Dollars for Your District, Funding your Strategic Plan Wish List

Wednesday, 10/26/2016, 2:30 PM- 3:30 PM

Trudy Doyle, Immediate Past President, NJEFP
Megan Dzwonkowskki, Executive Director, NJEFP
Randy Davis, Co-Chair, NJEFP
With Special Guest Appearances by:

Jean Holtz, President
Freehold Borough Educational Foundation and Co-Vice Chair, NJEFP

Dr. Rocco Tomazic, Superintendent
Freehold Borough School District
Dedicated To Enhancing Public Education Throughout New Jersey

Mission Statement

New Jersey Education Foundation Partnership (NJEFP), a statewide nonprofit organization, is dedicated to enhancing public education in New Jersey by growing and strengthening local education foundations through education, training, collaboration and advocacy.
In June 2010, the NJ Legislature adopted Governor Chris Christie's proposed FY11 budget, cutting over $1.1 billion, or almost 15%, in state aid from the SFRA formula.

Unfortunately, the SFRA has been consistently underfunded. Subsequent budgets have failed to properly implement the school funding formula, providing minimal and unpredictable state aid increases that do not comply with the law. The Education Law Center (ELC) estimates that New Jersey’s schools suffered an accumulated funding deficit of almost $4.5 billion from 2010 through 2013.
Due to consistent underfunding of the formula since 2010, many of New Jersey’s school districts have funding levels that are further below adequacy than in 2008, when the formula became law. This is the opposite trajectory of what the SFRA promised. School districts are also facing rising costs, and many are experiencing enrollment growth. These factors have left many district budgets well below what is needed to deliver State academic standards.

Source:
Shortchanging New Jersey Students: How Inadequate Funding Has Led to Reduced Staff and Growing Disparities in the State’s Public Schools

Education Law Center July 2014
School Districts Must Find Alternative Sources of Funding to Maintain Programs and Provide for Innovation
Tax Dollars Are Not Enough!

Where Will Alternative Funding Come From?
Your District’s Local Education Foundation
Why Local Education Foundations?

The establishment of a successful foundation can provide the school district with additional funding that can be used for a variety of purposes including:

- Innovation
- Pilot programs
- Technology
- Cultural and fine arts
- Extracurricular activities
- Other programs or services not able to be funded under the district's budget
Funding Your Strategic Plan’s Wish List
How Do Successful Foundations Work?
Collaboration

Superintendent
Board of Education
Foundation President, Executive Director

Jean Holtz, President
Freehold Borough Education Foundation
and Co-Vice Chair, NJEFP
Dr. Rocco Tomazic, Superintendent,
Freehold Borough School District
A small foundation with a big impact

Our mission is to plant seeds of educational excellence by supporting creative teaching efforts, innovative student development activities, and enhanced community/school partnerships.
Bringing funding, programming, resources, and partnerships to enhance educational opportunities for our pre-K to 8th grade students.
What Do Successful Foundations Accomplish?

$120,000 to Lawrence Township Public Schools to fund major renovations and upgrades of two Lawrence High School (LHS) science labs.

Last Year- $39,000 in grants to support 21 programs throughout the Lawrence Township Public Schools. The grants, awarded to district teachers, provide funding for programs that are outside of the regular school district budget. They cover a broad range of disciplines including innovative classroom spaces, literacy, robotics, professional development, music and the arts.
Kindergarteners will be “STEAMing into Kindergarten,” which provides learning opportunities in all four Lawrence Township Elementary schools through the implementation of Bee-Bot Robots.

Lawrence Township Education Foundation donated $50,000 for LHS library work. Library renovations will create a collaborative, modern learning environment.
Gifts

- Donated close to $200,000 to the district
- Raised over $300,000
- Attracted over $44,000 in new corporate and foundation gifts
- Received $47,566 in donor designated gifts for special initiatives
- Received $40,000 in pledges for the upcoming school year
- Initiated Private donor matching gift challenge to motivate new donors which resulted in $26,000 in new monies
The Morris Educational Foundation provides cultural arts grants to all ten schools in the Morris School District. These grants allow the individual schools to determine the specific program the money supports and may include assemblies, artist in residency programs or workshops.

Cultural arts grants of $32,000 have been awarded during the 2014-15 school year, part of the over $150,000 in total grant awards that year.
Building a Local Education Foundation

- Identify key people and partners (Be inclusive)
- Hold a community meeting
- Create a diverse steering or feasibility committee
- Determine name, mission, bylaws, and 3-yr budget
- Establish Board of Directors/Trustees

Legal steps
- IRS Employer Identification Number (EIN)
- Incorporate as nonprofit in State of NJ
- IRS 1023 application for 501(c)(3) exemption
- Register with NJ Division of Consumer Affairs
Best Practices of Effective Local Education Foundations

- Working board of trustees and governance practices.
- Superintendent & BOE member ex-officio.
- Financial management & adequate resources.
- Alignment with district goals and priorities.
- Programs that resonate in your community.
- Strategic planning:
  - Mission, Vision, Case Statement
- Supportive organizational structure.
- Executive Director – when resources allow.
- Collaboration and partnerships.
How does NJEFP provide support?

- Promoting collaboration and networking among local education foundations, board members, volunteers and staff.

- Providing assistance to local school districts, parents and community members in the creation, development and growth of their foundations through training and education in best practices, fund development, board management, governance, marketing and non-profit management.
NJEFP Memberships and Initiatives 2016-17

Basic Membership
Local Education Foundation Only Membership - $175
This membership is open to any local education foundation that is interested in becoming more knowledgeable in bridging/building/improving the relationship with the school district, non-profit best practices (fundraising, board recruitment and retention, marketing, finance, etc.), and occasionally needs guidance and advice. It is recommended for those who have, at a minimum, acquired (or are in the process) IRS non-profit status.

Benefits Include:
• NJEFP Newsletter to all LEF board members
• Four In-Person membership meetings per year. Up to 4 people from your local education foundation board members or staff may attend.
• Two NJEFP membership webinars. All local education foundation board members or staff may attend.
• Access to the NJEFP Members-Only website section
• General support
• Membership to the National School Foundation Association including access to its webinars
Comprehensive Membership
Local Education Foundation and School District Membership - $500

Membership Details
NJEFP is offering this new membership level to better serve all the constituencies that influence the local education foundation. It is an opportunity for very new (or not yet started), fledgling LEFs or those wanting to improve district and LEF collaboration to learn and get more intensive support year round.

Benefits Include:
NOTE: The $500 fee includes the $175 LEF membership fee
• NJEFP Newsletter to all LEF board members
• Four In-Person membership meetings per year. Up to 3 people from your local education foundation may attend. In addition 3 people from your district may attend (Board of Education Member, Business Administrator, Superintendent, Principal, and other key staff).
• Two NJEFP membership webinars. Open to LEF Board members and paid LEF staff, any district staff, and Board of Education members.,
• Access to the NJEFP Members-Only website section
• General support
• Membership to the National School Foundation Association
• Discounts on Special Training Programs
NJEFP Special Programs
Under Construction

- Troubleshooting
- Start-Up Boot-Camp
- Advanced Boot-Camp
NJEFP/NJSBA
Fundraising Strategies
$ Direct Ask
$ End of Year Campaigns
$ Teacher Recognition
$ Alumni
$ Signature Events
$ Sponsorships
$ Corporate Grants and Partnerships
$ Foundation Grants
Envisioning the future for public school funding means recognizing that in order to maintain current programs and services other sources of funding must be found. Otherwise, that future will include an erosion of the excellent education that our public schools have delivered.
CREATING A LOCAL EDUCATION FOUNDATION IN NEW JERSEY

Written for NJEFP by:
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