearean

language and allowing Edge English students to give input to some costume and stage directions. Both English students from Edge Himmel Park and Edge Northwest will be present for the performance.

Edge Himmel Park Hosting A Blood Drive with the American Red Cross

Edge Himmel Park will be hosting a Blood Drive on Tuesday, November 25th from 8:30AM-1:30PM. Come donate blood and help save lives. You can sign up at the link below. Please forward to family and friends.

Sign-up online at: <https://tinyurl.com/42akwphm>

Ways Board Members Can Support

- Connect Rob, Anne, Dave to possible donors.
- Forward/Share/Send Edge fundraising campaigns through OneCause with family and friends
- Donate \$ for incentives for students who make the 1st quarter Honor Roll.
- Attend and hand out awards to students at the 1st Quarter Honors Assembly on Friday, October 24th from 12PM-12:30PM.
- Donate Blood at Himmel Park's Blood Drive on Tuesday, November 25th
- Volunteer to take Edge print media to local non-profits that serve youth for the purpose of making them accessible to youth.
- If you learn about grant opportunities, please let Edge administration know.
- Encourage family and friends to donate towards a School Tax Credit to Edge.
- Like Edge social media posts on Facebook and Instagram.
- Forward Edge blog posts and social media to your network.