



NJSBA at Your Service *WEBINAR SERIES*

Maximize Your District's Access to Alternative Revenue

May 3, 2016

Today's Speakers

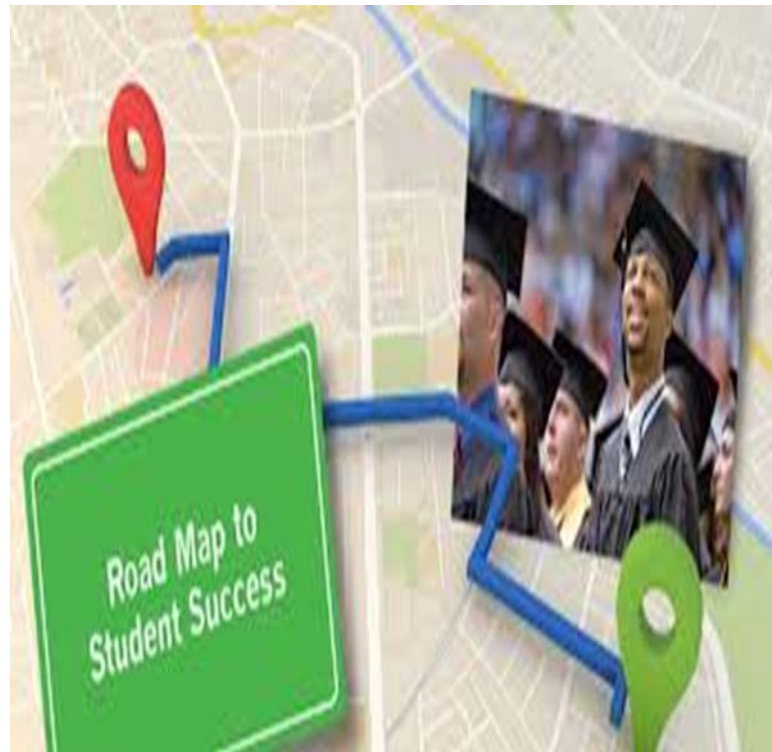
- Gwen Thornton, NJSBA – Field Service Representative
- Kathy Winecoff, NJSBA – Field Service Representative
- Megan Dzwonkowski, Executive Director, NJ Education Foundation Partnership
- Andrew Zuckerman, Director of Curriculum, Lawrence Twp. School District
- Michael Paddock, CEO, The Grants Office
- Patrice Maillet, NJSBA , Director of Business Development



All New Jersey Boards of Education work to balance all the demands of educating their children



Creating a road map for success for every child in their care... in an era of limited resources



As districts continually work to:

Balance the needs of the students with the ability of their communities to support programs essential to student success



There is a Need to Create Partnerships



Requires accessing alternate sources of revenue through development of partnerships with communities, businesses, corporate entities and other available resources.

These partnerships are essential to the success of any district- no longer a best practice, but now a necessity.

Strategic planning to maximize long range planning goals and outcomes helps maximize the value of every dollar

An Education Foundation

- **Can be an invaluable educational partner for your school district.**
- **In addition to providing an alternate source of revenue for the district, it is another vehicle to engage your community**
- **Encourages support for your district from a wider universe of stakeholders**
- **Celebrates the successes of the district and your community**

What is a Local Education Foundation?

- A local education foundation (LEF) is an independent, nonprofit corporation typically recognized by the IRS as a 501(c)(3) tax-exempt organization.
- It has its own board of directors and its own staff, both paid and volunteer.
- An LEF operates separately from the school district and board of education, but a strong working partnership among all entities increases the chance for long-term success.
- An LEF foundation is most often established so that funds can be raised to cover costs that the school district cannot cover.

Why a Local Education Foundation?

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,
- fine arts,
- extracurricular activities
- other programs or services not able to be funded under the district's budget.

Foundations fundraising goals must align with the district's strategic plan.

Does a Local Education Foundation compete with PTO/PTA or Booster Club?

- No, as it is not intended to replace or supplant parent-teacher or booster clubs.
- No, although it may collaborate with groups to fund teacher grants or special projects.
- No, as the focus is typically on academics and not athletics.
- No, a Local Education Foundation serves the whole district, not just an individual school, grade level or club.

Who makes up a Local Education Foundation?

- Local Education Foundations are most often made up of volunteers who want to make a positive impact on their community by supporting public education.
- As volunteers they often lack experience in managing a foundation, fund development and best practices in general.

How does the district work with the local education foundation?

- The foundation and the school district must work in **collaboration** to be successful.
- A board of education member, a Business Administrator or a Superintendent may sit on the foundation board. However, it may be most appropriate for this person to be a non-voting foundation board member.
- Clearly, defining the roles and responsibilities in the foundation By Laws will ensure best practices.

Creating 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
- Join NJEFP www.njefp.org

How are the foundation funds allocated?

Foundation's funding is aligned with district priorities.

- The foundation's Board of Trustees decides which projects/programs to fund.
- Grant guidelines, policy & procedures are considered.
- Focus on district, school, and/or grade.
- Teacher/staff grants are funded on a competitive basis.
- Donors may direct their contributions to specific areas (restricted donations).

Success Story: Lawrence Township Education Foundation

These are some of the projects funded by the Lawrence Township Education Foundation:

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

Lawrence Township Education Foundation

(continued)

- 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 \$100,000 for LHS library work. Library renovations will create a collaborative, modern learning environment.



GRANTS OFFICE

Funding Strategies

For Local Educational
Foundations

Michael Paddock

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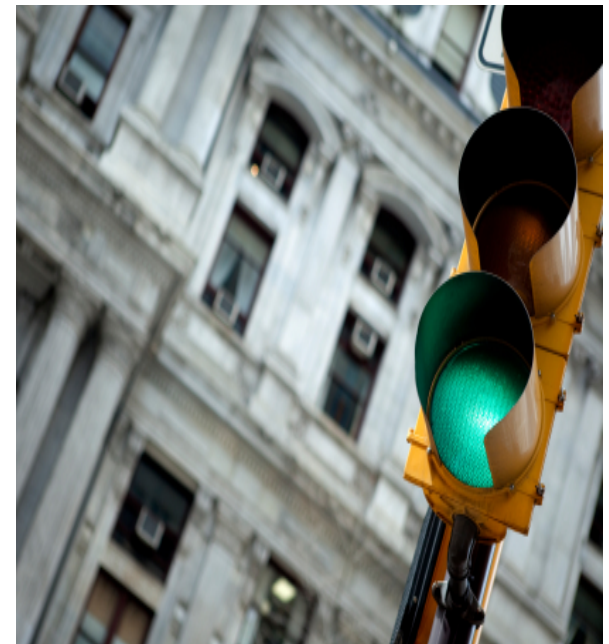


- Commitment to the project
- Defined benefit
- Concrete plan for implementation
- Realistic budget



Innovative Funding Strategies

- Co-funding
 - Public-private partnerships
- Financing
 - Leasing
 - Tax-exempt bond programs
- Federal and State Funding
 - Government loans
 - Grants





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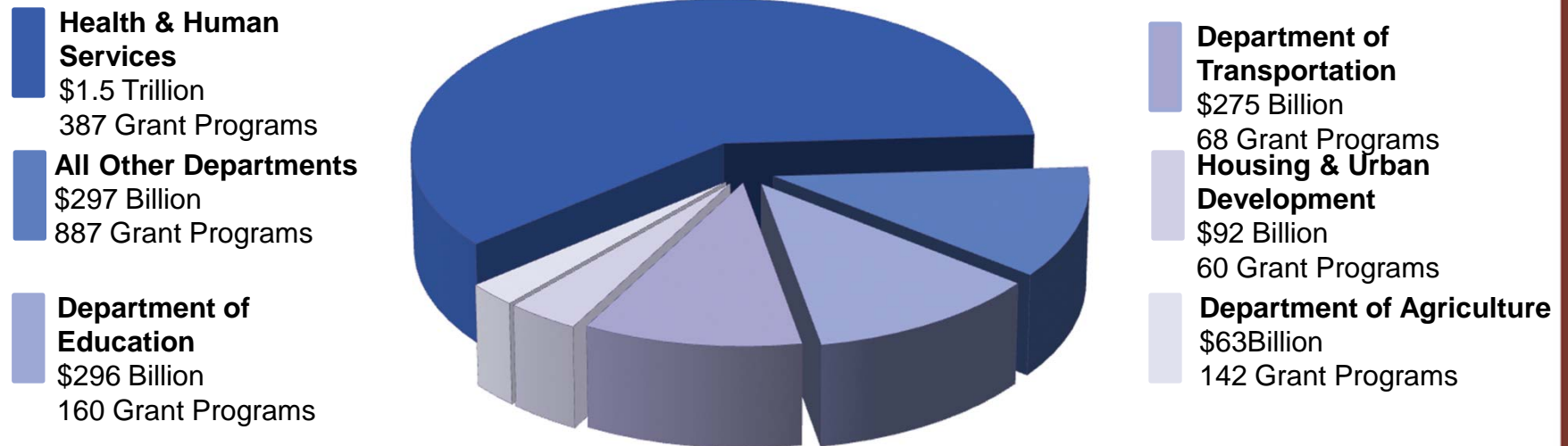
Grants Landscape



Federal Agencies



Federal Funding by Department



Average annual federal funding exceeds \$500 billion

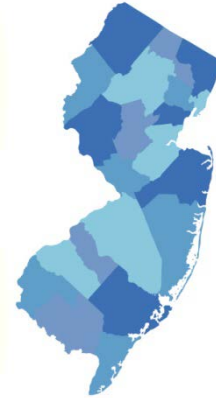
Source: USASpending.gov



Grants Landscape



Federal Agencies



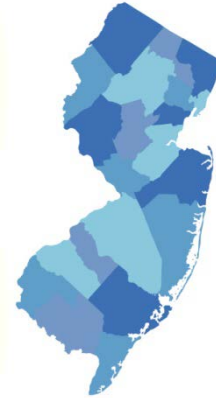
State Agencies



Grants Landscape



Federal Agencies



State Agencies



Private Foundations



Some Fundable K-12 Areas

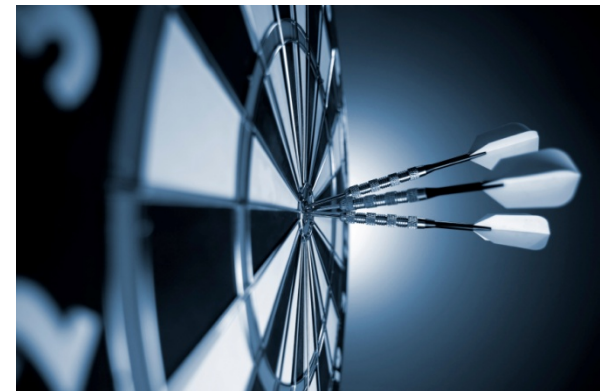
- After-school, weekend-school, summer-school activities
- Educational enrichment
- K-12 drop-out prevention/Improving graduation rates
- Literacy
- STEM education
- School safety
- College and career readiness, college transition
- Job skill training
- Teacher training and professional development
- Distance learning
- University-supported research/demonstration projects



Sorting Through Grant Opportunities

Determining Desirability

- Eligibility
- Total amount available (competitiveness)
- Matching requirements
- Application burden
- Scale (your ability to reasonably complete the project)
- Collaboration/partnering requirements
- Lead time
- Track record with the funder





Ready to Write?: Vetting the project

- Does your organization meet eligibility requirements?
- Can you address the absolute priorities of the opportunity?
Competitive preferences?
- Is the budget request within the confines of the floor and ceiling of the local award? Are there solid plans for sustainment of the project after the funding period ends?
- Can you dedicate enough time for the proposal development process?
- Have you engaged in proposal development/grantwriting in the past?



The NJSBA Grants Support Program

Included in your membership

- Access to a database of grant opportunities
- E-mail alerts when new grants are announced
- Invitations to informational Webinars

Discounted services

- Full year research and consultation support
- Proposal development and editing



Making your project an agency-wide priority

- Plan on one grant/program/year
- Many grants do not exclusively fund IT projects, and your IT project may be in competition with other projects within your agency
- Advocate for your project across your agency





Ten Tips for Getting More Grants

1. Learn as much as possible about each program to which you intend to apply.
2. Involve others in your project, but be judicious
3. Customize each proposal to the requirements of the funder.
4. Get reviewers comments for non-winning proposals and use their feedback in future proposals (www.fcc.gov/foia).
5. Include only support letters that demonstrate a real commitment on the part of the sender.



Ten Tips for Getting More Grants

6. Make grantseeking part of your agency's strategy; don't put all your eggs in one basket.
7. Be specific in your budget; most funders have generous allowances for budget length.
8. Don't include materials other than those specifically requested by the funder.
9. Have an outsider edit your proposal before you submit it.
10. Follow directions.



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Thank You for Your Participation!



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