

NSFA

NATIONAL SCHOOL FOUNDATION ASSOCIATION

Leadership for America's Education Foundations

schoolfoundations.org



Robin Callahan, CFRE, CEFL

Executive Director

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www.schoolfoundations.org



If not now then when, if not me then
who?

— *Malcolm X* —



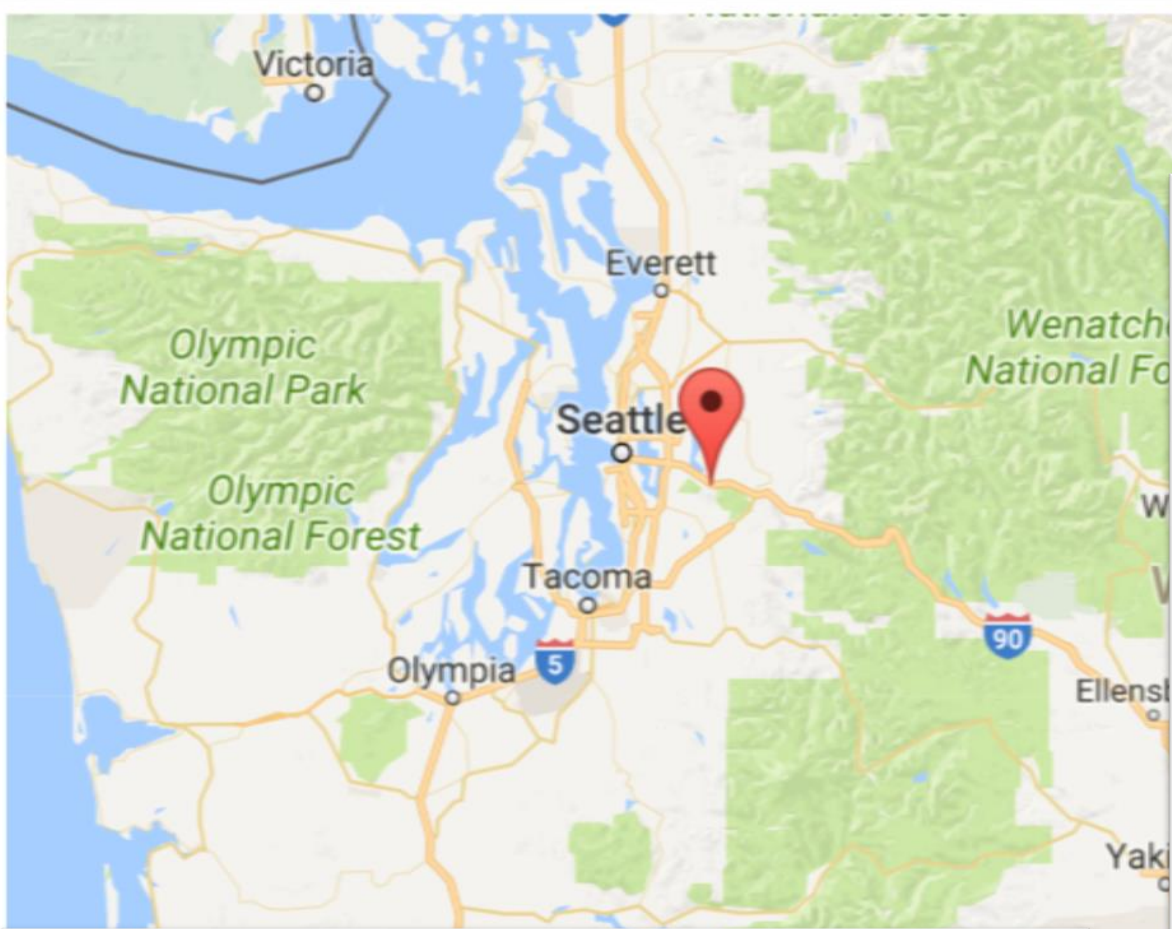
ISSAQUAH
SCHOOLS
FOUNDATION



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September 16 is Robin Callahan Day in the Issaquah School District

When Robin Callahan joined the Issaquah Schools Foundation in 1999, little could she guess that within just three years she would become its Executive Director. While her drive and passion to support children and families was apparent to all whom she met or interacted with, how many could have predicted that the power of her advocacy would take the Foundation from an entity raising \$220,000 supporting two programs, to a foundation raising \$1.7M underwriting a myriad of programs? Countless children, families, and teachers have benefited from her leadership.

Robin has said that she sees endless opportunities to help children reach their potential. While some tend to categorize struggling students as "at risk youth" or "English language learners", under Robin's guidance, the Foundation has recognized that all children struggle, whether a highly capable child who needs extra challenges, a child that connects to school through the Arts, or one who never felt connected at school until they joined the robotics club. As Washington State continues to lag behind the nation in per-pupil funding, Robin and the Issaquah Schools Foundation have come alongside the District, its families, staff, and students, to ensure that all students have access to programs that help them flourish.

Today the Issaquah Schools Foundation is a model for school foundations nationwide. Robin will be taking her own brand of relentless optimism for the mission of school foundations to assist the National Schools Foundation in how to work with district personnel in developing programs that meet the needs of their communities as well as effectively development donor relationships and raise much needed funding for schools across America.

From all of us at the Issaquah School District, our heartfelt thanks for your vibrant vision and leadership. Friday, September 16, 2016 is officially Robin Callahan Day in the ISD, but your legacy and the strength of the Issaquah Schools Foundation moving forward will be working for kids every day.

Equal Opportunity Notice

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What Does the NSFA Do?

Build Support and Capacity of Education Foundations



Conferences

Regional and National Conferences. March 21-23 in Nashville, TN

National Standards



Best Practice Standards for Superintendent/Board/Foundation Relationships, Effective Education Foundations



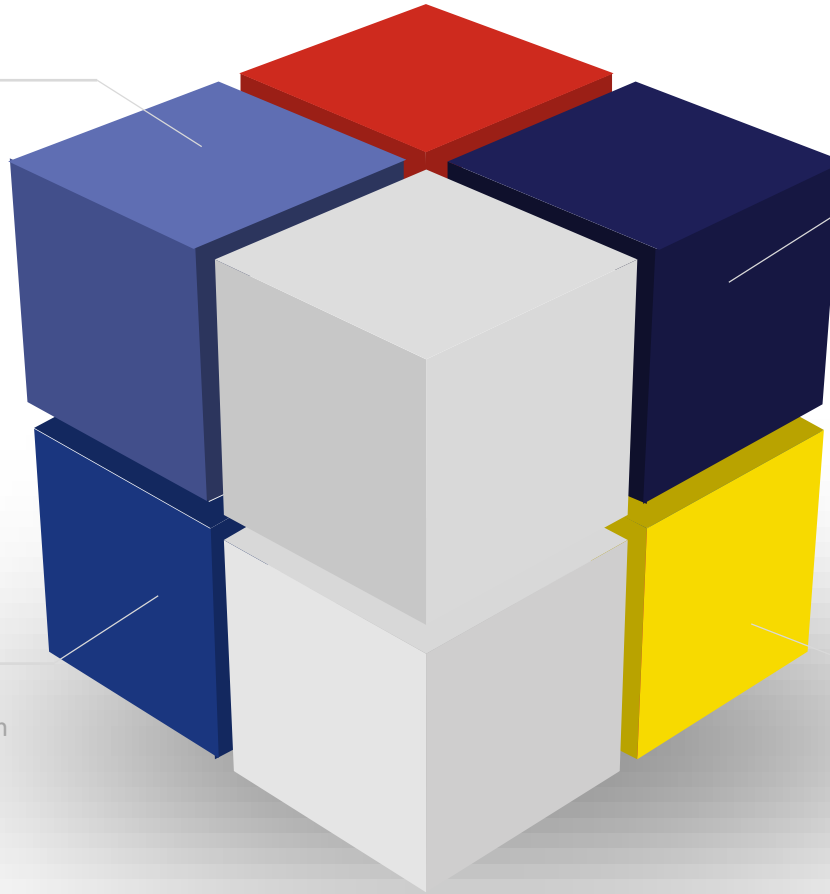
Training

Certified Education Foundation Leader Training Program and Board Member Training Program. Bi-monthly webinars

Resources



Resource Library with policies, examples, recorded webinars. Consulting, Q & A. Connections to Solutions



NSFA Regions – Industry Leadership Council



What is ahead for NSFA?

- National Benchmarking Survey
- National Best Practice Standard including Code of Ethics
- Board Member Training using asynchronous micro-credentials
- Online tool by which all members can communicate and collaborate
- Work with National Association of School Administrators to create common understanding of effective School Foundation and Superintendent partnerships- Message that to both stakeholders
- Help Foundations make sound investments i.e. develop *Essential Elements of Best Practice Database*
- Build Greater National Awareness of School Foundations

Changing Roles and National Trends for Education Foundations

- Education Sector is the fastest growing non-profit sector
- Approximately 4,000 in nation with 13,000 School District
- Education Funding is National Issue
- If you've seen one education foundation, you've seen one education foundation







Role is Changing

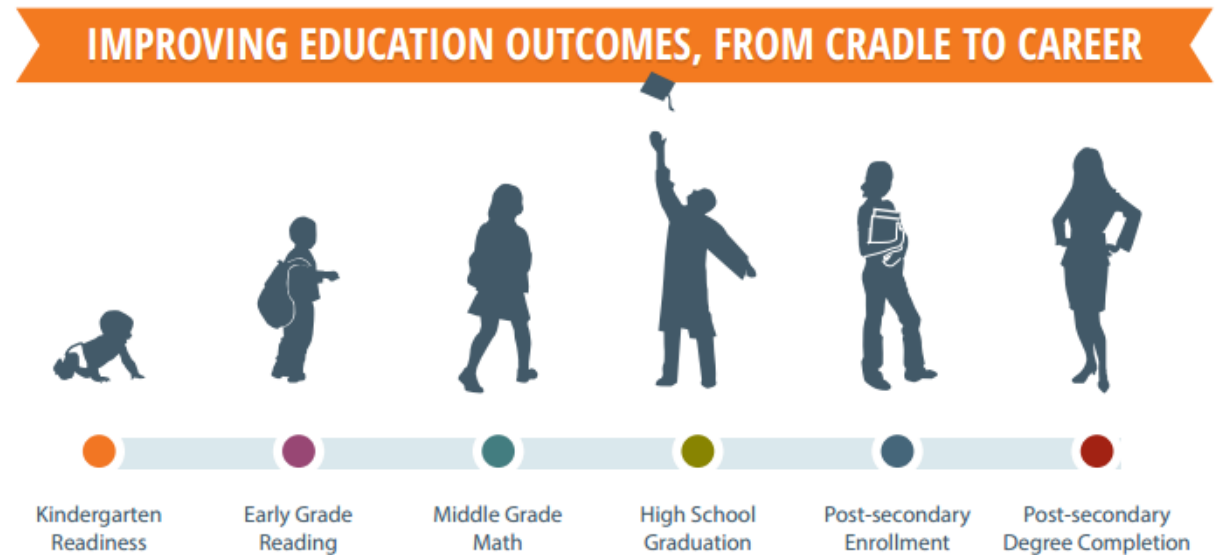


Structure and Purpose is Changing

- No longer valuing themselves simply by \$ raised but by impact.
- Changes in Classroom Grants. Why?
 - Compete with PTSA
 - Difficult to measure impact
 - Difficult to communicate impact to donors
 - Tied to CIP plans for buildings, District Goals
- Looking through lens of unmet student need
- Creating and managing programs
- Partnering with community to solve needs
- Avoiding duplication, eliminating gaps

Trend Toward Role as Community Collaborator, Conduit of Resources, Convener of Conversations

- Every student struggles
- Our schools are challenged enough to educate our children on the resources they have. They can not solve every problem that impacts student learning.
- What do our students need to be successful?
- Cradle to Career? Not just K-12
- What are we doing to be a conduit for the community to our schools? To lead the community conversation? Fill gaps? Eliminate duplication of efforts?
- Collective Impact type work



Trends in Fundraising, Sustainability

- Creating a sustainable organization by hiring staff, paying competitive wages, providing benefits
- Capping special events- why?
- Planned giving/Endowments
- Annual funds
- Major gift programs (both unrestricted and restricted funding)
- Alumni outreach
- Earned income



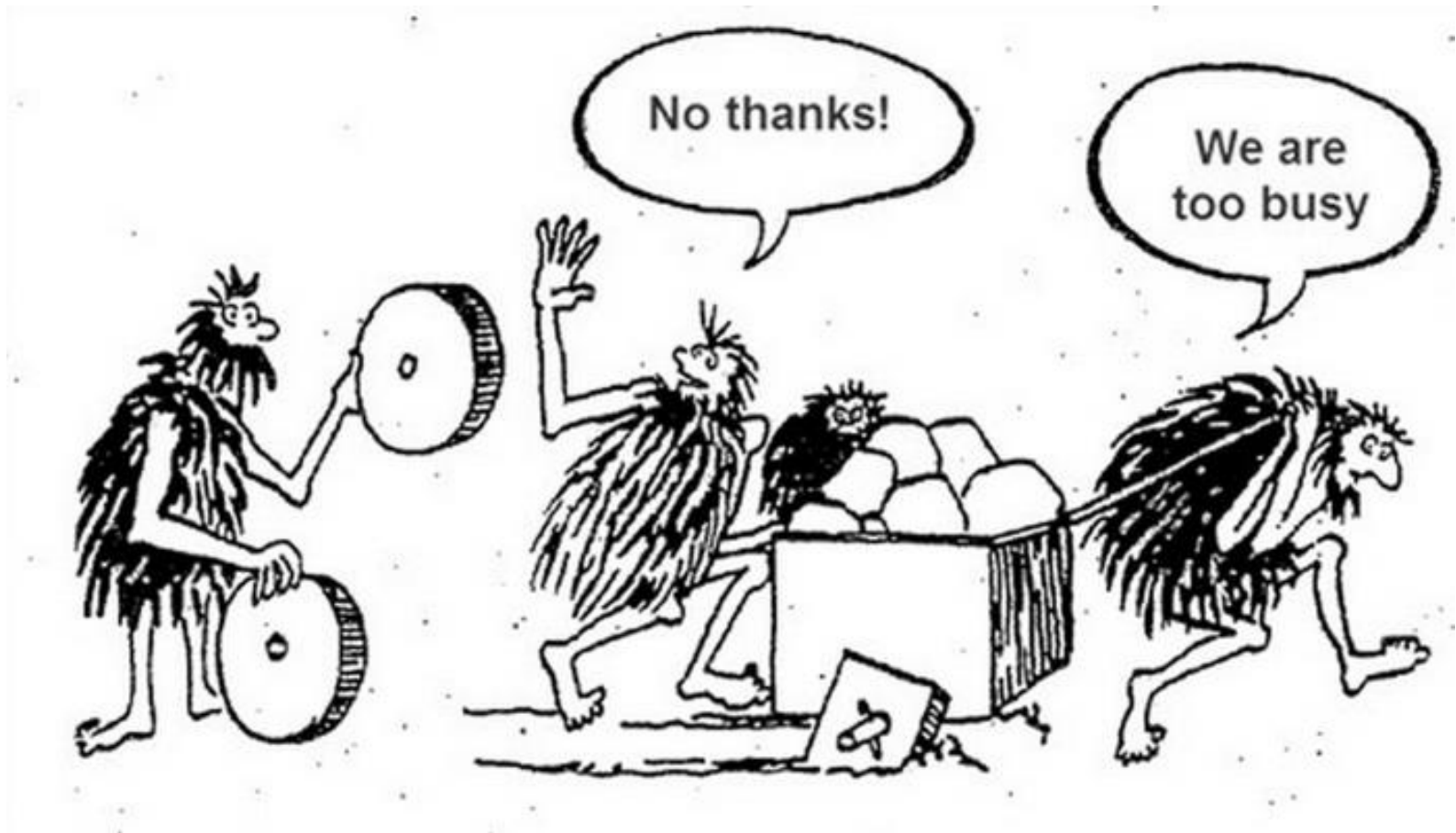
Trend Toward Measuring Success

- Not just \$ raised
- Alignment with District's strategic plan
- Community engagement
- Student measurement tool examples (with District)
 - Connection to school
 - Ready for K
 - Reading at grade level by end of third grade
 - Graduation Rate
 - On path to post-secondary training or military
 - Impact on Teacher recruitment and retention
- Dashboard of key fundraising metrics



Dan Pallotta TED Talk- The Way We Think About Charitable Overhead is Dead Wrong





How Do You Get to Next Level?

- Continue to seek knowledge and grow professionally- Board and Staff
- Ask Yourself, “Where are we at capacity?”
- What is the need?
 - What would you do if \$ were no issue?
 - Student Needs Assessment?
 - Wealth mentality, not poverty mentality
- Measure and communicate your impact
- Examine Your Structure

Issaquah Schools Foundation Organization Chart - April 2015

Executive Committee

Kristin Behn, President / Matt Coyne, VP Board Development / Cathia Geller, VP Corporate Development / Alison Meryweather, VP Major Gifts
 Susan Griffin, Co-VP Programs / Camille Vaska, Co-VP Programs / Lida Buckner, Co-VP Marketing / Rod Putney, Co-VP Marketing
 Erica Fewel, Treasurer / Beth Donahoe, Secretary / Sally Brunette, Past President / Robin Callahan, Executive Director

Board of Trustees

Trustees: Govind Agarwal, Ellen Dieken, Doug Eickerman, Christopher Emch, John Gleason, Carolyn Kennedy, Suzie Kuflik, Neva Luke, Rachel Merrill, Jody Mull, Kirsten O'Malley, Jodi Pickering, Debbie Rossman, Dana Rundie, Becky Schultz, Harold Soans, Karen Stevens, Holly Stipe, Jenell Tamaela, Julia Yu
Emeritus: Eve Martine, Hamilton McCulloh, Todd Thull
Students: Alexa Christianson, Mackenzie Minehan, Hari Rajan, Willow Rowe, Jenny Wood
Ex-Officio: Ron Thiele, Betsy Cohen, Susan Gierke, Doug Jones, Anne Moore

Staff

Robin Callahan, Executive Director
 Rachel Auffant, Donor Engagement Officer
 Becky Boberg, Database/Gifts Processing Coordinator
 Teresa Bretl, VOICE Co-Director
 Audrey Clark, Special Event Coordinator
 Barb de Michele, Director Healthy Youth Initiative
 Stacy Houlihan, Administrative Assistant
 Lynn Juniel, Development Manager
 Kim Kankiewicz, Marketing and Communications Specialist
 Michelle Weldon, Business Manager

Resource Development Oversight
 Robin Callahan

Corporate Dev.

*Cathia Geller
 Rachel Auffant
 Robin Callahan
 Kyle Frick
 Jerry Hall
 Lynn Juniel
 Harold Soanes

Nourish Every Mind

*Carolyn Kennedy
 Rachel Auffant
 Lida Buckner
 Pam Cabrera
 Audrey Clark
 Cathie Coulter
 Tracy Crowley
 Theora Dalupan
 Amanda Davis
 Marilyn Evans
 Erica Fewel
 Kim Foster
 Susan Griffin
 Julie Hart
 Carrie Mount
 Kris Pottsmith
 Jen Rapkin
 Debbie Rossman
 Bridget Sanborn
 Becky Schultz
 Amie Servais
 Tarena Shanaberger
 Lisa Small
 Jenell Tamaela

All in for Kids

*Dana Rundie
 *Kym Clayton
 Lynn Juniel
 Rachel Auffant
 Kate Badiozamani
 Lida Buckner
 Betsy Cohen
 Gretchen Dowling
 Becky Hall
 Lynn Juniel
 Neva Luke
 Alison Meryweather
 Jody Mull

Grant Writing

*Holly Stipe
 *Lynn Juniel

Major Gifts

*Alison Meryweather
 Rachel Auffant
 Robin Callahan
 Ingrid Jarvis
 Lynn Juniel
 Rachel Merrill

Volunteer Coordinator

*Open

Strategic Planning

*
 Kristin Behn
 Robin Callahan

Alumni

*

Human Resources

*
 Sally Brunette
 Robin Callahan

Board Development

*Matt Coyne
 Kristin Behn
 Robin Callahan
 Chris Emch
 Alison Meryweather
 Jody Mull

Nominating

*
 Robin Callahan

Academic Enrichment Grants

*Debbie Rossman
 Ellen Dieken
 Donna McLeod
 Kara Neary
 Scott Sands
 Amanda Rench

VOICE Steering

*Susan Gierke
 Teresa Bretl
 Kristen Brittain
 Tara Soule

Program Oversight

*Susan Griffin
 *Camille Vaska
 Rachel Auffant
 Kristin Behn
 Robin Callahan
 Ellen Dieken
 Beth Donahoe
 Lynn Juniel
 Carolyn Kennedy
 Jody Mull
 Kirsten O'Malley
 Debbie Rossman
 Becky Schultz

Programs Committee

*Susan Griffin
 Camille Vaska
 Robin Callahan
 Barb de Michele
 Ellen Dieken
 Beth Donahoe
 Ina Ghangurde
 Susan Gierke
 Carolyn Kennedy
 Kirsten O'Malley
 Roseann Papa
 Debbie Rossman
 Becky Schultz
 Lisa Small
 Julia Yu

Healthy Youth Initiative

1. Drug Free Community Coalition
 2. Building Emotional Strength Together
 3. Basic Student Needs
 Suzie Kuflik
 4. Best Practices

Marketing

*Lida Buckner
 *Rod Putney
 Nancy Castonguay
 Connie Jackson
 Nate Perea
 Jenell Tamaela

Finance

*Erica Fewel
 Rachel Auffant
 Kristin Behn
 Sally Brunette
 Robin Callahan
 Doug Eickerman
 John Gleason
 Jodi Pickering
 Todd Thull

ISF Goals FY17	COMMITTEE GOALS	STRATEGIES	TACTICS	RESPONSIBLE	TIMING	MEASUREMENTS
Revenue 1. Achieve annual revenue of 1.8 million dollars (number to be set in August). 2. Develop a Corporate Advisory Committee to strengthen ties to the business community to increase support for the Foundation's initiative to connect students to their future.	Maintain a scalable and sustainable HR structure which allows the Foundation to maximize organizational potential	Maintain solid HR infrastructure	Conduct regular review cycle for Employee Handbook for relevance and legal compliance	Committee	September/October	Updated Employee Handbook, Legally compliant
		Maintain solid HR infrastructure	Conduct annual review of job description and update as necessary.	Robin, Lead	February/March	Updated JD in Shared Docs
		Maintain solid HR infrastructure	Ensure Annual reviews of all staff and provide input to the process and advise results	Lawrie, Lead	September/October	Completed Annual Reviews in Personnel Files
Strategic Planning 3. Increase major gift revenue by \$100,000 over FY16 by creating a board-led Major Gift Committee. 4. Develop and begin to implement a comprehensive Alumni Outreach plan, which includes alumni parents and alumni.		Determine next most strategic personnel investment	Utilize Annual Board survey to assess capacity of staff	Kristin	April	Board Survey Results
		Determine next most strategic personnel investment	Utilize Donor Survey to assess capacity of staff	KayLee	April	Board Survey Results
5. Develop a 3-year strategic plan that answers the question who do we serve, how do we best serve them and where do we focus our efforts to achieve the highest student impact.	Position ISF to be a competitive Eastside not-for-profit employer	Salary Benchmarking vis a vis similar organizations	Every two years use WESS to update compensation schedule for every job including: Revenue, # of Staff and King Co.	Robin, lead Committee	June	Updated Employee Compensation Schedule
	6. Refine our portfolio of programs (including programs funded, projected growth and outcomes) to align with the key areas of focus identified in the strategic planning process.	Salary Benchmarking vis a vis similar organizations	In alternative year, use cost of living index for King Co. to age data		Robin, lead Committee	June



Ask Where and How to Invest Your Time and Resources?

- For everything you do, there is an opportunity cost in what you don't do.
- For everything you fund, there is an opportunity cost in what you don't fund.
- How do you know the highest and best use of your time and investment?



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“I don’t have time to write performance reviews, so I’ll just criticize you in public from time to time.”



“My last comment ‘appeared’ to be inviting feedback.
Do not be fooled.”

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www.glasbergen.com



**“This is a major project of utmost importance, but it has no budget,
no guidelines, no support staff, and it’s due in 15 minutes.
At last, here’s your chance to really impress everyone!”**

4 Favorite Principles of Leadership

Assume Good Intention

4 Favorite Principles of Leadership

Name the Elephant

4 Favorite Principles of Leadership

Conflict is a Useful Tool

4 Favorite Principles of Leadership

Empowering Others is the
Greatest Gift You Can Give
Your Organization

LEADERS AREN'T BORN,
THEY ARE MADE.

And they are made just like anything
else, through hard work.

- Vince Lombardi



Thoughts, Questions?
What do you need from your National
Association?

Robin Callahan, Executive Director

Robin@SchoolFoundations.org