



Business Office
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To: Board of Directors

VI-D

From: Paul Olivett

Date: August 4, 2016

Subject: State College Area School District Education Foundation

State College Area School District Education Foundation

Why a Foundation – 501(c)3 Organization

The main purpose of the Foundation is to solicit contributions to support programs throughout the District that enhance the whole student experience. Funds are only solicited by the Foundation to support efforts of the District beyond the general fund budget.

An ancillary benefit to the District is an additional outlet for regular communications to the community regarding the accomplishments and activities of students, alumni, and teachers as it relates to the District.

Foundation Budget

We work very hard to stay within the budget assigned by the Board. All expenditures are monitored and approved in advance by the Business Administrator and Superintendent.

Regular Communications Strategy

Any successful fundraising operation begins with a multi-pronged and consistent communications plan. It is imperative that we tell the stories that make SCASD a great school district and continuously explain to people why they should consider supporting the District through the Foundation. To that end, we use several different approaches.

Monthly E-Letter (3rd week of month)

- Sent to about 15,000
- Stories

Magazine (3 times per year)

- March, July, October
- Printed (roughly 5000) and electronic
- Based on budget availability

Appeal mailings (3 times per year)

- December 2015
- May and November, 2016

SCASD Foundation Website

- Drive traffic from e-letter and magazine
- On District Website
- Social media outreach
- Nabil Mark

Campaign to put furniture in the South Building cafeteria area

EITC (Educational Improvement Tax Credit)

Approved in late June, 2016

Oracle Academy and International Baccalaureate

New Applications

Currently enrolled businesses

Foundation Board

6 members recruited

- Chris Buchignani
- Doug Loviscky
- Michelle Frisco
- Ann McGlaughlin
- Ben Lawrence
- Betsy Whitman

First meeting being planned for early September

What should Foundation board look like?

- Total number
- Additional Members
- Meetings

Additional volunteers and sub-committees

- Social media
- Hall of Fame
- Communications
- Special Project Fund raising
- EITC Outreach