



## Foundations Summit

*Working together to build  
private support for public education*

Monday, March 14, 2022

A yellow L-shaped line is located in the bottom right corner of the slide, extending from the right edge towards the center.

# Welcome!

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Please introduce yourself -

Name

School

Role in Foundation



# Meeting Agenda & Objectives

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## AGENDA

- Welcome and Introductions
- Overview of Agenda and Objectives
- Sharing Promising Practices
  - Successful Collaborations between Foundation and School Leaders
  - Engaging First-Time Volunteers
  - Successful Fundraising Examples Highlights
  - Small Group Discussions
- Next Steps, Evaluation and Closing

## OBJECTIVES

- Network
- Highlight Promising Practices
- Share and Collaborate with Peers
- Identify Topics of Interest for Future Gatherings



# Successful Collaborations:

Getting and Staying on the Same Page

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# Getting and Staying on the Same Page

## Successful Collaborations between Foundation and School Leaders

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Elementary  
Featuring Valley Elementary School



Secondary  
Featuring Poway High School



# Highlights from Colleagues

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# They Come Once and Never Come Back: Engaging first-time volunteers

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- Kevin Juza (PHS)



# Show Me the Money: Fundraising Examples from Colleagues

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- Kathy Linch (Abraxas HS)
- Casey Meeter (D39C)
- Rachel Quinto (PVES)





## Abraxas High School Foundation Alternative Fundraiser

This fundraiser is in lieu of sending students home with the task of selling door-to-door, collecting money, and delivering goods. Please help us avoid that by supporting our Abraxas High School Foundation with your donation, and helping us achieve our goals to support our students and faculty.

### **Thank you in advance for your support!**

\_\_\_ \$15 I do not want to bake, so here is the money I would have spent on those cupcakes.

\_\_\_ \$25 I do not want to hit up friends, family and co-workers, so here is the money I would have spent on buying wrapping paper.

\_\_\_ \$50 I do not want to walk, swim or run in any activity that has the word "thon" in it. Here is the money I would have spent on my child's "free" t-shirt.

\_\_\_ \$75 I don't want to attend any fancy balls, so here is the money I would have spent on a new outfit.

\_\_\_ \$100 I really wouldn't have helped in anyway, so here is \$100 to forget my name.

\$ \_\_\_ I am making this donation to express my appreciation for having nothing to buy, sell or do except fill out this form!

Name \_\_\_\_\_ Phone # \_\_\_\_\_

Student's Name \_\_\_\_\_

Email Address: \_\_\_\_\_

By participating in this fundraiser you are welcome to discard any fundraising information we may send  
home with your student

# How might we more effectively fundraise from our families?

## → Feedback from families:

- ◆ Only ask us once a year for money
- ◆ Desire to donate directly to school with little overhead
- ◆ Low pressure ask (e.g. no events, no additional efforts for the families)
- ◆ Easy to donate, specifically be able to use a credit card

## → Direct Ask:

- ◆ 39 Days of Giving: A once a year ask in the first 39 days of school
- ◆ \$539 suggested donation per student with emphasis on participation at any amount
- ◆ Email/Online campaign
- ◆ Donor Tools w/ Stripe Integration for credit cards
- ◆ Recognizing every donation on the annual donor statue at the front of the school

# How do we measure success?

- Participation (70%)
- Average donation \$529 = \$245/student
- 40% Increase in revenue
- 68% Increase in corporate matches
- Happy families



# Small Group Discussion



# Sharing Promising Practices: Small Group Discussions

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You will have 30 minutes in your small group to discuss and share your thoughts about four prompts.

Please identify a recorder and a reporter.

- The recorder will jot down notes from your discussion in the Google form.
- When we reconvene as a large group, the reporter will share one or two big ideas the group discussed. (No more than 2 minutes.)
- All ideas captured on the Google form will be recorded in the meeting summary.

# Promising Practices: Small Group Discussions

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1. How does your foundation establish its budget and fundraising goals each year?
2. What fundraising strategies are working best for your foundation? (Please be sure to talk about any experience/success your foundation has with grant writing.)
3. What is your foundation struggling with right now? What additional support might you need to overcome those challenges?
4. What do you recommend for possible topics at the next Foundations Summit?

<https://tinyurl.com/3ubm3eer>

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Breakout Discussion



# Sharing Out One or Two Ideas

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The reporter will share one or two big ideas the group discussed. (No more than 2 minutes.)





# Next Steps and Closing

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# Special Thanks to PUSD Foundations Advisory Council

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## Elementary:

- [Annette Feldman](#) - Sunset Hills Education Foundation
- [Cindy Barreda Schurr](#) - Valley Elementary Educational Foundation
- [Casey Sullivan](#) - Canyon View Foundation

## Secondary:

- [Lucien Dupont](#) - Education Foundation at Black Mountain MS
- [Carrie Wilson Herndon](#) - Westview Foundation
- [Kevin Juza](#) - Poway HS Foundation
- [Kathy Linch](#) - Abraxas HS Foundation

<https://tinyurl.com/45radpsp>

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Evaluation



# Closing

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- Next Steps
- Evaluation

