



Memorandum of Understanding

2025 Renewal

# Purpose

To formalize the relationship between the Lewisville ISD Education Foundation (LEF) and the Lewisville Independent School District (LISD) who desire to memorialize, ratify, and approve current and past activities and mutually acknowledge, for the future, respective obligations and rights of the parties.

# ADDENDUM TO MOU DECEMBER 2024

**REVENUE SHARING:** LISD and LEF agree to share any revenue 60/40 respectively from sales campaigns whereas LEF markets a product or service which was first initiated or created prior to 8/19/24 and initially branded by LISD. This will include bus ads sold and placed on LISD buses, and ads placed within the Best Schools in Texas website. LEF will provide all management and sales efforts.

**BARTER AGREEMENT:** In addition to revenue-based sales, LISD and LEF will equally share any barter agreement offerings that were originally created prior to 8/19/24. As of the signing of this document, one such agreement is in place which is with GrandScape. The barter Agreement provides (4) 4-week digital ad campaign flights. Beginning in 2025 LISD will provide ad content for 2 flights and LEF will do the same. Both LISD and LEF may opt out of a flight in which the other entity will fill the flight.

LEF has the right to use its own logos in all ads, publications, etc., along with LISD logos, going forward from 8/19/24. This will pertain only to LISD publications originally created prior to 8/19/24.

**TERM:** The revenue sharing plan will remain intact with no termination date. The Barter Agreement with NFM/GrandScape can be renewed each year if all three parties agree. LEF has the right to enter into a separate barter agreement with NFM/GrandScape if LISD opts out.

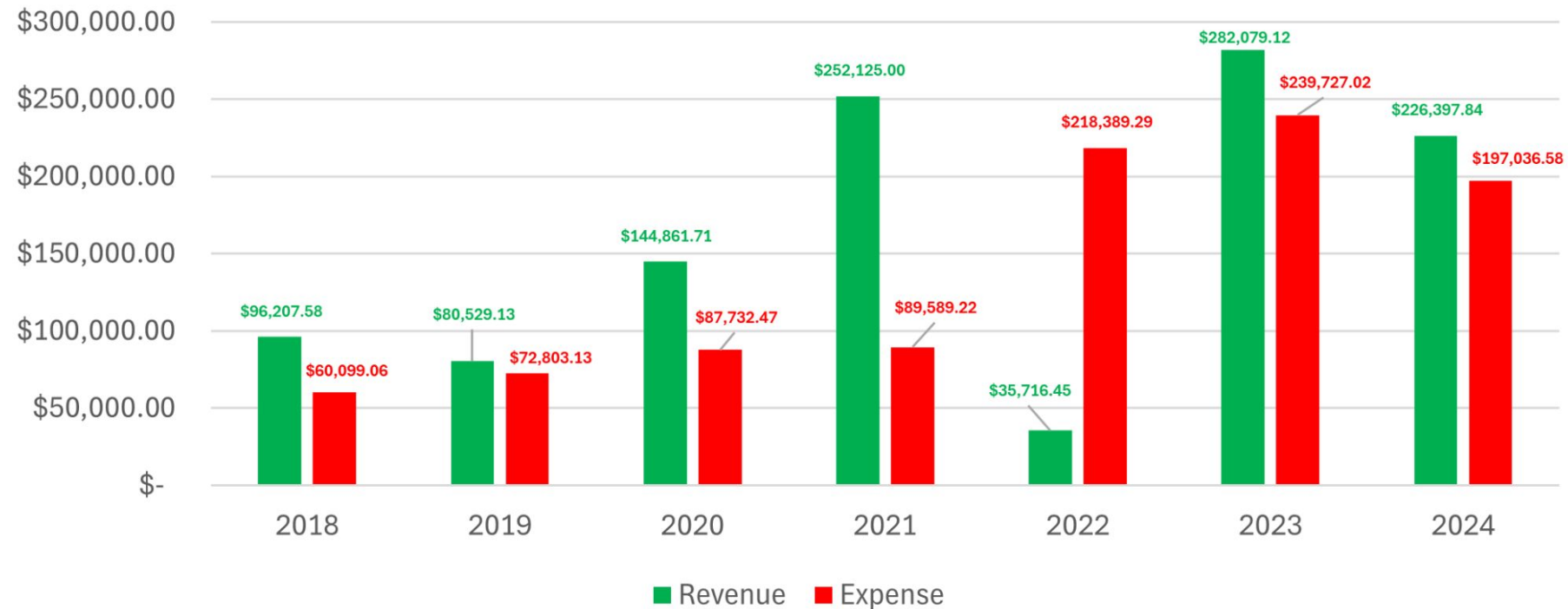
# GRANDSCAPE DIGITAL IN-KIND CAMPAIGN



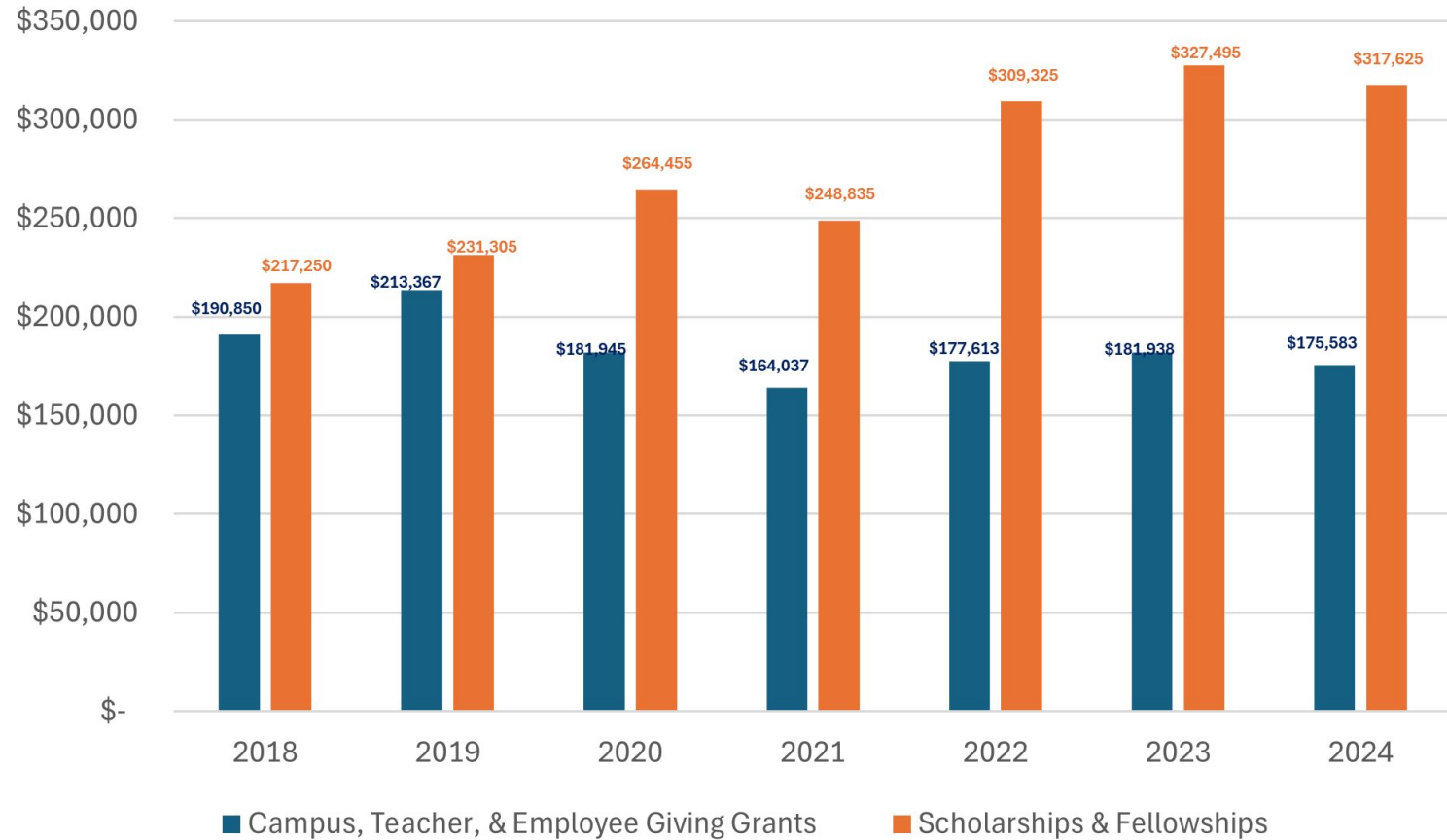
**How does LEF define a Pass-Through Program?** - Non Permanent funds established by a donor or funding agency on behalf of LISD for the sole purpose of receiving funds and subsequently distributing them to designated LISD recipient responsible for operating a specific program or program. Per-transaction surcharge approved in 2024 MOU.

\*Note – Balances roll-over to next year, unless specified as a spend-down account with a designated time frame.

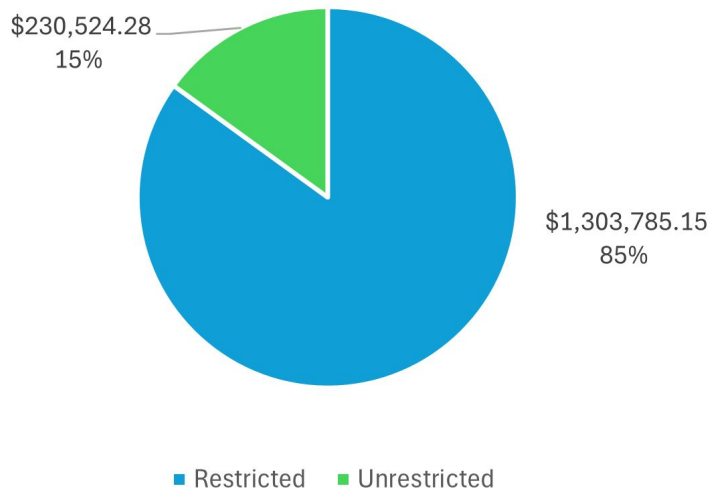
## LISD Pass-Through Programs



## LEF Awarding



## 2024 Revenue Breakdown



### Revenue Breakdown Notes

\*49% of restricted donations are designated to One-Time Use scholarships & grants but many will accumulate until the \$10,000 threshold is reached, then transfer to a permanent endowment.

\*LEF currently manages 222 permanent endowments.

\*Unrestricted revenue comes from fees, sponsorships, fundraising events, Corporate Leadership memberships, area of greatest need donations.

### Expense Breakdown Notes

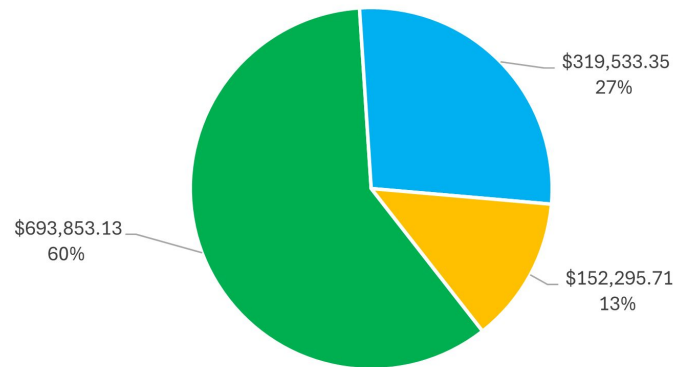
\*Salaries make up 78.75% of Admin Costs

\*20.9% of admin costs is made up of investment advisory fees, which is equivalent to our standard 1.2% management fee for a \$5.5 million endowment

\*Fundraising/Development consists of campaign and event costs

\*Programs/Services = All restricted program payouts

## 2024 Expense Breakdown



■ Programs/Services ■ Operations (Administrative and Endowment Management) ■ Fundraising/Development

## LEF Strategic Priorities

1. Build a reciprocal relationship between LEF and LISD.
2. Find avenues for sustainable operational funding.
3. Increase teacher and campus grant revenue to support in-district or campus needs.



# LEF Areas of Involvement & Review for LISD Funding

- Plans to Create More Fundraising Opportunities within Scheduled Events
- Reviewing Plans to Levy Maintenance / Service Fees on LEF Endowments
- Revive Plan to Require LISD Contractors to Contribute a min. of 1% for Major Projects
- Reviewing Plans to Create Non-Restricted Education Endowments for LISD Funding
- Plans to Create Multiple Fundraising Campaigns for LEF's Corporate Leadership
- Recently created a Fundraising Steering Committee

# Without changes to funding what are districts seeking alternative sources of funding for as they try to free up funds to provide staff pay?

- Librarian Positions
- Elementary Specials (For us our extra special rotation is STEM)
- AVID
- Mentoring Programs like the district cost share for CISNT
- Advanced Placement Teacher salaries
- District counseling and social work teams that connect families and students to community resources
- Nurses
- Stipends for employees; or one-time payments
- Professional learning and training for teachers
- Professional learning and training for principals/campus leaders
- Elementary and Literacy Reading and Math Assessment/Inventory
- Community Engagement Feedback Resources

# FUNDRAISING STEERING COMMITTEE

The Lewisville Education Foundation Fundraising Steering Committee (LEF-FRSC) is composed of dedicated local volunteers from a diverse range of professional industries, government entities, and entrepreneurial backgrounds. Members bring valuable experience, including a proven track record of successfully negotiating with major donors. This action-driven team is tasked with identifying and cultivating strategic relationships to expand LEF's prestigious Corporate Leadership Society (CLS). While current CLS membership levels range from \$5,000 to \$20,000, the FRSC will focus on securing new members at higher tiers, from \$25,000 to over \$100,000 annually.

THANK YOU.