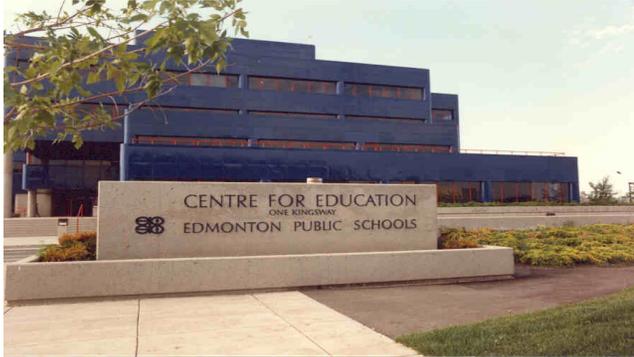


## Profile



<u>Staff FTE</u>		<u>Budget</u>	
Custodial	0.000000	Salaries	\$284,055 81%
Exempt	2.000000	Supplies, Equipment and Services	\$66,150 19%
Support	0.000000	<b>Total</b>	<b>\$350,205 100%</b>
Teacher	0.000000		
Maintenance	0.000000		
<b>Total</b>	<b>2.000000</b>		

### Vision

Success, one student at a time.

### Mission

We inspire student success through high quality learning opportunities, supported by meaningfully engaged students, parents, staff and community.

### Values

Supporting the Vision, Mission and Priorities are the District 's cornerstone values of accountability, collaboration, equity and integrity.

### District Priorities 2018-2022

1. Foster growth and success for every student by supporting their journey from early learning through high school completion and beyond.
2. Provide welcoming, high quality learning and working environments.
3. Enhance public education through communication, engagement and partnerships.

### Profile

The official launch of the Foundation occurred on February 10, 2010. The Edmonton Public Schools Foundation maintains 2.500 FTE staff members; a Director, a Fund Development Associate and an Administrative Assistant. There is a Board of Directors whose role is to support the efforts of the Foundation's fundraising and to broaden and deepen the support for public education and Edmonton Public Schools, particularly the 80 per cent of Edmontonians who presently do not have a direct link to the public education system. An EPSB Trustee is appointed each year to sit on the Foundation Board of Governors.

The purpose of the Foundation is to:

- To open the door for every child to realize their potential and to pursue their hopes and dreams.
- To raise awareness and funds to deliver on our promise to level the educational playing field for children who are disadvantaged.

The Foundation offers community members the opportunity to support teaching and learning in the classroom through a variety of giving vehicles including financial contributions, in-kind donations and gifts of time. Our current priority is preparing Edmonton's most marginalized children for promising futures by subsidizing the costs associated with full day Kindergarten programming in socially vulnerable communities.

## Results and Implications

### Division Priorities 2018-2022

1. Foster growth and success for every student by supporting their journey from early learning through high school completion and beyond.
2. Provide welcoming, high quality learning and working environments.
3. Enhance public education through communication, engagement and partnerships.

Based on the three SMART goals that were established for 2019-2020, report on the results you achieved (with evidence, including referencing the School's Accountability Pillar results, if applicable) and describe how achievement of the goal supports the above Division's Priorities that were in effect when the goal was set.

By August 2020, the Foundation will have developed a plan to encourage and increase employee contributions.

**Results Achieved:** With the change in director during the autumn of 2019, most Foundation activities were re-evaluated. In regards to staff giving, the Foundation worked on promoting the opportunity to give among staff through Connect posts and Foundation communications. We are currently still working with Finance and HR to get donor information relating to staff giving, which will allow us to better acknowledge, steward and measure staff giving. The Foundation is delighted to be included in the November 2020 staff giving campaign which had previously been exclusively directed to the United Way.

By August 2020, the Foundation will have implemented Goals 1 and 2 tactics included in its five-year strategic plan to enhance awareness and increase revenue.

**Results Achieved:** The Foundation Strategic Plan was developed in Spring 2019, under the guide of former Director Graham Metzger. With a new Director and a new fundraising environment during COVID-19, the plan needs to be revisited and adjusted.

That being said, Goal #1 of the Foundation Strategic Plan is to "**Stabilize and grow revenue by building a diversified and strong donor base, consisting of individuals, corporate partners, and events.**" With the pandemic, the bulk of events were cancelled and our asks to individual donors were softened. Corporate Donor communications have continued but meetings were cancelled and have still not yet been rescheduled as the business community experiences the implications of the pandemic. Work in stabilizing, let alone growing revenues is still very much underway. During 2019-2020, events revenues decreased by 87%, Individual Annual Giving decreased by 47% and Corporate Giving and Grants actually increased by 10%.

Goal #2 is to "**Grow awareness of the Foundation and Edmonton Public Schools.**" We redesigned and improved our e-newsletter this year, which saw positive engagement. We increased our social media posts, which has resulted in significant growth (for example, our Facebook followers have increased by 30% over the past six months.) The Foundation has definitely grown communications and engagement during the pandemic.

By March 2020, a third-party fundraising guide will have been created and promoted to engage schools and the community in raising funds for the Foundation.

**Results Achieved:** The Third Party Guide is currently in draft form, just needing to be formatted by design. (We had recruited a volunteer to assist with this, however, this work stalled during the summer). That being said, with COVID-19, we are re-evaluating our third party events and the opportunity for this source of revenue, so the guide/application form is currently under review.

**What were the biggest challenges encountered in 2019/20?** The Foundation has struggled during the pandemic. With meetings cancelled, no opportunity to introduce the community to our Kindergarten classes as well as the cancellation of events and softening of individual asks, this has all resulted in reduced revenues. We were able to provide some special support such as by re-focusing a grant to support the purchase of grocery gift cards, but overall, our priority of funding full-day Kindergarten during a

## Results and Implications

pandemic has proven to be challenging to secure support.

**What was most important for your school community as you prepared for the 2020-2021 school year?** We have been in regular communications with the classes/schools we support to ensure we are providing meaningful assistance. We have been securing supplies for students and classes, and are working on some larger asks for adjusted support (for example, not funding field trips this year but instead distance learning support and supplies). We are continuing to work to present our priority need (funding full-day Kindergarten) during the pandemic in a meaningful way.

## Plans

### Division Priorities 2018-2022

1. Foster growth and success for every student by supporting their journey from early learning through high school completion and beyond.
2. Provide welcoming, high quality learning and working environments.
3. Enhance public education through communication, engagement and partnerships.

The following SMART (Specific, Measureable, Attainable, Relevant, Time-Framed) goals have been established for the 2020/2021 school year. Select the Division Priority number that the goal supports from the drop-down box. Schools are to set one goal for each priority. Central DU's can set their goals around one or more priorities.

Review and update the current Foundation strategic plan to align with the new fundraising environment during a pandemic while continuing to support the Division Priorities. To be completed by March 2021.

Priority 2

Review the past 10 years of the Foundation and its activities, including achievements and challenges. Determine the best course forward for the coming years ahead by developing a vision document with a focus on priorities and opportunities, and aligning with EPSB Priorities. To be completed by July 2021.

Priority 1

Evaluate the signature event of the Foundation, Ready for Life Breakfast. Based on this evaluation and an environmental scan, recommend and plan for an updated signature event (or campaign) that will be both timely and effective in raising both funds and awareness. To be completed by May 1, 2021.

Priority 2

Address: 10610-129 Avenue

## Budget Summary Report

	2020-21 Spring Proposed		2020-21 Fall Revised	
Resources		350,205		350,205
Internal Revenue		0		0
<b>REVENUE TOTAL</b>		<b>350,205</b>		<b>350,205</b>
Teacher Supply	.000000	0	.000000	0
<b>TOTAL NON-TEACHER</b>	<b>.000000</b>	<b>0</b>	<b>.000000</b>	<b>0</b>
(% of Budget)		<b>0%</b>		<b>0%</b>
Exempt	2.000000	283,055	2.000000	283,055
Exempt (Hourly/OT)	.000000	1,000	.000000	1,000
Support	.000000	0	.000000	0
Support (Supply/OT)	.000000	0	.000000	0
<b>TOTAL NON-TEACHER</b>	<b>2.000000</b>	<b>284,055</b>	<b>2.000000</b>	<b>284,055</b>
(% of Budget)		<b>81.11%</b>		<b>81.11%</b>
<b>TOTAL STAFF</b>	<b>2.000000</b>	<b>284,055</b>	<b>2.000000</b>	<b>284,055</b>
(% of Budget)		<b>81.11%</b>		<b>81.11%</b>
<b>SUPPLIES, EQUIPMENT AND SERVICES</b>		57,800		57,800
<b>INTERNAL SERVICES</b>		5,850		5,850
<b>OTHER INTEREST AND CHARGES</b>		2,500		2,500
<b>TOTAL SES</b>		<b>66,150</b>		<b>66,150</b>
(% of Budget)		<b>18.89%</b>		<b>18.89%</b>
<b>TOTAL AMOUNT BUDGETED</b>		<b>350,205</b>		<b>350,205</b>
Carry Forward Included		0		0
Carry Forward to Future		0		0