

DISTRICT 112 FOUNDATION

Serving Eastern Carver County Schools



District 112 Foundation Three Year Strategic Plan 2021-2024

ABSTRACT

Drawing from historical lessons and achievements, the current situation, and future opportunities, leaders of the District 112 Foundation have adopted a purposeful vision and strategic framework for impacting those it serves.

Foundational Statements

Mission

Our mission is to **enrich** the lives of students in Eastern Carver County Schools by **empowering** staff and **engaging** our community.

Vision

Our vision is to ignite generous hearts and unite communities to help each student reach their full potential.

Core Values

1. Collaboration

Individually, we can all make an impact. Together, that impact is multiplied. By uniting as communities of individuals, families, and local businesses, we're helping to financially support and enriched education for all students in Eastern Carver County Schools.

2. Recognition

Recognizing the hard work, innovation, and passion of our teachers is a cornerstone of the work we do. As a foundation, we are committed to honoring and celebrating our educators for the impacts they are creating every day for our students.

3. Support

It is our goal to reinforce the work already being done in Eastern Carver County Schools, supporting their mission in all we do. Our role is not to replace funding or take the place of the district's budget. Instead, the Foundation is here to create opportunities and meet needs outside current budgets.

4. Stewardship

Responsible stewardship is a cornerstone of all we do. Donations that the Foundation raises and monies that it is responsible for managing remain in Eastern Carver County Schools. We work hard to ensure that every dollar is directed toward the projects or needs that will create the greatest impact of our students, while ensuring every donor feels valued.

Introduction and Background

The Eastern Carver County School system has a rich tradition of providing quality education to students, with a dedicated staff and engaged parents. In 1997, a group of committed individuals came together to establish a fund to support Eastern Carver County Schools. The District 112 Foundation was born. With a primary purpose of strengthening student achievement, improving classroom instruction, and building community support and

confidence in public schools, the Foundation raised funds from private and corporate sources to advance education in Eastern Carver County Schools.

That same work continues today through the District 112 Foundation. Governed by a voluntary Board of Directors, the Foundation exists to support our students, teachers, and parents by creating an environment of community involvement and engagement with our schools. While the Foundation's goal is to meet the educational needs of students within the school district, it does not duplicate the work of education-related groups. The Foundation remains strictly independent, but works closely beside the school board, parent-teacher associations and other school organizations.

The Planning Process

In early 2021, the District 112 Foundation launched a strategic planning process. Over the course of five months, the Board of Directors participated in a planning process to identify strengths, weakness, opportunities and threats to the organization, to draft a new mission and vision statement for the organization, and to create a strategic plan for the next three years. This planning process resulted in the identification of priority and operational goals to guide the next three years of the District 112 Foundation and put it on a trajectory of greater impact and sustainability.

Strategic Goals and Objectives

The Board of Directors created the following four priorities and goals:

Increase Community Support

Goal: To be the recognized source of educational support and resources for Eastern Carver County Schools.

Increase Revenue

Goal: To build a sustainable, diverse revenue stream to support the Foundation's programs.

Program Development

Goal: To offer well-funded programs impacting student achievement, enhancing teacher effectiveness, and advocating for students and staff that are implemented with fidelity in our schools.

Board Development

Goal: To develop an active and engaged board whose members are diverse across geography, ethnicity, and age, along with developing a leadership component that cultivates a pipeline of potential new board members.

Performance Matrix (All priority outcome measurement goals follow the calendar year except “Increase Revenue” which follows the Foundation’s fiscal year of July 1 to June 30.)

Priority: Increase Community Support

Goal: To be the recognized source of educational support and resources for Eastern Carver County Schools.

Success Strategies	Tactics	Responsibility Of	Outcome Measures
1. District 112 Foundation is known across school district region and is well-respected. 2. District 112 Foundation logo is widely recognized and the mission and vision are understood. 3. Foundation Board members and staff attend community events as brand ambassadors. 4. District staff serve as brand ambassadors for the Foundation within their respective school communities.	1. Refresh website at least quarterly and update routinely after events. 2. Create calendar of community events and Foundation events for board member and staff attendance. 3. Create and implement marketing and promotions calendar. 4. Keep Facebook and Instagram pages up-to-date and active. 5. Create recruitment plan to introduce incoming	1. Board members 2. Marketing / Communications committee 3. Operations Coordinator	1. Increase social media following by 25% (followers, shares, etc.) over previous year. (Increase additional 25% for years 2 and 3.) 2. Increase social media engagement with more comments and conversation tracked by hits. 3. Increase website traffic by 10% over previous year (measured by number of visitors). (Increase additional 10% for years 2 and 3.) 4. District 112 Foundation
		Resources Needed 1. Increase administrative staff / hours. 2. Increased hours from Marketing Committee. 3. Increased time from Board to attend community events.	

	<p>kindergarten families and families of new students to District 112 Foundation.</p> <p>6. Board Chair or staff member attend district events, including, but not limited to Teacher Workshop, school board meeting, etc.</p> <p>7. Attend / visit at least 2 of the District 112 Foundation sponsored grant projects each semester to secure testimonials, video and photos.</p>		<p>board members will attend at least 2 community or school events per year.</p> <p>5. Increase grant “stories” to at least 4 per year, including testimonials, video, and/or photos to be used for marketing, fundraising, and informational purposes.</p>
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Priority: Increase Revenue

Goal: To build a sustainable, diverse revenue stream to support the Foundation’s programs.

Success Strategies	Tactics	Responsibility Of	Outcome Measures
1. Raise \$8000 in unrestricted	1. Continue to generate individual	1. Board members	1. Number of new donors annually.

<p>revenue. (\$12,000 in year 2 and \$16,000 in year 3.)</p> <ol style="list-style-type: none"> 2. Make 5-8 cultivation visits (virtual or in-person) to donors with capacity of \$250 or more. (Increase to 10-14 visits in year 2; 20-25 visits in year 3.) 3. Increase business partners / sponsors to 3 for year 1, 5 for year 2, and 8 for year 3. 4. Increase monthly giving by 15% over previous year. (Continue for years 2 and 3.) 5. Submit 2 grant proposals in year 1, 3 grant proposals in year 2, and 5 grant proposals in year 3. 	<p>and business sponsor list from Board members, community groups, district vendor list, Bloomerang prospect tool, etc.</p> <ol style="list-style-type: none"> 2. Board develops list of potential donors and prospects for face-to-face meetings (50 in year 1, 75 in year 2, 100 in year 3). 3. Begin developing Alumni relationship and research alumni associations in preparation for creating one for ECCS. 4. Build / implement donor engagement planning, including monthly giving program. 5. Update business 	<ol style="list-style-type: none"> 2. Development Committee 3. Events Committee 4. Operations Coordinator 5. Volunteers <hr/> <p>Resources Needed</p> <ol style="list-style-type: none"> 1. Increased fundraising for additional Bloomerang constituents (increased subscription cost for software). 2. Board solicitation training and ongoing fundraising / development training. 3. Operations Coordinator training on solicitation and cultivation visits. 4. Marketing / communication templates for donor engagement and appeals. 5. Volunteers / additional assistance to plan and execute events. 	<ol style="list-style-type: none"> 2. Number of renewal donors. 3. Dollars raised (unrestricted and restricted funds.) 4. Number of monthly recurring donors. 5. Number of solicitation / cultivation visits made annually. 6. Number of grant proposals funded vs. not funded. 7. Number individual donors moving through cultivation pipeline. 8. Number of business sponsors / partners.
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<p>6. Secure funding to support one new or enhanced program in year 1 and two new or enhanced programs in year 2 and 3.</p> <p>7. Generate \$6000 from events in year 1, \$8000 in year 2, and \$10,000 in year 3 (includes business partner revenue.)</p>	<p>partnership plan.</p> <p>6. Continue to cultivate and move donors through donor pipeline – one-time giver to annual giver to sustained giver to major donor.</p> <p>7. Identify potential grants consistent with program needs.</p> <p>8. Grow and improve Soiree to become “signature” event for Foundation and significant source of revenue.</p>	<p>6. Grant writing training and assistance.</p>	
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Priority: Program Development

Goal: To offer well-funded programs impacting student achievement, enhancing teacher effectiveness, and advocating for students and staff that are implemented with fidelity in our schools.

Success Strategies	Tactics	Responsibility Of	Outcome Measures
<p>1. Expand Teacher / School Grants program by \$1000 per</p>	<p>1. Research, implement and recruit members for StormHawk</p>	<p>1. Board members 2. Operations Coordinator</p>	<p>1. All district 112 Foundation programs will have defined,</p>

<p>cycle in year 2, \$2000 per cycle in year 3.</p> <ol style="list-style-type: none"> 2. Establish StormHawk Alumni Association by year 3. 3. Explore expansion of Excellence in Education program to recognize teams of teachers (year 1), Staff Person of the Year (year 2), and Alumni of the Year (year 3). 4. Assess and rebrand Invest in Kids program to allow for more “rapid response” grants by year 3. 5. Expand and enhance Teacher Tributes and Holi-grams program. 	<p>Alumni Association.</p> <ol style="list-style-type: none"> 2. Implement recognition of “team teachers” with Excellence in Education Awards. 3. Implement recognition of Staff Person of the Year with Excellence in Education Awards. 4. Implement recognition of Alumni of the Year with Excellence in Education Awards. 5. Enhance Teacher Tributes and Holi-grams programs by offering upgrades to donations (tangible gifts for teacher, etc.) 6. Enhance Teacher Tributes program to include “wall of recognition” for each 	<ol style="list-style-type: none"> 3. Awards Committee 4. Volunteers 5. Alumni <hr/> <p>Resources Needed</p> <ol style="list-style-type: none"> 1. Funding for each program creation or expansion / enhancement. 2. Increased staff hours. 3. Increased hours for Awards Committee. 4. Volunteers. 	<p>measurable goals and be tracked for impact.</p> <ol style="list-style-type: none"> 2. Dollar value of grants awarded. 3. Number of students reached by grants program. 4. Membership numbers for StormHawk Alumni Association. 5. Revenue raised by Teacher Tributes and Holi-gram program. 6. Number of teachers, teams, and staff nominated for Excellence in Education awards.
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	school to showcase Teacher Tributes.		
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Priority: Board Development

Goal: To develop an active and engaged board whose members are diverse across geography, ethnicity, and age, along with developing a leadership component that cultivates a pipeline of potential new board members.

Success Strategies	Tactics	Responsibility Of	Outcome Measures
<ol style="list-style-type: none"> 1. Add at least 2 engaged, active board members per year for the next 3 years. 2. Regular attendance (at least 75%) and participation at board meetings. 3. Maintain 100% board financial participation. 4. Board members are comfortable and active with fundraising efforts. 5. Board committees meet regularly, with defined goals and actions. 	<ol style="list-style-type: none"> 1. Create board matrix to identify potential gaps in board membership diversity and skills. 2. Create board recruitment and onboarding process, including board binder for each board member. 3. Clarify and update documents for roles and responsibilities of board members and committees. 4. Verify / recruit committee chairs and members annually. 5. Provide board member 	<ol style="list-style-type: none"> 1. Board members 2. Executive Committee 3. Operations Coordinator 	<ol style="list-style-type: none"> 1. 100% of board members participate in financial support of the Foundation. 2. All board members attend at least 75% of board meetings. 3. Board adheres to strategic plan with quarterly check-ins during board meetings. 4. 100% of board members feel comfortable fundraising in some capacity. 5. 100% of board
		<p>Resources Needed</p> <ol style="list-style-type: none"> 1. Fundraising training. 2. Board member time for recruitment. 3. Administrative time to compile and maintain board binders. 	

<p>6. Strategic plan check in added to board meeting agenda at least quarterly.</p> <p>7. Board members serve as confident brand ambassadors and clearly articulate Foundation's mission, vision, values, programs, and needs.</p>	<p>fundraising training at least annually.</p> <p>6. Generate and maintain list of prospective board members.</p>		<p>members serve as brand ambassadors and can accurately state mission and vision of the Foundation.</p>
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