

Before We Start...Let's Agree!

- ✔ That we're all here because we care about helping Lunenburg schools
- ✔ That we will listen, give feedback respectfully, and give everyone the chance to participate equally/share the mic
- ✔ That we will offer critiques to ideas, not people

Dear PTO,

- + We wouldn't be here without you!
- + We want to supplement, not compete with, your work.
- + We want our idea to be judged on its own merits.
- + We worked hard to gather the following information to lay the groundwork for this conversation.

We heard these concerns from you:

- + We have concerns about a competing interest group.
- + We have had recent struggles like engaging teachers and parents.
- + We focus on fundraising and think an ed foundation focused on fundraising will hurt your efforts.
- + Annually, we give principals \$ for field trips, activities; control use.
- + We plan to launch a teacher grants program to fund classroom needs, special projects, etc.

What is an Education Foundation?

- A non-profit organization dedicated to enhancing academic excellence by connecting corporate and private sector funds as grants to educators seeking to implement innovative learning opportunities for K-12 students
- Directed by a board of volunteers
- An entry point for people and groups who may not identify as a parent/guardian or teacher to donate to their community's schools.

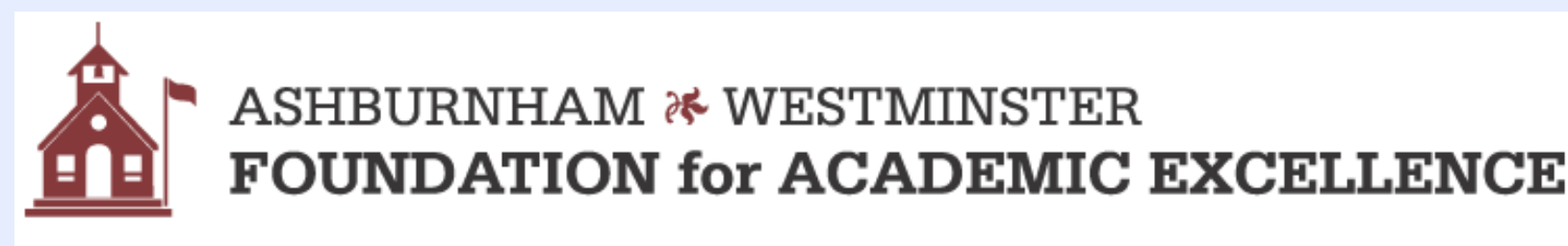
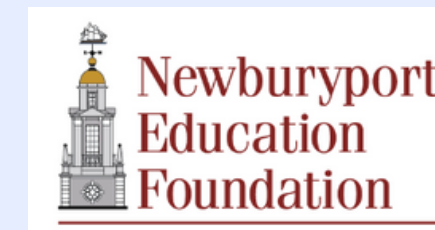
Why an Education Foundation?

- Teacher support/benefit not available in other districts
- Positively augments morale
- Shares fundraising burden collaboratively with PTO
- Creates a funding channel for previously unaffiliated donors
- Raises expectations for educators and learners about what is possible in school
- Motivates our community to think creatively about ways to support our students
- Welcomes all citizens and businesses regardless of their relationship to currently enrolled students, district policies, legislative actions, or political affiliations
- Focuses on individual educator-learner initiatives and experiences
- Focuses solicitation on large corporate and philanthropic gifts
 - Businesses can show employees their value to the community
 - Businesses can earn LEAF-formulated marketing placements
 - New, wealthy residents can feel purposefully connected to the town
- Keeps fundraising efforts focused on one fund for one purpose
 - Grant fund will be primary repository of donations
 - Operating budget will be maintained by volunteer administrative and community board members (not elected town/district/PTO representatives)

Peer Foundations



IPSWICH EDUCATION FOUNDATION



Why Now?

- ✓ **The district budget is set. The override passed.**
- ✓ **People are still engaged. Our community is activated!**
- ✓ **Neighbors with new skillsets are ready to help fill a philanthropic gap.**
- ✓ **Large corporations, wealthy homeowners are new to the area and seeking engagement opportunities.**



LEAF

LUNENBURG EDUCATION ACCELERATOR FOUNDATION

Mission

LEAF will be a citizen-led non-profit catalyst that enhances academic excellence in Lunenburg schools by connecting corporate and private sector funds as grants to educators seeking to implement innovative learning opportunities for the K-12 students of our town.

Grants will support creative curricular development beyond the scope of the typical school budget. Creative ideas reflect alternative approaches to typical instruction and incorporate tools or methodologies not currently available in Lunenburg classrooms.



What Can Be Funded

- Innovative, academically related projects outside the scope of current curricular implementation that align with the foundation's mission
- Enrichment opportunities that are above and beyond regular, remedial or required study
- Single-teacher/classroom initiatives to larger scale, multi-teacher projects that reach multiple grade levels/schools

Sample Outcomes

[Green Screen for Video Casting](#)
[Meet SAM \(Skills Assessment Manager\)](#)
[George's Cosmic Treasure Hunt Interdisciplinary Project](#)
[United Way Youth Venture Partnership](#)

[CAD Supplies](#)

[3D Pens](#)

[Lego Atoms](#)

[Laser Cutter](#)

[World Map](#)

[Standing Tables](#)

[Nature Trail WiFi](#)

[Club Invention](#)

[Phenology Garden](#)

[Gynzy Board](#)

[Weather Recorders](#)

[Ukuleles](#)

[Nipmuc Village Grant](#)

[CNC Grant](#)

[Car Track](#)

[Oakmonitor Newsletter](#)

[Podcaster Studio](#)

[Ozobots](#)

[Contagious Science](#)

[Student Expression on Stage: Fostering Creative Responses to Teen Social Issues](#)

[Stereo-microscopes: A Window into the Microscopic World](#)

[Spartan Bakery](#)

[Video Equipment and Curricular Materials for Teaching Social Skills](#)

[Enhancing Number Sense in the Kindergarten Classroom](#)

[Character Classics](#)

[Social Intervention and Recess Program](#)

[Tumble Into Reading](#)

[Reading and Writing Strategies through Literature Circles](#)

[Listening Centers](#)

[Interactive Bright Board System](#)

[French Honor Society Continuation](#)

[Archaeological Dig](#)

[Set Your Course Friends Club](#)

[Nucleic Acid and Protein Modeling](#)

[Foreign Language Immersion Day](#)

[iPads for English Language Learning \(ELL\)](#)



Sample Outcomes

Thermal imaging cameras
 Story boxes for the visually impaired
 Greenhouse hydroponics system
 Inclusive art studio
 Author visit for Holocaust Remembrance Day
 iPads, cases, and Apple pencils for art room
 Sensory play learning materials



Weather station
 Root Robots (coding)
 Online Magazine
 Thermometers
 Coding materials
 3D scanner
 3D printer pen
 DSLR cameras
 Visiting Writers Series
 Composting program
 Storytelling kits
 SMART Document camera
 Chicken coop project
 Robotic model sailboat
 Musical instruments
 Graphic calculators
 Newspaper project
 Video and podcasting lab
 Investment club
 Nock Seismic activity

Rock climbing wall/Adventure PE grant

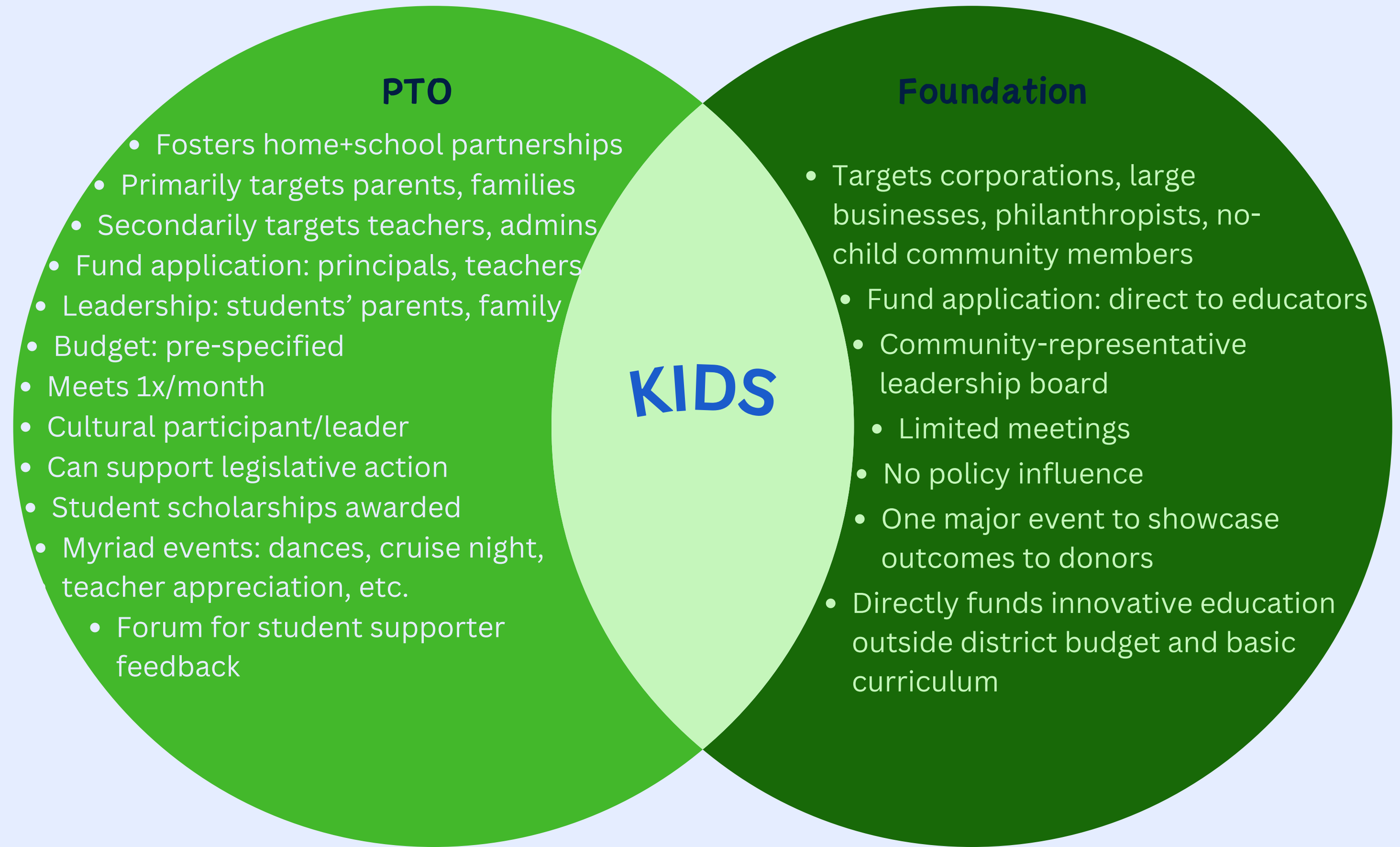
Sample Outcomes



What Cannot Be Funded

- Travel for individuals
- Items typically or expressly funded by/within the school budget
- Basic school curriculum/professional development
- Refreshments
- Decorations
- Projects more appropriately funded elsewhere (e.g. PTO or Athletic Association)
- Grants may be disqualified based on fair input and evaluation by the board which will include representation from the school district, school committee, and PTO

But we already have a PTO...



Concern #1- How is this not a competing organization?



PTOs + Foundations

“Hingham families and schools are grateful for the support of all of these organizations.”

“Here in Wellesley, the PTOs are very supportive of WEF.”

“We didn’t receive any pushback from the PTOs at all.”

“Any district who has a foundation also has PTOs and they work together perfectly.”

“We focus very narrowly on things the PTO is not allowed to fund.”

“We think of it as supplementing our efforts.”

“My children have benefitted from various foundation grants along with so many PTO purchases and events. I’m grateful that we have both in our schools!”

“ELF fundraises more directly by monetary donations, whereas the PTO does fundraising sales and event-based fundraising.”

“The PTOs pay for things teachers need. The foundation pays for what teachers want!”

“We support each other.”

Concern #2- We focus on fundraising. Won't an education foundation hurt our efforts?



Education Foundations

- ✓ Tap corporate donors, residents who do not identify as parents/guardians or who have no direct connection to their town's schools or education system.
- ✓ Work collaboratively with PTOs to fundraise in different ways, working to solicit different groups in different ways.
- ✓ Construct boards in different ways to meet the needs of the community.

Meet Kim



- Neither a teacher nor a parent
- Retired financial advisor
- Adult children live elsewhere
- Net worth = >\$4 million
- Experienced philanthropist = match giving, DAFs (donor-advised funds), sustaining NPR membership, etc.
- Looking for a way to financially support local schools with significant \$

Meet Andy



- Neither a teacher nor a parent
- Young, work-from-home web developer
- Lives with husband; plans for kids some day
- Moved to town to escape the city
- Career and travel leaves little room for volunteering
- Feels motivated to get involved, give back to the community, especially schools

Meet Sunil



- AVP of Devens-based tech startup
- Lives with wife and children in Westford
- Familiar with education foundations
- Work portfolio includes in-person worker recruitment and retention
- Interested in creating business-community partnerships that foster confidence in local education quality to persuade employee relocation
- Interested in B2B networking opportunities

Philanthropic Scope



Cultivation: corporate donors receive custom pitch package



Incentives: B2C marketing, tax deduction, local networking



Retention: focus on giving levels, mailed thank-you's/follow-ups with student stories/teacher profiles, gala with project demos, social media and website updates



Expansion: Cultivate core donors and board members who can lead fund development within their industry

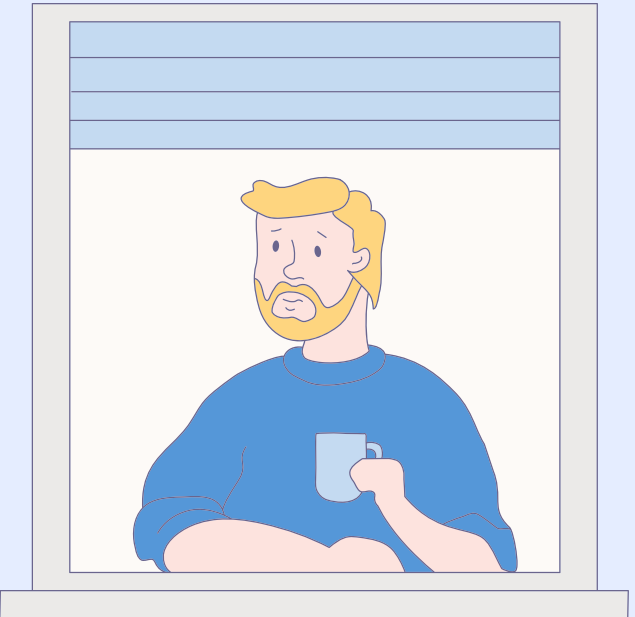
Concern #3 We have struggled to engage with teachers and parents. Won't this divide their attention?



Target Audiences

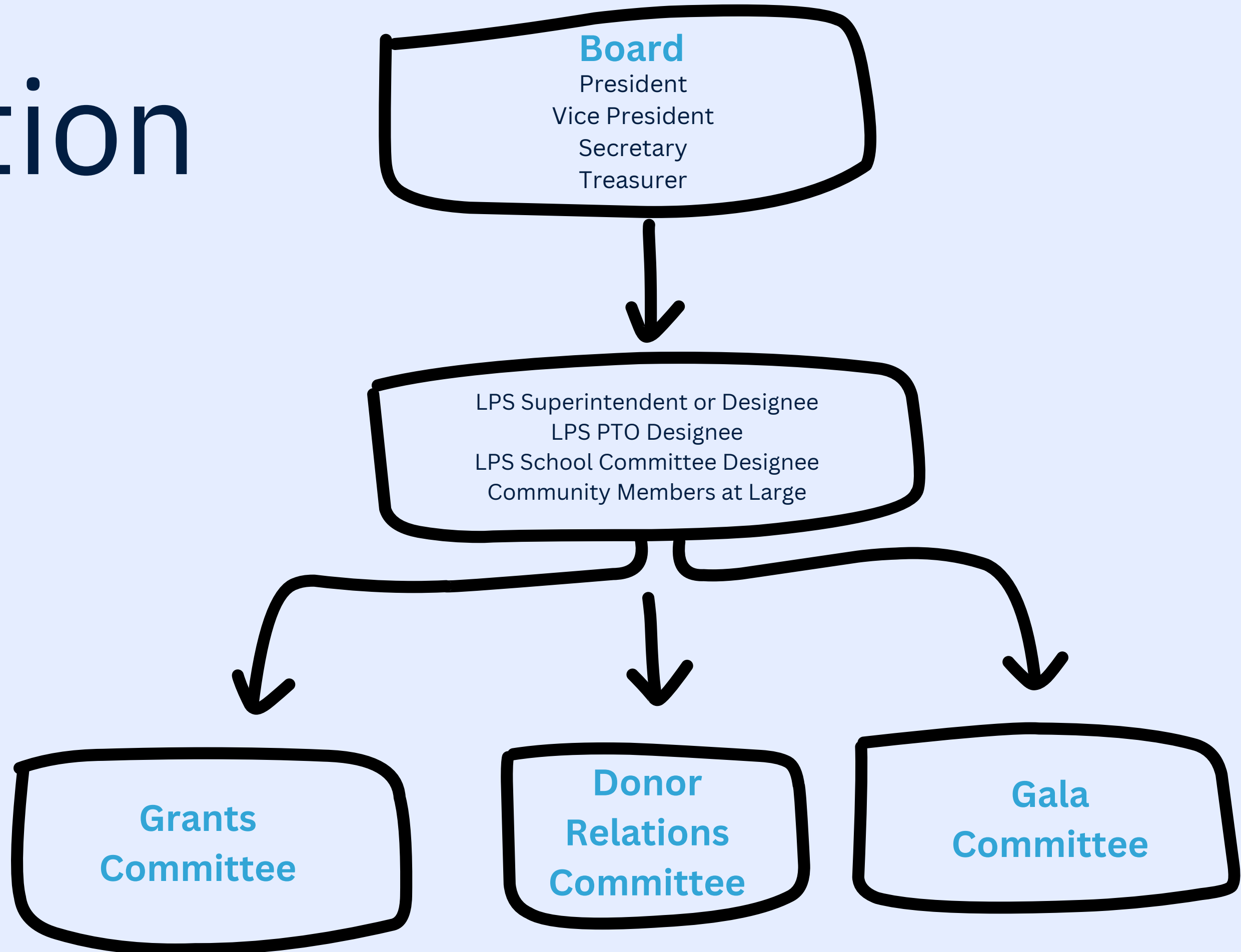


PTO!

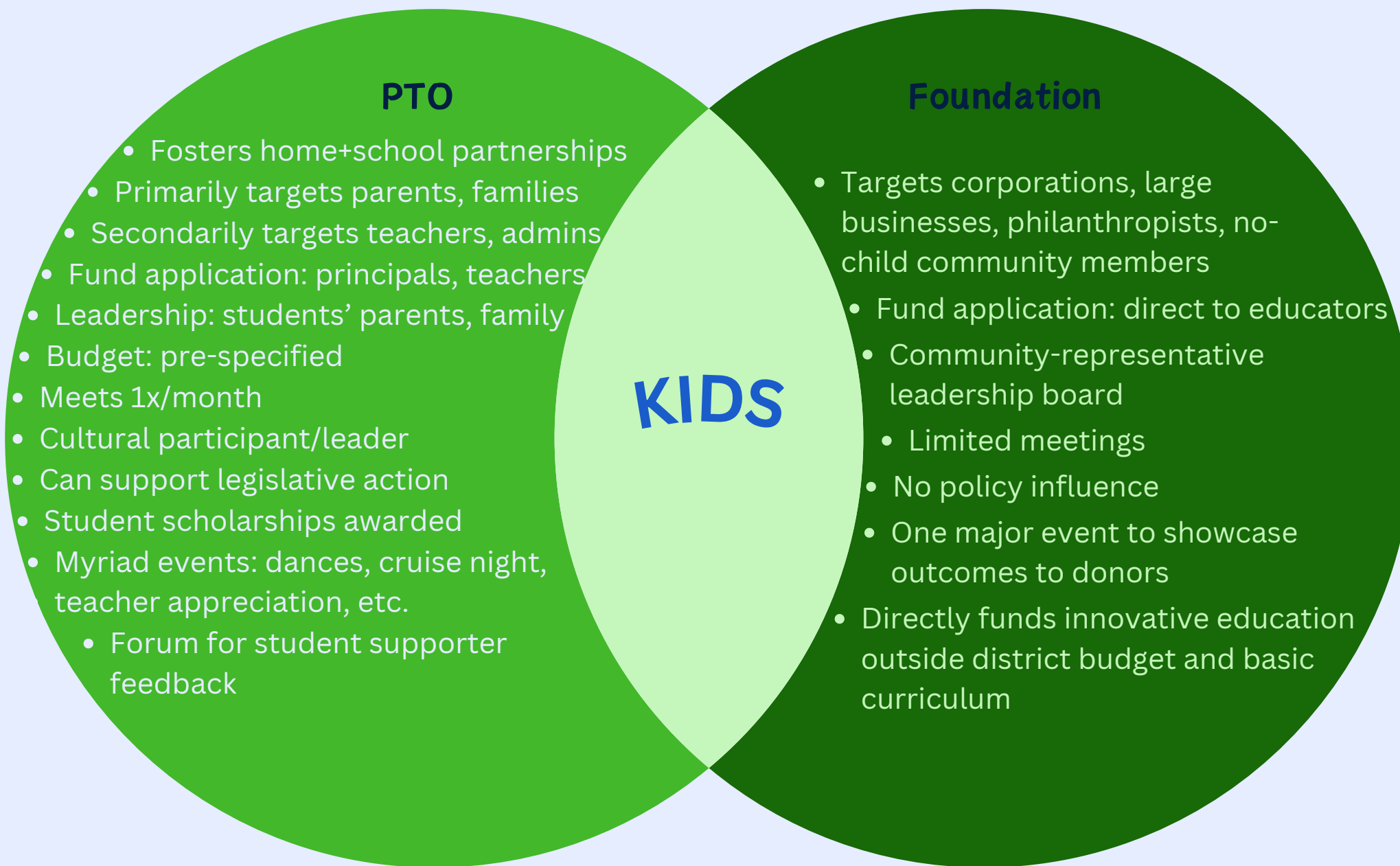


education foundation!

Organization



Concern #4- Annually, we give principals \$ for field trips, activities; control use. Will you duplicate or negate that effort?

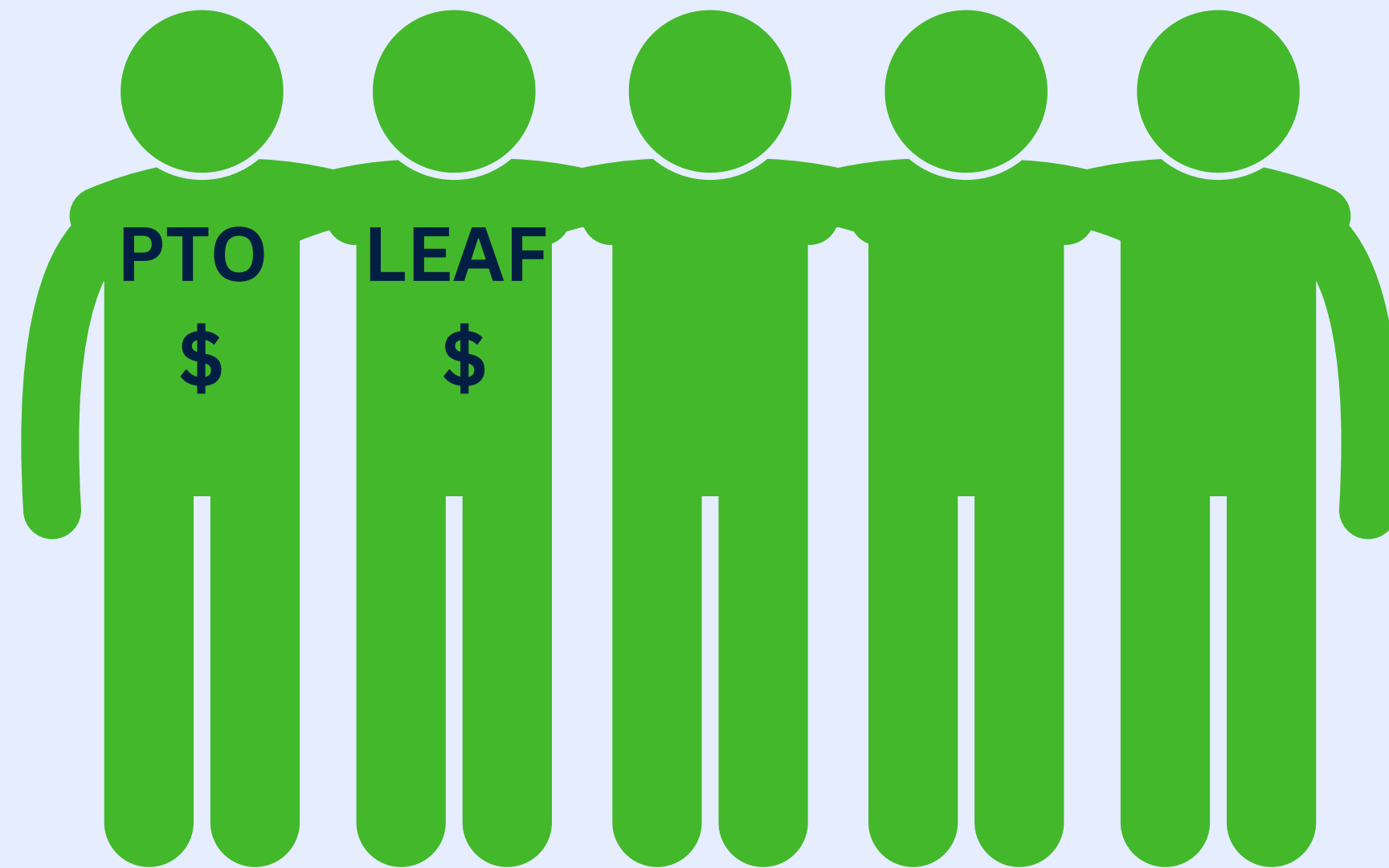


- ~~Travel for individuals~~
- ~~Items typically or expressly funded by/within the school budget~~
- ~~Basic school curriculum/professional development~~
- ~~Refreshments~~
- ~~Decorations~~
- ~~Projects more appropriately funded elsewhere (e.g. PTO or Athletic Association)~~
- ~~Grants may be disqualified based on fair input and evaluation by the board which will include representation from the school district, school committee, and PTO~~



Concern #5 - We plan to launch a teacher grants program to fund classroom needs, special projects, etc.
How can both these programs exist together?

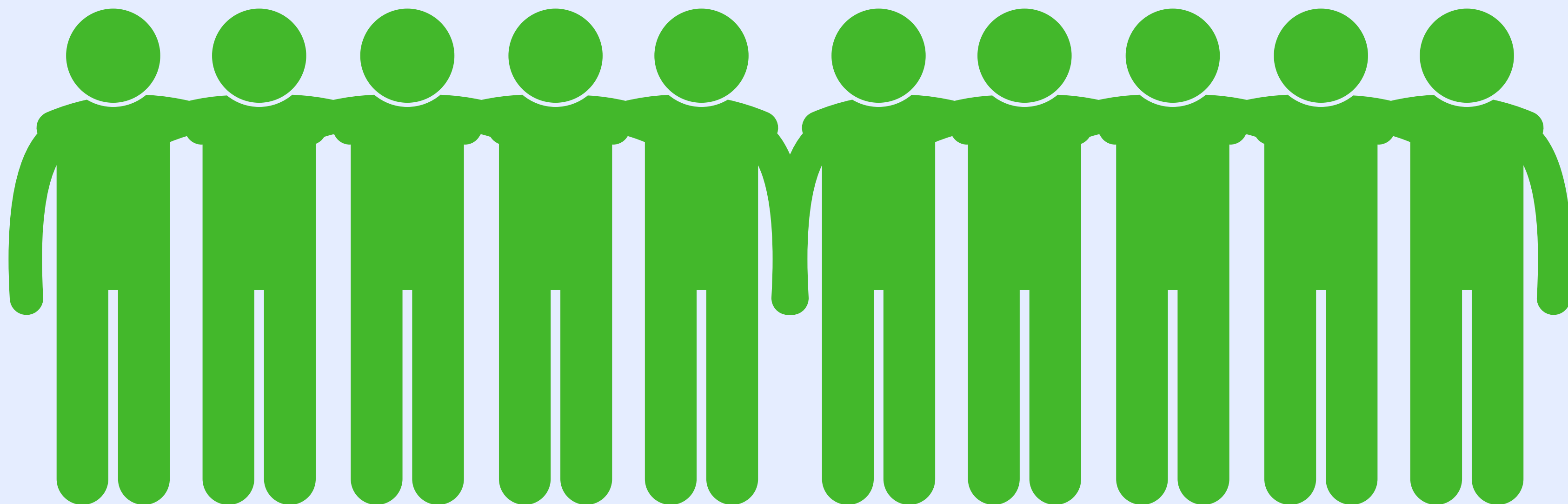
“Another organization raising awareness for what schools need can only be helpful.”



Timeline



Let's Do This!





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