

Introduction and Overview

Foundation Innovation, LLC provides public school districts and communities with the tools and expertise necessary to establish or revitalize effective and sustainable education foundations. The concept of independent charitable foundations dedicated to support K12 public school districts is fairly new, however, colleges and universities have benefited from foundations for quite some time. *Foundation Innovation* is a full service consulting and management firm offering a customized approach to organizing your education foundation. *Foundation Innovation* utilizes research-based nonprofit best practices, university advancement techniques and nationally recognized fundraising standards to accelerate success and ensure sustainability. This proposal focuses on five key components we believe are critical components for every education foundation:

- ◆ Infrastructure
- ◆ Board Development
- ◆ Funding Areas and Granting Process
- ◆ Image Development and Marketing
- ◆ Comprehensive Fundraising Plan

The *Foundation Innovation* team creates a partnership with staff and the board of directors to identify and understand the unique attributes of the community, school district and education foundation. *Foundation Innovation* will recommend and facilitate a plan of action that is specifically designed to accelerate the success of the Beeville ISD Education Foundation that is tailored to the needs of the Beeville Independent School District and the local community.

Foundation Innovation's step-by-step method and extensive training materials streamline the process to maximize and value the time of volunteers. Once the process is complete, the Beeville ISD Education Foundation will have the additional development tools necessary to be an effective fundraising organization. This proposal outlines the following specific services and tools to be provided by *Foundation Innovation*:

- ◆ Board Development and Training
- ◆ Define Roles and Responsibilities
- ◆ Outline School District and Foundation Partnership
- ◆ Policies and Guidelines Recommendations
- ◆ Organizational Structure and Committee Responsibilities
- ◆ Corporate Compliance including Documentation and Tax Deductible Status
- ◆ Customized Timeline and Month by Month Calendar
- ◆ Annual Fund or Major Gift Campaign Framework
- ◆ Gift Acknowledgement and Database Development
- ◆ Program Identification and Grant Selection Process

* Exclusive *Foundation Innovation* services and tools included:

- ◆ "Foundation Innovation Online"
- ◆ Image Development and Professionally Designed Marketing Materials
- ◆ Board Manual and Training Materials

Proposal Deliverables

Corporate Documentation and Infrastructure - As nonprofit organizations, local education foundations are legally accountable for ensuring their funds are collected, disbursed, and reported properly. Foundations also have an ethical and business responsibility to provide fiscal oversight that honors the mission of the organization and the intent and trust of donors. *Foundation Innovation* will recommend an organizational structure and processes and procedures to help maintain the financial integrity of the foundation including:

- ◆ Organizational Structure – A corporate business structure or framework will be created for the education foundation.
- ◆ Preparation of Documents for Tax-Deductible Status – *Foundation Innovation* will verify the nonprofit name availability, prepare for final approval and execution of the Certificate of Formation (also referred to as the Articles of Incorporation) with the Secretary of State’s Office; the employer identification number; the 1023 Application and 501(c)(3) tax deductible status with the Internal Revenue Service (IRS); the bylaws; the questionnaire with the Texas Comptroller’s office and subsequent letter of state tax exemption; and corporate resolutions necessary for the corporation.
- ◆ Memorandum of Understanding – *Foundation Innovation* will provide a sample Memorandum of Understanding that is recommended to establish a transparent and deliberate partnership between the two organizations. *Foundation Innovation* will work with the Beeville ISD Education Foundation and Beeville Independent School District to provide samples and guide the organizations through the process.
- ◆ Policies and Guidelines – *Foundation Innovation* will provide policies and guidelines that comply with IRS regulations and nonprofit best practices for review by the board of directors.
- ◆ Foundation Innovation Online – An exclusive service provided by *Foundation Innovation* is *Foundation Innovation Online* that provides each foundation with its own password-protected web page that delivers instant access to foundation documents, forms, letterhead and other important information. A unique login and password are assigned to enter a secure area designated for your education foundation allowing board members and staff convenient access to the latest information about your education foundation’s philanthropic efforts.

Proposal Deliverables

Board Development and Training - The governing body of the Beeville ISD Education Foundation is independent of the school district leadership, but will work collaboratively to enhance and support the goals and initiatives of the district. The identification and selection of potential board members is an important process in the development of the education foundation. It is essential to the overall visioning of the organization as well as the implementation of fundraising success. *Foundation Innovation* will guide the process of board development and training utilizing the following components:

- ◆ Board Development Overview and Plan of Action – The board selection process will identify a diverse composition of directors. Specific responsibilities will be addressed as well as solicitation of the prospective members of the board. The board of directors will establish the fundamentals of the organization and determine the organizational framework, mission, goals, purpose, and relationship to the public school district and community. This component of development also addresses a nomination process, on-going identification, recruitment, orientation and training of board members.

- Training Materials - A customized board manual developed by *Foundation Innovation* for the Beeville ISD Education Foundation will be prepared and distributed to each board member. The materials include recommended policies, templates, corporate documentation, roles and responsibilities, organizational framework, best practices models and samples and the narrative needed to implement these tools. This is a detailed step by step implementation plan to establish the education foundation.

Proposal Deliverables

Image Development and Marketing Materials Design - Image is one piece of the education foundation puzzle that is critical, therefore, *Foundation Innovation* includes in the proposal the cost of a professional logo design. *Foundation Innovation* will work with the board of directors to determine a unique image or brand for your education foundation and will recommend a marketing plan that will maximize positive exposure to the community and create awareness about the education foundation.

- Logo/Brand Development – The image of the Beeville ISD Education Foundation should encompass all areas from marketing materials to press releases to aid in the “branding process.” Initially, *Foundation Innovation* will develop a series of potential logo designs with input from the board of directors. After final revisions and selection of the final design, the logo will be submitted in various formats (adobe, postscript, jpeg) for use in publications, print and web designs.
- Brochure, Letterhead & Envelope – *Foundation Innovation* will design a brochure for review and edit by the marketing committee. The design and format will be unique to the Beeville ISD Education Foundation to catch the attention of prospective donors. In addition, *Foundation Innovation* will provide three (3) to four (4) letterhead and envelope styles using the selected logo.
- Press Releases – Continuous communication with the local media is an effective way to reach the community audience and gain recognition and awareness for the education foundation. *Foundation Innovation* will provide press release templates to highlight and announce key activities and accomplishments of the Beeville ISD Education Foundation.

Development Plan - Annual Fund or Major Gift Campaign - An organized fundraising campaign is recommended to be conducted to allow individuals, businesses, vendors, employees, parents and community leaders an opportunity to financially invest in the mission of the education foundation. *Foundation Innovation* proposes an integrated annual campaign and development program plan specifically designed to identify and train campaign leadership; target potential major donors; provide templates to track and manage prospect information; recommend campaign promotional materials; and identify strategies for personal solicitation programs, in-house appeals, alumni giving, Internet applications, and corporate matching gift strategies. Key components of a successful campaign include:

- Administrative board and fundraising board understanding
- Key development leadership
- Research based fundraising strategies
- Fund management procedures
- Campaign framework
- Donor solicitation materials
- Identification of prospective donors

- ◆ Development of a prospective donor database
- ◆ Donor cultivation process
- ◆ Board training for soliciting donors
- ◆ Restricted and non-restricted donations
- ◆ Acknowledgement and management of donor gifts
- ◆ Donor recognition ideas

Proposal Deliverables

Program and Grant Identification and Selection Process – The determination of funding priorities and the purposeful allocation of funds is an important component of a successful fundraising campaign. *Foundation Innovation* suggests consideration of a coordinated identification program and granting process to identify and select expanded and systemic programs to enhance educational initiatives in Beeville Independent School District. Through a board and committee driven process, allocation of systemic grants can be determined. This process will also include:

- ◆ Discussion of the needs assessment for Beeville Independent School District
- ◆ Development of funding priorities
- ◆ Communication and input from Beeville Independent School District staff
- ◆ Creation of grant proposal, application, review and distribution process
- ◆ System for donor and school district reporting

Cost Summary

Foundation Innovation welcomes the opportunity to work with the Beeville ISD Education Foundation. Through an attentive, hands-on approach, *Foundation Innovation* clients have achieved much success. Consulting services will be provided for a period of **twelve (12) months with coordination and attendance of (10) scheduled onsite board meetings**. In addition to the monthly onsite visits, the service includes *Foundation Innovation Online* resources and access via phone or email. The fee includes consulting services, *Foundation Innovation Online* and up to 33 board manuals.

One Year Consulting Services to Establish the Beeville ISD Education Foundation...\$22,500

(Plus travel and standard per diem, postage, fees associated with filing corporate documents, and other pass-through costs)

Consulting fees billed as \$3,000 due at contract signing and \$1,625 per month for 12 months.

Other add on options:

- Website design: \$850
- Video Production: \$500 - 2,500
- Strategic Planning: \$2,500
- Additional Onsite Visits: \$500