



+



Foundation & Development 2025 Annual Report

Midway ISD Board of Trustees



Generating, aligning & maximizing external resources for students & staff

The Bottom Line

\$525,000+

in external resources supporting Midway ISD annually

from a single dual role fully funded by the district's existing investment.



Education Foundation

\$282,981

Cash + in-kind contribution (4.67x ROI)

MIDWAY
ISD
Education Foundation

Sponsorships & Development

\$225,000+ aligned

Partnerships, sponsorships & fundraising



Foundation Cost-Benefit Analysis

4.67x

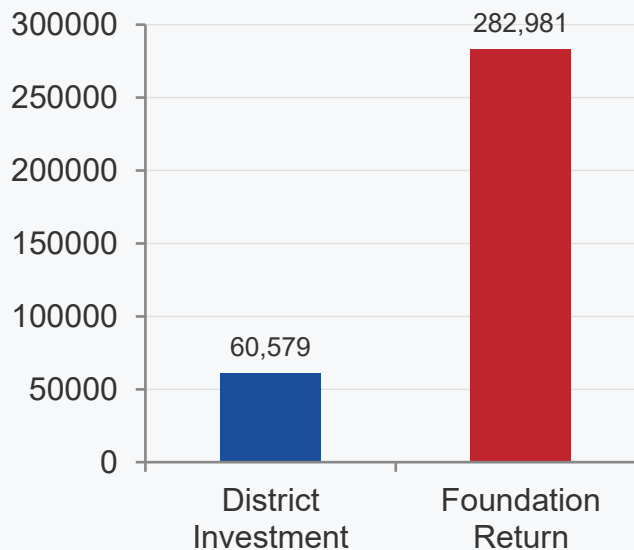
Return on Investment

For every \$1 invested
by Midway ISD,
\$4.67 came back.

District Cost: \$60,579

Foundation Return: \$282,981

**Includes cash + in-kind
program contributions**



Immediate Impact

~\$203,000

*Grants, scholarships, events & recognitions
delivered to students & staff this year*



80+

Teachers Funded

70 grants, \$140,000+



70

Grants Awarded

To 11 campuses



Future Impact

\$3.8M

Endowment

*Growing for future support
~\$150,000/yr in perpetuity
+\$80,113 added this year*

Foundation Programs — 2025 at a Glance



 **70**

Grants Awarded

\$140,000+ to 80 teachers

 **470+**

Total Donors

Record high — up from 421

 **4**

Staff Scholarships

2 Moss + 2 Grow Your Own

 **180**

Spirit of Midway

Students honored

 **35**

Letter Jackets

Academic & Special Olympics

 **38**

First-Year Teachers

Classroom startup support

Investing in Midway's Educators



★ 38

First-Year Teachers Supported

*Classroom startup reimbursements —
helping Midway recruit & retain talent*

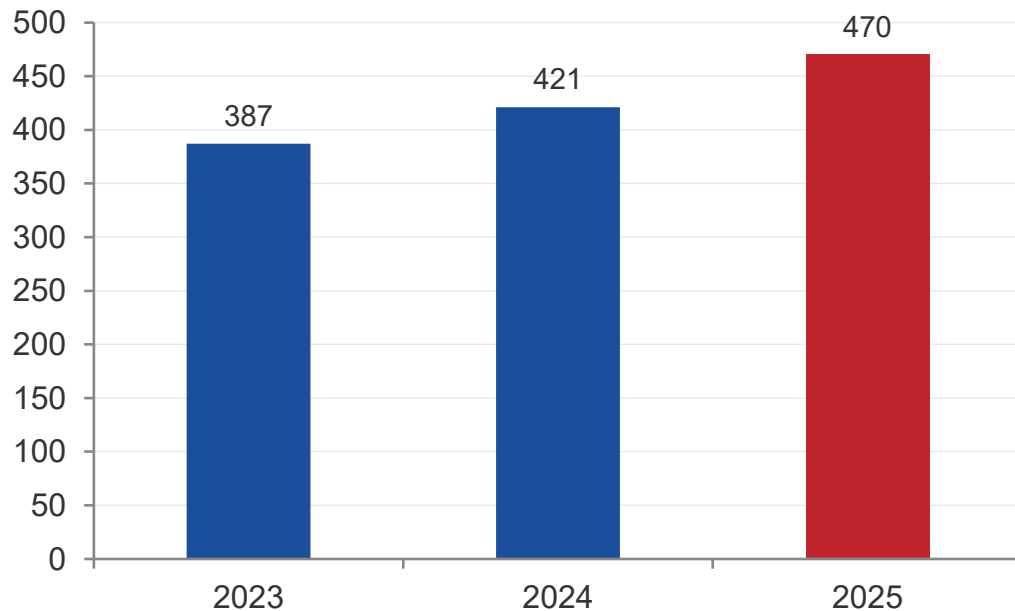
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Teacher Scholarships Awarded

*2 Moss Scholarships + 2 Grow Your Own —
funding advanced degrees & certifications*

Donor Growth & Community Momentum

Total Donors — 3-Year Growth



470+ donors in 2025 — Midway's largest donor community ever

** 2023 figure approximate; update if exact count is available*

 **470+**

Total Donors

New all-time record

 **\$447K**

Total Raised

\$447,184 — all programs combined

 **81**

Honor a Staff Member

Nominations recognizing MISD staff

District Development — The Other 51%



Beyond Foundation fundraising — this function is district-wide infrastructure that most departments never see directly.

\$ **\$55,250**

Directly Managed Sponsorships

Scoreboard, event & partner assets



\$18,000

District Event Sponsorships

Convocation, Mid-Year & more



90+

Active Community Partnerships

Panther Perks — managed & aligned



\$27,000+

Midway.TV Sponsorship Support

New revenue channel — year one

+ \$130,000+ in campus fundraising supported & aligned across 40+ district-wide initiatives annually

District Development — The Other 51% - \$229,600

Beyond Foundation fundraising — district-wide development, partnerships, and sponsorships managed and facilitated through this role.

Directly Generated & Managed

~\$99,600+



Scoreboard Sponsors

\$48,250



Convocation / Back to School

\$15,000



Mid-Year & Car Tags

\$10,000



Midway.TV Sponsorship Facilitation

~\$26,350

Broader Development Impact

\$130,000+



Campus fundraising supported & aligned

40+ initiatives



Panther Perks community partnerships

90+ partners



Staff appreciation & recognition

1,300+ staff



Pass-through grants & designated gifts

\$20,500+

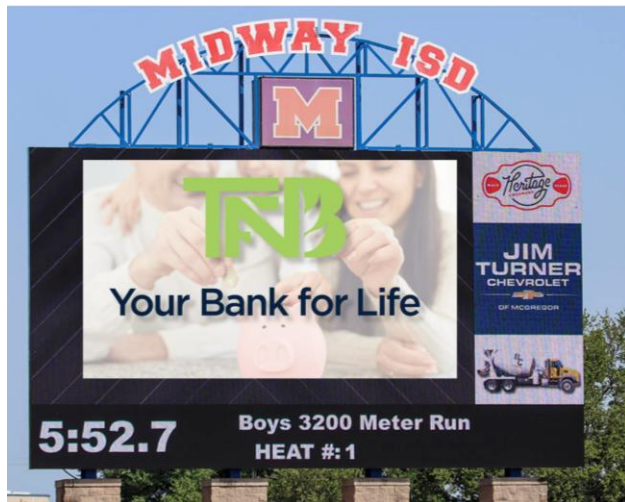


Alumni relations & pipeline

400-750/yr

Combined Development Impact: ~\$229,600+ | Foundation Programs: ~\$203K | Total External Resources: \$525,000+

District Sponsorships



\$55,250

in directly managed sponsorships

Scoreboard & District Sponsorships

Directly managed corporate sponsorships now fund scoreboard signage, athletic facility branding, and event-day partnerships across Midway ISD campuses — generating revenue that previously went unrealized.



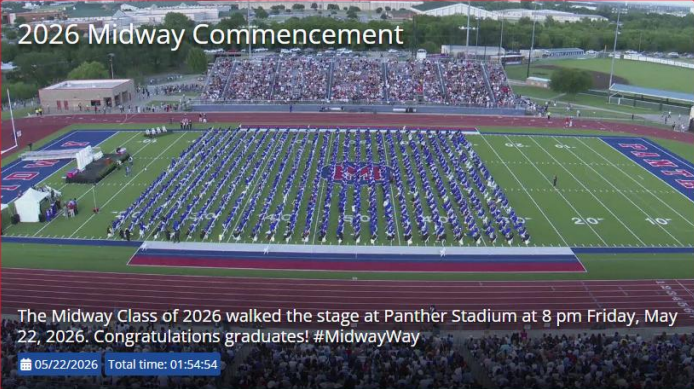
**\$18,000 in district event sponsorships
(Convocation, Mid-Year)**

Midway.TV — Building A New Revenue Infrastructure



 MIDWAY TV

NEW LIVE CHANNELS 



2026 Midway Commencement

The Midway Class of 2026 walked the stage at Panther Stadium at 8 pm Friday, May 22, 2026. Congratulations graduates! #MidwayWay

05/22/2026 Total time: 01:54:54



Midway Tango Flight Celebration

Over the last two years, Midway ISD students have worked alongside mentors, educators, aviation professionals, and industry partners...

262 05/20/2026



May 2026 Board of Trustees Meeting

The Midway Board of Trustees met at 7 pm May 19, 2026, at the Midway Administration Building for a regular scheduled board...

Midway Media Online

Midway TV is your home for live and on-demand video from Midway ISD. From sports and fine arts to graduations and other major district news, if it's happening at Midway, you can watch it here.

 Share

Channels

Find great Midway events, live and on-demand, on these channels:

- Fine Arts
- Athletics
- Midway On Campus
- School Board

Popular Tags

Explore more Midway TV media using these popular tags:



Year One: \$27,000+ in establish contracts

Midway.TV launched as a new district media channel broadcasting athletics, events, fine arts, and student programming across the community. My development role helped draft the sponsorship contract framework, manage partner relationships, and identify potential sponsors laying the groundwork for a sustainable revenue stream that will directly benefit the district as the channel grows.

A collaborative effort:

Concept brought forward by Trustee Colin Witt. Built in partnership with Brad Shelton, Emily Parks, Jesse Garn, and our Fine Arts department.

Development role:

Drafted the sponsorship contract framework, identified corporate partners, and manages ongoing sponsor relationships.

Community & Industry Partnerships



Howmet Aerospace Partnership

Designated grant funding supporting district STEM & CTE initiatives, facilitated through the Foundation.



Tango Flight

A hands-on aviation/engineering program made possible through industry partnerships and grant support — connecting students to real-world STEM careers.

90+ active community partnerships connect Midway ISD students to real industry, careers, and resources

What Centralization Enables



SCALE

- 40+ fundraising initiatives/year
- 90+ active community partnerships
- 1,300+ staff served via events
- 400–750 alumni added annually



SYSTEMS

- Foundation grant cycles
- Sponsorship structures (athletics, events, Midway.TV)
- MidwayEats & community programs
- Alumni database & pipeline



PROTECTION

- Prevents sponsor conflicts
- Ensures MOU & policy compliance
- Protects long-term donor relationships
- Aligns all campus fundraising

Midway ISD — Competitive & Effective



District	Enrollment	Econ. Disadv.	Foundation Grants	Combined Role?
Midway ISD	~8,800	35%	\$140,000+	Yes
Aledo ISD	~8,161	14%	\$81,000	No
Georgetown ISD	~13,424	42%	\$255,000+	No

Per-Student External Resources Generated:

Midway ISD ~\$60/student (Foundation + Development combined)

Comparable TX districts (foundation only): \$10–\$25/student

Aledo ISD pays for two separate roles (Foundation Director + Community Engagement) to do what Midway's single combined role accomplishes.

Midway ISD — Putting It in Context



Aledo ISD — Two Separate Roles

Foundation
Director

\$95,000

salary

Community
Engagement

Separate

position

Grants Awarded **\$81,000** *21 grants in 2024–25*

Endowment Assets **\$380K** *Total assets (990, 2024)*

Total Raised **\$494K** *Annual revenue (990, 2024)*

- Aledo ISD: ~8,161 students across 11 schools *U.S. News & World*
- Report ~501 full-time classroom teachers *Ballotpedia*
- 71.9% white, 14% economically disadvantaged *The Texas Tribune*
- Only 10.9% of students eligible for free/reduced price meals *U.S. News & World*

Midway ISD — One Consolidated Role

Foundation Director
+ Director of Development

One role.

Both functions. Greater output.

= \$525,000+ in external resources annually

Grants Awarded **\$140,000+** *70 grants to 80+ teachers*

Endowment Assets **\$3.8M** *10× Aledo's total assets*

Total Raised **\$447,184** *Foundation alone (2025)*

Midway ISD (for comparison):

- ~8,800 students across 11 campuses
- ~1,263 total staff
- 50.5% white, 35% economically disadvantaged *The Texas Tribune*

Midway ISD: ~\$60/student in external resources | Comparable TX districts (foundation only): \$10–\$25/student



This role doesn't just support Midway ISD —
**it brings in and aligns over \$525,000
annually in external resources.**



Thank you for your continued partnership and investment in this work.

Questions & Discussion