



**Keys to Successful Foundations:  
Fundamentals for Starting and Operating**

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**Key Objectives**

- ▶ What is an Education Foundation?
- ▶ FAQs About an Education Foundation
- ▶ Steps to Establishing a Foundation
- ▶ Proposed Timeline for Creating a Foundation
- ▶ Steering Committee Responsibilities




**An Education Foundation. . .**

- ▶ Is a business and must be treated as a business by the staff and Board of Directors.
- ▶ Is a 501(c)(3) non-profit organization.
- ▶ Promotes quality education in a school district.



**An Education Foundation. . .**


- ▶ Serves as a private partner with the district to fund educational programs and *projects which are not within the budgetary guidelines and/or for which tax dollars cannot be expended.*
- ▶ Serves as a catalyst for involving the community in the schools and helping people become excited about education.



**An Education Foundation. . .**


- ▶ Attracts significant dollars from all segments of the community and can be successful in any district regardless of the size.

*While all foundations are similar, each one is unique because of the district it serves.*



**FAQ: What are the benefits of having an education foundation?**

- ▶ Financial support is raised to *supplement, not supplant*, existing school revenues.
- ▶ Community and financial support of education are expanded.



### Benefits of an education foundation...

- ▶ Relations between the community, school board and staff are enhanced with everyone working toward a common goal.
- ▶ A perpetual source of funds can be created to support education.



### Benefits of an education foundation...

- ▶ Funds are provided to further enhance the educational process.
- ▶ Funds are received from donors who can give to a 501(c)(3) organization but not to a school district.



### FAQ: How long does it take to organize a Foundation?

Usually, a foundation begins to operate in four to twelve months. The length of time is dependent upon how quickly ...

- ❖ Steering Committee is organized;
- ❖ Funding priorities are identified;
- ❖ Forms and applications are filed and processed;
- ❖ Marketing materials are developed; and,
- ❖ Founding Donor Campaign is planned and conducted.



### FAQ: What are some pitfalls in organizing a Foundation?

#### *Common pitfalls are...*

- ▶ Organizing a foundation, assembling a group of people, and then trying to decide what to do.
- ▶ Not having clearly defined funding priorities, a development plan or marketing plan.



### FAQ: Who runs the Foundation?

- ▶ A Board of Trustees/Directors selected from a cross section of the community with school district representatives serving as ex-officio members.



### FAQ: Where do Foundations receive their money?

Foundations seek funds from groups identified by the Board of Directors.

Possible targeted groups include:

- *Individuals in the Community*
- *Corporations*
- *Business Community*
- *Other Foundations*
- *Alumni*
- *Current and Former Staff*
- *School Vendors*



**FAQ: How much money can a Foundation raise?**

- ▶ Some foundations are more aggressive than others.
- ▶ On the average, a Foundation will attract \$60,000 - \$400,000 annually while some foundations will raise or have up to \$1,000,000 or more pledged in planned or deferred giving.



**FAQ: How are Education Foundation funds used?**

Funds are typically used to promote educational excellence through *special district, campus and teacher initiatives* that are in alignment with the District's Strategic Plan.



**Steps To A Successful Foundation**

***Preliminary Steps...***

- Determine need for Foundation.
- Gain support from the Administration and School Board.
- Select a leader to provide leadership in organizing the Foundation.
- Appoint a Steering Committee from a cross section of the community to organize the Foundation.



**Steps To A Successful Foundation**

***Next Step***

- Host an Orientation Meeting for the Steering Committee.
- Share the vision for a foundation.
- Invite those present to serve on one of four committees.
  - Administration & Finance
  - Programs & Allocations
  - Development & Fundraising
  - Public Relations/Community Relations



**Steps To A Successful Foundation**

***Next Step: Philosophy/Concept***

- Develop a vision statement, mission statement and goals.
- Identify the role of the Foundation within the community.
- Set short-term and long-term goals.
- Develop the organizational structure of the Foundation.



**Steps To A Successful Foundation**

***Next Step: Organization of Foundation***


- Select Foundation Board Members from Steering Committee
  - who represent a cross section of the community.
  - who are not directly affiliated with the school district's board of trustees.
- Select name of Foundation and file Articles of Incorporation.
- Establish by-laws to govern the operation of the Foundation.
- File IRS 1023 Application.



## Steps To A Successful Foundation

*Implementation - Administration & Finance*

- ▶ Develop policies to include guidelines for the financial administration of the endowment fund to ensure the perpetuity of the Foundation.
- ▶ Develop a comprehensive Five-Year Plan indicating programs to be implemented, year for implementation and funding levels in order to achieve the immediate and long-range goals of the Foundation.



## Steps To A Successful Foundation

*Implementation - Programs and Allocations*

- ▶ **Establish priorities for identified programs and projects that align with the District's Strategic Plan.**
- ✓ **Grants**
  - ▶ Instructional Grants
  - ▶ Extended Learning Grants for Students
- ✓ **District Initiatives**
  - ▶ Technology
  - ▶ Career and Technical Education
  - ▶ Professional Development




## Steps To A Successful Foundation

*Implementation - Programs and Allocations*

For successful implementation, develop...


- Name, criteria and guidelines for each program.
- Application for each program.
- Evaluation Instruments.
- Process for awarding funds.



## Steps To A Successful Foundation

*Implementation - Development & Fundraising*


- Adopt a Development Plan to achieve the desired level of endowment and funding level for identified funding priorities.
- Compile a list of potential donors.
- Determine Levels of Giving.



## Steps To A Successful Foundation

*Implementation - Development & Fundraising*

- ▶ **Founding Donor Campaign**
  - Quiet Campaign
  - Payroll Deduction for Staff
  - Kick-off Event for Campaign
  - Alumni Campaign



## Steps To A Successful Foundation

*Implementation - Public Relations/Community Relations*

Develop a Public Relations/Marketing Plan to promote the Foundation within the community.

*Plan and Develop...*

- Foundation Logo
- Motto
- Letterhead/Envelopes




## Steps To A Successful Foundation

*Implementation - Public Relations/Community Relations*

**Plan and Develop...**

- ▶ Founding Donor Brochure
- ▶ Contribution Envelope
- ▶ Memorial/Honorarium Notification Card/Letter
- ▶ Acknowledgment Cards/Letters for Donations
- ▶ Donor Recognition Plaques
- ▶ Website/Facebook/Twitter




## Steps To A Successful Foundation

*Implementation - Public Relations/Community Relations*

**Founding Donor Campaign**


- Recognition of Founding Donors & Endowment Donors
- Media Interviews
- Materials for Staff Payroll Deduction Program
- Presentations to Civic Groups & School Board
- Visits with Individual Donors
- Newsletter
- Website/Facebook/Twitter



## Steps To A Successful Foundation

*After the Founding Donor Campaign*

- ▶ **Review Five-Year Goals.**
- ▶ **Develop Five-Year Action Plans for...**
  - Administration & Finance
  - Programs & Allocations
  - Development & Fundraising
  - Public Relations/Community Relations
- ▶ **Implement the Action Plans.**
- ▶ **Give Updates on Progress at each Meeting.**




## Steps To A Successful Foundation

**Evaluation**


*Every year or two, have a Retreat...*

- ▶ To review Foundation and to develop Action Plans to move Foundation forward.
- ▶ To monitor and review the effectiveness of the current programs of the Foundation.
- ▶ To hear a report from the Superintendent.




## Proposed Timeline For Creating an Education Foundation

|   |  |
|---|--|
| Steering Committee Orientation Meeting & 1 <sup>st</sup> Steering Committee Meeting | 1 <sup>st</sup> Month                  |
| Select Initial Board & File Articles of Inc.  | 1 <sup>st</sup> /2 <sup>nd</sup> Month |
| Develop Action Plans for each Committee   | 2 <sup>nd</sup> Month                  |
| Develop Logo & Motto  | 2 <sup>nd</sup> /3 <sup>rd</sup> Month |
| Identify & Prioritize Programs to Fund  | 2 <sup>nd</sup> -4 <sup>th</sup> Month |
| Develop Vision/Mission/Goals  | 2 <sup>nd</sup> /3 <sup>rd</sup> Month |
| Draft Bylaws  | 3 <sup>rd</sup> -4 <sup>th</sup> Month |



## Proposed Timeline For Creating an Education Foundation

|  |   |
|--|---|
| Draft Policies and Procedures            | 4 <sup>th</sup> - 7 <sup>th</sup> Month   |
| File 1023 Form with IRS                  | 4 <sup>th</sup> /5 <sup>th</sup> Month    |
| Develop a Five-Year Plan                 | 7 <sup>th</sup> /8 <sup>th</sup> Month    |
| Conduct Founding Donor Campaign          | 9 <sup>th</sup> - 11 <sup>th</sup> Month  |
| Advise Staff of Foundation Programs      | 9 <sup>th</sup> Month                     |
| Finalize and Adopt Policies & Procedures | 10 <sup>th</sup> Month                    |
| Implementation of Foundation Programs    | 12 <sup>th</sup> Month                    |
| Recognition of Founding Donors           | 18 <sup>th</sup> - 19 <sup>th</sup> Month |



### Steering Committee Responsibilities

- ▶ Assist in organizing the Foundation.
- ▶ Become educated regarding benefits of an education foundation.
- ▶ Work cooperatively with the Superintendent of Schools and Board of Trustees to identify and prioritize programs.
- ▶ Decide how to structure the Foundation.



### Steering Committee Responsibilities

- ▶ Decide how to publicize the Foundation.
- ▶ Plan and conduct a Founding Donor Campaign.
- ▶ Serve on one subcommittee.
- ▶ Attend committee meetings.
- ▶ Financially support the Foundation.



*Organizing and operating an education foundation is a rewarding journey!*



**If you have a...**

*Dream  
Believe  
Achieve*



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