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**Elkhorn Public  
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## NAPSF Membership Benefits

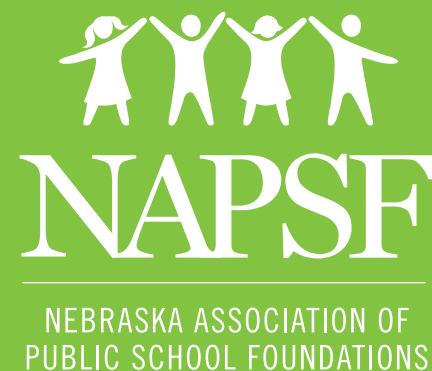
The Nebraska Association of Public School Foundations exists to strengthen the impact of school foundations in Nebraska for the students and educators they serve. Through public awareness and advocacy, the sharing of best practices, adherence to high ethical standards of philanthropy and the encouragement of deep public private partnerships, NAPSF will elevate and support school foundations as they provide options for communities to come into closer partnership with their schools.

- All NAPSF Members are also members with full benefits of the National School Foundation Association, the oldest and largest K-12 foundation organization in the U.S.
- Monthly (or as appropriate) e-communication which will include access to training and networking events, as well as other pertinent information
- Resources for collaboration and collective impact
- Full access to webinar offerings
- Annual national conference discounts
- Regional workshop discounts
- Access to consulting services from NSFA and NAPSF experts and other national leaders
- Access to resources for best practices and ethics
- Regional training opportunities for professional development
- Access to a talent bank for school districts and school foundations. The talent bank will include seasoned professionals in the field that would offer advice, best practices, and share successes

**2019-2020**

### NAPSF Membership Application & Renewal

<https://napsf.org/membership/membership-application.html>



## Drawing:

Two conference attendees will be drawn today to win a \$1,000 Scholarship to the NSFA Conference in Philadelphia, March 2-4, 2020. The two winners must be from different school foundations. The scholarships will be payable by NAPSF to the winning foundations after the NSFA Conference is over and the foundation can prove attendance.

# NEBRASKA ASSOCIATION OF PUBLIC SCHOOL FOUNDATIONS

[www.napsf.org](http://www.napsf.org)



I am part of the story.

8:00 am **Registration** | Lobby  
**Networking/Continental Breakfast** | Room 101

8:30 am **General Session Room 101**

**Welcome** | **Wendy Van DeLaCastro** Foundation for Lincoln Public Schools,  
**John Erickson** Papillion-La Vista Schools Foundation, **Mark Lenihan** Wayne Community Schools Foundation, **Sara Alig-Martin** School District 145 Foundation for Education, **Traci Skalberg** Grand Island Public Schools Foundation

**Keynote: Your Story Matters** | **Hunter Radenslaben** CEO, Athlete Nation and Partner, Creative Olsen

**NSFA and You** | **Traci Skalberg** NSFA Board Member

10:30 am **Breakout Sessions**

**When Is It Time to Hire a Foundation Director?** | Room 103  
**Matt Fisher** Northwest Educational Foundation, **Lance Swanson** Cardinal Education Foundation

**Engaging Your Alumni** | Room 103A  
**Nicole Anderson** Columbus Public Schools Foundation

**Fundraising Isn't About You... Making the Ask** | Room 102  
**Traci Skalberg** Grand Island Public Schools Foundation

12:00 pm **LUNCH General Session Room 101**

**Keynote: Strive for Excellence: Proven Principles and Practices for Your Foundation**  
**Wendy Van DeLaCastro** Foundation for Lincoln Public Schools

**NAPSF Annual Meeting** | **Wendy Van DeLaCastro** Foundation for Lincoln Public Schools,  
**Kori Stanosheck** NASB, **Lisa Reese Parish** Kearney Public Schools Foundation, **Matt Fisher** Northwest Educational Foundation, **Sarah Dittmer** Norfolk Public Schools Foundation

**Drawing 1** | Scholarship to NSFA conference in Philadelphia



# Statewide Conference Agenda

Tuesday, October 1 | Don Clifton Professional Learning Center, Lincoln

1:30 pm **Breakout Sessions**

**Enhancing Your Development Plan with Sponsorships** | Room 103  
**John Erickson** Papillion-La Vista Schools Foundation, **Lisa Reese Parish** Kearney Public Schools Foundation

**The Legal Basics of Foundations** | Room 103A  
**Randall Hallett** President, Gobel Group

**The Leadership Story: Foundation Board Leadership from the Trenches** | Room 102  
**Steve Kinkead** Omaha Public Schools Foundation Board, **Jacqueline Ostrowicki** and **Bruce Mieth** Foundation for Lincoln Public Schools Board, and **Jo Brown** Ogallala Public Schools Foundation Board

2:45 pm **Breakout Sessions**

**From Humbly Surviving to Positively Thriving - How to Leverage Earned-Income Business Strategy** | Room 103  
**Stacey Falk** Elkhorn Public Schools Foundation and **Sara Alig-Martin** School District 145 Foundation for Education

**Telling Your Story and Marketing Your Success** | Room 103A  
**Jeremy Maskel** Omaha Public Schools

**Capital Campaigns** | Room 102  
**Sarah Dittmer** Norfolk Public Schools Foundation

4:00 pm **Closing Session and Evaluation Room 101**

**Drawing 2** | Scholarship to NSFA conference in Philadelphia

4:30 pm **Networking**

**Cocktail Hour** | Country Club of Lincoln, Cash Bar, CCL 3200 So 24th St



I am part of the story.



The **Nebraska Association of Public School Foundations** exists to strengthen the impact of school foundations in Nebraska for the students and educators they serve.

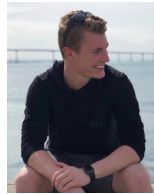
Through public awareness and advocacy, the sharing of best practices, adherence to high ethical standards of philanthropy and the encouragement of deep public private partnerships, NAPSF will elevate and support school foundations as they provide options for communities to come into closer partnership with their schools.

This is our story.

You are part of our story.

### 8:30 am Keynote Speaker and NSFA Update

**Your Story Matters** | As a 2017 high school graduate and recent product of public education in Nebraska, Hunter has never been more passionate about sharing stories. After losing his mother to cancer just prior to his freshman year of high school, Hunter heavily leaned on his relationships with his teachers, coaches, and school administrators. Combined with his experience at school and inspiration from his mother, Hunter grew a desire to live for something more - a Twitter account called Athlete Nation and an empowerment to share his story was born. Years later, after amassing over 80,000 Twitter followers, Hunter now runs Athlete Nation as a media production team that helps large brands and professional athletes share their stories. As a speaker, Hunter speaks to tens of thousands of students and educators encouraging them to live their lives for something greater than themselves. Hunter will share his story, how public education helped shape his life, and how schools can be empowered to share their stories.



**Hunter Radenslaben**  
CEO, Athlete Nation and Partner, Creative Olsen

**NSFA Update** | Receive an update on what is going on in the national organization and learn about the national conference in Philadelphia in 2020!



**Toba Cohen-Dunning**  
Board President, National Schools Foundation Association  
Toba joined the Omaha Public Schools Foundation in 2006 and became Executive Director in 2010. She oversees 200 part-time and full-time staff made up of childcare providers, certificated early childhood teachers/paras and 6 FTE's who make up the central office. The Foundation operates the parent-pay childcare business for the District at 42 sites, as well as 7 parent-pay early childhood classrooms in 6 OPS elementary schools. Toba currently serves as president of the National Schools Foundation Association and sits on the board of the Nebraska Association of Public School Foundations. Toba serves on the board of directors of the Jewish Federation of Omaha, the Anti-Defamation League Plains States Region, is president of Beth Israel Synagogue and co-president of Jewish Social Services. She received her Masters in Social Work and Masters in Public Administration from the University of Nebraska at Omaha in 1999 and 2000.

### 10:30 am Breakout Sessions

**When Is It Time to Hire a Foundation Director?** | In this session Matt Fisher, former superintendent of Northwest Public Schools and Lance Swanson, director of Cardinal Education Foundation will share the journey that their school districts followed to put a foundation director in place.



**Matt Fisher**  
Retired Superintendent, Northwest Public Schools  
Matt Fisher recently retired from his position as superintendent for the Northwest Public Schools in Grand Island, Nebraska. Prior to the seven years he spent in that role he served two other Nebraska school districts in administrative, teaching and coaching roles. Following his 33 year career in public education he has embarked on a new adventure doing school finance consulting with First National Capital Markets.



**Lance Swanson**  
Director of Communication & Foundation  
Lance Swanson is the Director of Communication & Foundation for the South Sioux City Community School District. He serves in a cross-functional capacity in that he directs the Cardinal Education Foundation and handles the public affairs and communications efforts for the school district.

**Engaging Your Alumni** | During this session we will discuss the relationship model of the Columbus Public School Foundation, Columbus Public Schools and the Alumni Association. I'll discuss what we currently do to reach out to alumni, challenges that we have to overcome, and my plan to develop future giving alumni. I will also lead a brainstorming session to get the wheels turning for everyone. I want everyone to leave with 1 idea that they could possibly implement by the end of the 2019-2020 school year.



**Nicole Anderson**  
Marketing & Foundation Director, Columbus Public Schools & Columbus Public Schools Foundation  
Nicole is a 1999 alumna of Columbus Public Schools where she developed her love for being a Discoverer. She received her Bachelors of Science Degree from College of Saint Mary in 2003 in Psychology. She then continued her education at the University of Minnesota receiving her Masters of Science Degree in Kinesiology with emphasis areas in Sport Management and Sport Psychology. Following graduation she worked for 7 years as the Marketing & Event Coordinator for Wendell Pittenger Golf Operations hosting over 80 fundraising events each year. An administrator position that was a great fit for my husband became available with Columbus Middle School and we made the decision that it was time to move back to Columbus. Prior to accepting the position with the Columbus Public Schools Foundation in 2019, Nicole worked for Columbus Physical Therapy as their Vice President of Marketing & Public Relations. Nicole is a Fund Advisory Member for the Columbus Area Future Fund, sits on the Branding Committee for the Columbus Area Chamber of Commerce and is a core member of Communities for Kids – Columbus. In her spare time Nicole coaches volleyball, has become a crazy sports mom and enjoys spending time with her family. Books that I feel everyone should read: Soup by Jon Gordon The Energy Bus by Jon Gordon Dare to Lead by Brene Brown The Eight Principles.

**Fundraising Isn't About You ... Making the Ask** | Learn how to make the ask with a no excuses, donor centered approach. The presentation will cover getting the appointment, preparing for the appointment, listening to the donor, and following up. Participants will get a chance to practice what they have learned.



**Traci Skalberg**  
Executive Director, Grand Island Public Schools Foundation  
Traci Skalberg is currently in her 17th school year as Executive Director of the Grand Island Public Schools Foundation (GIPSF). She is a graduate of Doane University and also holds a Certificate in Fundraising Management from the Fundraising School at Indiana University. Skalberg has earned Education Foundation Certified Leader status through Sanford Institute of Philanthropy at National University and the National School Foundation Association. Skalberg is responsible for policy development and fundraising that has produced an 867% growth in assets at the GIPSF. Meanwhile, the GIPSF has invested nearly \$25 million into students and increased the average annual revenue from just over \$200,000 (FY01-FY03) to more than \$2.1 million (FY12-FY17). During FY18 Skalberg began a \$17 million capital campaign to renovate Grand Island's Memorial Stadium. With fundraising nearing completion, construction has begun. Under Skalberg's direction, the GIPSF has been named a 4-star Charity by Charity Navigator for the last 6 consecutive years. Skalberg is a graduate of Hall County Leadership Tomorrow. She was selected to the Inaugural Class of the Top 35 under 35 by the Grand Island Area Chamber of Commerce. In 2014, Skalberg was named Woman of the Year by the Grand Island Independent. She currently serves on the Board of Directors for the National School Foundation Association.

I am part of the story.

2017-2018 data from NAPSF Membership Applications 31 members reported

### NAPSF Member Campuses

**93**  
Omaha Public Schools Foundation serves 53,000 students on 93 campuses

**5**  
Gering Public Schools Foundation serves 1,930 students on 5 campuses

**11**  
Norfolk Public Schools Foundation serves 4,200 students on 11 campuses

**5**  
School District 145 Foundation for Education serves the communities of Alvo, Eagle, Prairie Home, Walton and Waverly. The Foundation supports 2,005 students at 3 elementary schools, a middle school and a high school.

**2**  
Oakland Craig Schools Foundation serves 480 students on two campuses

**35**  
Millard Public Schools Foundation serves 23,000 students at 35 campuses



# NAPSF Board & Staff

## Region 1



### Sara Alig-Martin

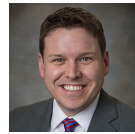
School District 145 Foundation for Education  
executivedirector@dist145ffe.org



### Wendy Van DeLaCastro

Foundation for Lincoln Public Schools  
wendy.van@lps.org

## Region 2



### Jeremy Maskell

Retiring NAPSF Member  
Ralston Schools Foundation  
jeremy.maskel@ops.org



### Stacey Falk

Elkhorn Public School Foundation  
sfalk@epsne.org

## Region 3



### Sarah Dittmer

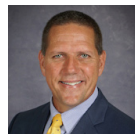
Norfolk Public Schools Foundation  
sarahdittmer@npsne.org



### Lance Swanson

Cardinal Educational Foundation  
lance.swanson@ssccards.org

## Region 4



### Matthew Fisher

Northwest Public Schools, retired  
fishmatt4486@gmail.com



### Lisa Reese Parish

Kearney Public Schools Foundation  
lisparish@kearneycats.com

## Region 5



### Jo Brown

Retiring NAPSF Member  
Ogallala Public Schools Foundation  
daryljobrown@hotmail.com



### Alyssa Harvey

Scottsbluff Public Schools Foundation  
aharvey@sbps.net

## At-Large Members



### Toba Cohen-Dunning

Omaha Public Schools Foundation  
toba.cohendunning@ops.org



### Matt Belka

Retiring NAPSF Member  
Nebraska Association of School Boards  
mbelka@NASBOnline.org

## Ex-Officio Member

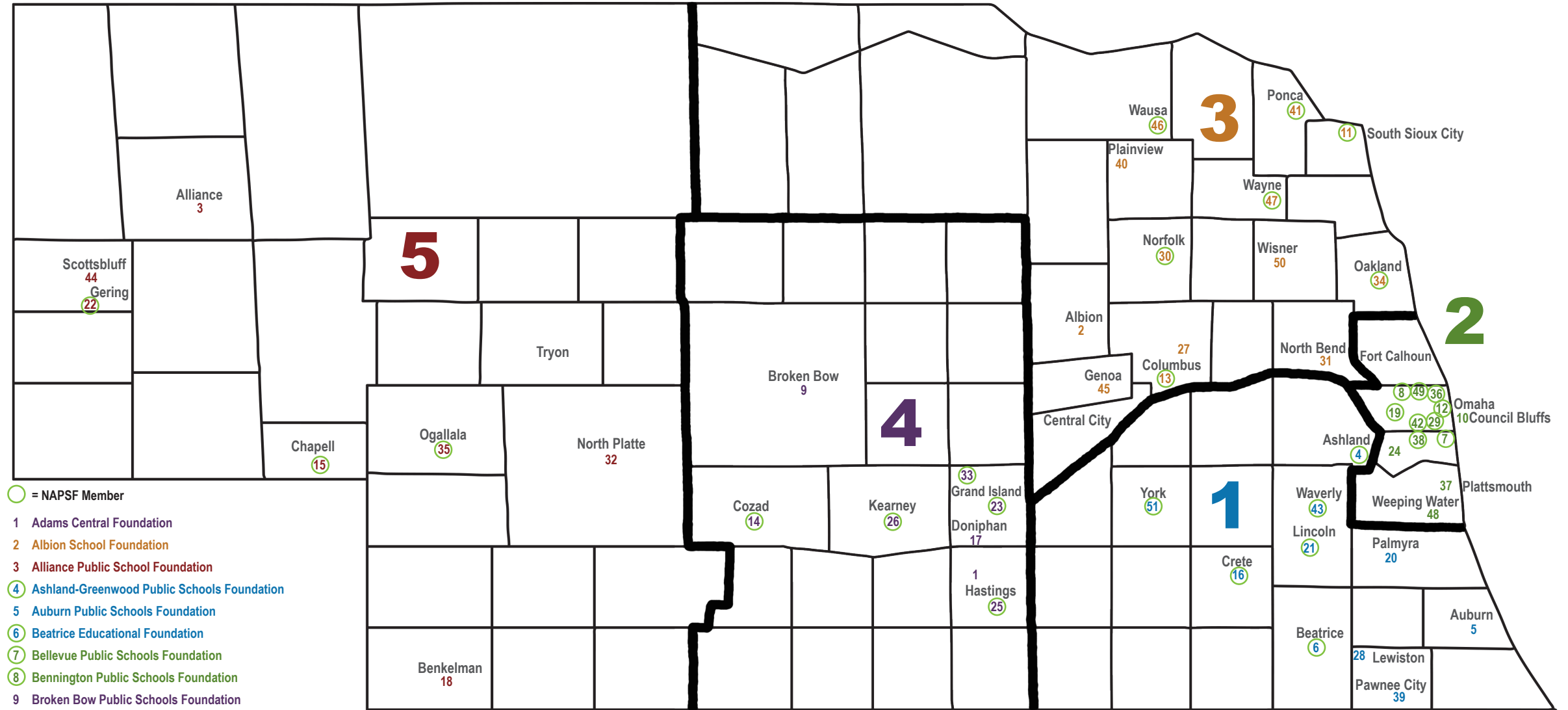


### Traci Skalberg

Grand Island Public Schools Foundation  
tskalberg@gips.org

## New Board Members pending approval

**John Erickson** Papillion-La Vista Schools Foundation  
**Gian Baxter-Collins** Northwest Education Foundation  
**Kori Stanosheck** Nebraska Association of School Boards  
**Mark Lenihan** Wayne Community Schools



- 20 Foundation For Knowledge, District OR1
- 21 Foundation for Lincoln Public Schools
- 22 Gering Public School Foundation
- 23 Grand Island Public Schools Foundation
- 24 Gretna Public Schools Foundation
- 25 Hastings Public Schools Foundation
- 26 Kearney Public Schools Foundation
- 27 Lakeview Education Foundation
- 28 Lewiston Consolidated Schools Foundation
- 29 Millard Schools Education Foundation
- 30 Norfolk Public Schools Foundation
- 31 North Bend Central Foundation
- 32 North Platte Public Schools Foundation
- 33 Northwest Educational Foundation
- 34 Oakland-Craig Public Schools Foundation
- 35 Ogallala Public Schools District Foundation
- 36 Omaha Public Schools Foundation
- 37 P.O.P.S. Foundation
- 38 Papillion-LaVista Schools Foundation
- 39 Pawnee City Public Schools Foundation
- 40 Plainview Public Schools Foundation
- 41 Ponca Community Educational Foundation
- 42 Ralston Schools Foundation
- 43 School District 145 Foundation for Education
- 44 Scottsbluff Public Schools Foundation
- 45 Twin River Public Schools Foundation
- 46 Wausa Public Schools Foundation
- 47 Wayne Community Schools Foundation
- 48 Weeping Water Public Schools Foundation
- 49 Westside Community Schools Foundation
- 50 Wisner-Pilger Community Schools Foundation
- 51 York Public Schools Foundation

I am part  
of the story.

2017-2018 data from  
NAPSF Membership Applications  
31 members reported

## NAPSF Member Students

**208,727**

Total # of students reported

**361,605**

Total # of students in Nebraska

**57.7%**

Percentage of students impacted  
by NAPSF members

## NAPSF Member Revenue

**\$48,450,048.11**

Total revenue reported  
(reported from 29 Foundations)

**\$232.12**

Revenue/Students - per student/  
average

**\$2,953,797**

Grand Island Public Schools  
Foundation reported \$2,953,797  
in revenue during FY17

**\$153,760**

Wayne Community Schools  
Foundation reported \$153,760 in  
revenue during FY17

### 12:00 pm Keynote Speaker

#### Strive for Excellence: Proven Principles and Practices for Your Foundation

| This strategy filled session will give you a sneak peak into the proven practices and principals of school foundations across the country. We will discuss what excellence could look like for emerging, developing and excelling foundations. The session will allow you to explore practices that relate to transparency and purpose, fund development, governance, organizational development and program implementation. You are guaranteed to see your good work reflected in these practices and to ponder some benchmarks to help your foundation continue to thrive.



#### Wendy Van DeLaCastro

Executive Director, Foundation for Lincoln Public Schools

Wendy is the President of the Foundation for Lincoln Public Schools, which serves over 42,000 students and 65+ campuses. She is the outgoing President of the Nebraska Association of Public School Foundations. She has served as the chair of the National School Foundation Association Best Practices Task Force where she has gathered the insights of national leaders in education foundation development. The findings of this task force will be presented at the national NSFA conference this Spring. Wendy has over 20 years of non-profit fundraising experience in family focused causes like domestic violence, substance abuse, child abuse and education. Her passion for supporting children and families is based on three principles, educating the community, de-stigmatizing the realities of those in need and shifting the paradigm of those who have the resources to make a difference in our community.

### 1:30 pm Breakout Sessions

#### Enhancing Your Development Plan with Sponsorships

| Sponsorships provide a great opportunity to generate income for public schools as part of a comprehensive development plan. This session will discuss ethical considerations and naming considerations through the exploration of case studies. We are excited to share examples of successful sponsorship programs that you can adapt for your own foundation!



#### John Erickson

Executive Director, Papillion-La Vista Schools Foundation

John Erickson, a native of Papillion, has worked both in the corporate world and fund development. He held posts as president & CEO of Madonna Foundation in Lincoln as well as assistant vice president, director of development – UNO for University of Nebraska Foundation. A 1980 graduate of Papillion-La Vista High School, Erickson returned to serve his schools in his current position as Executive Director of the Papillion-La Vista Schools Foundation. He leads a team that manages innovative before and after school programs while building an endowment and comprehensive development strategy. Erickson holds a bachelor's degree from the University of Nebraska and an Executive MBA degree from the University of Nebraska-Omaha. His civic involvement includes Sarpy Community Board - YMCA, Rotary International, Teammates, Faith Presbyterian Church, Completely KIDS, UNO-Exec MBA Alumni Advisory Board, and the Lincoln Executive Club. He is the past President of Papillion Area Lions and serves on the Planning Board for Papillion 150.



#### Lisa Reese Parish

Executive Director, Kearney Public Schools Foundation

Lisa Reese Parish has served as the Executive Director of the Kearney Public Schools Foundation since 2016. Over a 30-year career in the non-profit industry, she has been committed to helping donors make a difference through such causes as education, women & girls, and poverty.

**The Legal Basics of Foundations** | Join us to learn about the financial/regulatory aspects of education foundations including maintaining your tax-exempt status, state and national solicitation requirements, the importance of D & O and liability insurance, requirements regarding the use of images on social media and other questions you have been waiting to ask an expert.



#### Randall Hallett

President, Gobel Group

Randall Hallett is currently the President of the Gobel Group, a Philadelphia based, 30 person firm and leader in healthcare philanthropy. The Gobel Group works almost exclusively in grateful patient fundraising. Prior, at the University of Nebraska Medical Center as the Chief Development Officer (CDO), MedCenter Sr. Executive, and Executive Director of Development, Randall was responsible for all aspects of fundraising including introduction of a major gift solicitations program through physician engagement, a concierge program, and a planned giving effort with led to a 600% increase during his tenure. He was also served for the \$370 million dollar 11-month fundraising effort for Fred and Pamela Buffett Cancer Center. Prior to the MedCenter Randall was the CDO for two private Catholic schools for six year stints in Kansas City, MO and St. Paul, MN. In his career, Randall has overseen all aspects of external relations including multi-million dollar annual giving programs, planned giving, marketing, special events, donor relations, admissions, public relations, alumni associations and capital campaigns. Randall has a bachelor's degree in business/finance, an MBA, and a law degree taxation issues of estates and trusts. He is a former board member of National School Foundations Association (NSFA) and helped to develop/found the Foundation Leader Training and Certification Program for the NSFA.

#### The Leadership Story: Foundation Board Leadership from the Trenches

| Come hear seasoned board members share their experiences guiding their organizations and making the vision come to life in the community. Board leadership from the Omaha Public Schools Foundation, the Ogallala Public Schools Foundation and the Foundation for Lincoln Public Schools will discuss the joys and challenges of casting a vision for what community can do to support schools. Board members will share strategies around communication, policy, finance and community engagement that they use to help strengthen your school foundation.



#### Steve Kinkead

Board President, Omaha Public Schools Foundation

Steve holds a Bachelor's and Master's degree in Speech/Language Pathology from the University of Missouri at Columbia. He is currently Director of Operations at Rehab Visions where he oversees physical, occupational and speech therapy services in hospitals, outpatient clinics and nursing homes in seven states. Steve is also an adjunct professor at the University of Nebraska at Omaha in the Department of Communication Disorders. He was previously employed as a speech pathologist at the Omaha Public Schools. His three children are all alumni of the District. Steve has been a member of the Omaha Public Schools Foundation's board of directors for the past four years and currently is serving as President. He has been very instrumental in rebranding and marketing efforts for the Foundation, especially as it relates to our teacher community at Omaha Public Schools.



#### Jacqueline Ostrowicki

Board Chair, Foundation for Lincoln Public Schools

Jackie Ostrowicki has served as a communication strategist and leader for nearly 20 years, including several years teaching at the university level. As Assistant Vice President for University Affairs, Ostrowicki develops and manages communications, marketing and branding initiatives that advance the University of Nebraska's mission. She is passionate about leadership, community service and public education. She currently serves as Chair of the Foundation for Lincoln Public Schools

I am part  
of the story.

2017-2018 data from  
NAPSF Membership Applications  
31 members reported

## NAPSF Member Programs

**\$1,605,567**

The Foundation for Lincoln Public  
Schools invested \$1,605,567 into  
programs impacting the students  
of Lincoln

**\$65,781**

Wayne Community Schools  
Foundation granted \$65,781 to  
Wayne students, average benefit  
per student was \$69.68

**\$59,000**

Cozad Community Schools  
Foundation made \$59,000 in  
grants to Cozad students

**\$8,000**

Oakland-Craig Schools  
Foundation awarded \$8,000 to  
support programs and students  
in their school district

**\$20,000**

Wausa Public Schools  
Foundation awarded \$20,000 to  
support programs and students  
in their school district

**\$542,000**

Kearney Public Schools  
Foundation awarded \$542,000  
in grants and programs for  
students

I am part of the story.

2017-2018 data from NAPSf Membership Applications 31 members reported

## NAPSf Member Fun Facts

### 1974

Westside Community Schools Foundation was founded in 1974 making it the oldest school foundation amongst the NAPSf membership

### 17

Nebraska sent 17 people representing 8 Nebraska School Foundations to the NSFA National Conference last winter in San Diego

### 3

Nebraska currently has 3 directors of education foundations who have completed the Certified Education Foundation Leader course through the NSFA and National University

### 2 + 1

Two NAPSf Board Members are also board members of the National School Foundation Association and 1 NAPSf Board Member is the chair of the National Best Practices Task Force

### 2014

The Ogallala Public Schools Foundation was founded in 2014 making it the youngest foundation amongst the membership

Board of Directors and as a member of the Lincoln Public Schools Superintendent's Advisory Council and Superintendent's Facilities Advisory Council.



#### Bruce Mieth

Board Treasurer, Foundation for Lincoln Public Schools

Bruce E. Mieth, Ph.D. is the senior vice president - group operations for Ameritas. In this capacity, Bruce is responsible for the group customer operations, business systems and mergers and acquisitions. Bruce has over 19 years of insurance industry experience. Prior to joining Ameritas, Bruce spent 14 years in the telecommunications industry with various roles in Information Technology, Engineering and Business Development. Bruce earned his B.A. in computer science from Hastings College, and his M.B.A. from the University of Nebraska-Lincoln. He also earned his Ph.D. in finance from the University of Nebraska-Lincoln, with an emphasis in investments.



#### Jo Brown

Board Secretary, Ogallala Public Schools Foundation

Jo Brown retired in 2014 after 39 years in public education with 25 years in the classroom, two years with shared classroom and administrative duties and her last 12 years as an elementary principal in Ogallala Public Schools. Jo has a very diversified education background with endorsements in physical education, sociology, psychology and library/media plus her Masters in K-12 educational administration. All of her educational years have been in Keith County. She and her husband raised their children on a farm south of Brule where she also operated tractors, farm trucks and combines. Her retirement years see them renting their farm ground so she can focus on the organizations she belongs to including the Ogallala Public School Foundation, Ogallala/Keith County Chamber of Commerce, Big Mac Kiwanis and a variety of youth-centered clubs and organizations. It has been enjoyable not to worry about irrigating and give back to the communities that supported her for so many years.

## 2:45 pm Breakout Sessions

### From Humbly Surviving to Positively Thriving – How to Leverage Earned-Income Business Strategy

Just because your foundation is "not for profit" doesn't mean you aren't profitable. Revenue-earning programs allow nonprofit organizations to expand their base of support to meet growing community needs while financially sustaining organization operations over the long term. Programs related to your mission will improve your organization's visibility and image. Attend this session to learn how Elkhorn Public Schools Foundation and School District 145 Foundation for Education have leveraged earned-income business to create self-sufficient entities serving their public-school students.



#### Stacey Falk

Executive Director, Elkhorn Public Schools Foundation

Stacey Falk is the Executive Director at the Elkhorn Public Schools Foundation. She oversees all of the Foundation's business operations. Prior to joining the Foundation in 2012, Stacey worked at Union Pacific Railroad and served on several non-profit committees in the Omaha metro community. Over the past 7 years, Stacey and her team have introduced new programs and fundraising events, expanded the Foundation's before and after school childcare program, and grown the Foundation's donations and donor base. The Foundation recently celebrated their one-year anniversary of opening their new Foundation office and Elkhorn Alumni Center. Stacey and her husband, Kevin, live in Omaha, they have 3 sons who have all attended Elkhorn Public Schools.



#### Sara Alig-Martin

Executive Director, School District 145 Foundation for Education

Born and raised a mid-west farm girl... Her mother comes from a long line of public-school teachers and administrators with 40+ years of service herself; Sara's father spent 15 years leading small community school boards through consolidations when he wasn't on a tractor or herding cattle. Mrs. Martin earned a BS in Education degree from the University of Nebraska-Lincoln in 2002. Community-first ideals and strong work ethic learned from her small agricultural neighborhood experiences led Sara to a career in the nonprofit sector. She's served numerous Boards as Director while helping create sustainable funding structure for non-profit work. Sara is currently Executive Director for the School District 145 Foundation for Education and has served our Nebraska Association of Public School Foundations Board since its inception.

**Telling Your Story and Marketing Your Success** | Your work fosters achievement and inspires students every day. How do you find, create, and share those stories to define your work and grow your support!



#### Jeremy Maskel

Executive Director, District Communications & External Relations, Omaha Public Schools

Following more than ten years as a storyteller in broadcast newsrooms across the Midwest, Jeremy Maskel took those lessons to school communications and foundation work with the Ralston community in 2017. Now the Executive Director of District Communications and External Relations for Omaha Public Schools, Jeremy is excited to share practical ideas and tips to help public school foundations across the area.

**Capital Campaigns** | Capital campaigns can seem overwhelming, but they don't need to feel that way. Join this session to learn some tips for running a successful campaign that can provide great opportunities at your school district.



#### Sarah Dittmer

Executive Director, Norfolk Public Schools Foundation

Sarah Dittmer is the Executive Director of the Norfolk Public Schools Foundation. She also serves as the Director of District Communications for Norfolk Public Schools. Sarah has served on the NAPSf board since its inception as the Northeast Nebraska regional representative, serving as Vice President in 2018-2019 and nominee for President in 2019-2020.

I am part of the story.

Your data matters to us. We can't tell our story effectively around the state and beyond if we do not have your data. The data collection is part of the membership form on the website. Please take 10 minutes to fill out the form and renew your membership.

<https://napsf.org/membership/membership-application.html>

We are all part of the story of investing in Nebraska's students. Help us share this message and the faces and testimony around the state of the people who do this work through your photos and social media sites. #NAPSf @NAPSfnews You can e-mail photos to [tskalberg@gips.org](mailto:tskalberg@gips.org).



Save the Date for  
**NATIONAL CONFERENCE 2020**  
MARCH 2-4, 2020 | PHILADELPHIA, PA

**NSFA**  
NATIONAL SCHOOL FOUNDATION ASSOCIATION  
Leadership for America's Education Foundations  
schoolfoundations.org

Independence Hall