



Foundation 65

2016 Strategic Plan

Adopted by the
Board of Directors
June 14, 2016

Table of Contents

Introduction and Process Overview	2
Historical Context.....	3
Mission, Vision, Values	4
Goals	5
Key Strategies.....	6
Addendum Items	
• Action Plan	8
• Participants	13

Introduction

The vital role of public education in preparing children for their futures can hardly be overstated. Public schools, however, must manage an ever-changing landscape of children's needs with limited resources and complicated budgets. Educational foundations like Foundation 65 are able to leverage community support for excellent and innovative programs that school districts would otherwise be unable to fund. Foundation 65 has worked to support educational excellence for decades, and developed this strategic plan to position ourselves for future growth and impact in support of the great public education we believe all of our children deserve.

Process Overview

Between October 2015 and April 2016, Foundation 65 stakeholders -- including board and staff members, advisory board members, District 65 administrative and teaching staff, and key funding partners -- took part in a strategic planning process. The process was designed to assist Foundation 65 in determining its vision, goals and key strategies to move the organization forward over the next three years toward its stated vision.

The planning process was designed and facilitated by Lisa Tylke and began with a visioning session in October for the board of directors. That session produced a shared vision and value statements for the plan. A Strategic Planning Committee comprised of six board members and the Executive Director continued the process with two planning sessions in October and November, during which four pillar goals were established. Strategies for each goal were developed via a series of small group meetings with key funders in December and two special planning sessions with District 65 administrative staff (January) and teaching staff (April.) Throughout this period the Strategic Planning Committee met in person and via email to refine strategies. At regular intervals, the Foundation 65 board was kept apprised of progress and encouraged to provide input.

In May the President and Executive Director developed initial action plans for each strategy. The Action Plan (Addendum #1) was shared with the board in May for input and refinement.

Historical Context

In 2002, the eight-year-old District 65 Educational Foundation changed its name to Foundation 65 and launched its first community-wide fundraising drive. Since that time, Foundation 65 has grown significantly and has invested more than \$1,500,000 in projects and programs, making an impact at every school in the District.

During the past few years, Foundation 65 has been successful in providing a unique model of grant-making which serves not just the District, but parents and community members as well. We have shown that investing private dollars in public education can allow the District to explore innovative ways to improve education, within a framework that is accountable and measurable.

Foundation 65's first strategic plan was completed in 2006 and focused the organization's energies on building "visibility and brand" as reflected in its Vision Statement:

By 2011, Foundation 65 will be recognized in Evanston as the non-profit of choice for its good work in promoting and supporting public education of children in pre-school through 8th grade. The public will point to Foundation 65's thoughtful, innovative and effective investment in public education. Moreover, the Foundation will be recognized for the community partnerships it makes possible that further benefit the schools and the public education experience overall.

That vision of developing a public presence has been fulfilled, and our next plan envisions Foundation 65 expanding its reach and impact. The following pages outline Foundation 65's 2016 Strategic Plan with a Vision, Goals, and Strategies needed to move the organization forward in support of excellent educational experiences for all children in the district's schools.

A Special Note about Equity

Over the course of our strategic planning process our stakeholders had a number of discussions about equity. This was made even more salient with District 65's recent release of reports about gaps in academic achievement between children by race. Foundation 65 knows that every school in our district serves a number of children with deep needs. Our grant-making should serve to help broaden our educators' ability to support each of those children, no matter which school they attend. As we move forward, the achievement gap will be a key consideration in our overall grant-making as we work with District 65 and other partner organizations.

Mission

Foundation 65 is the education foundation that supports Evanston-Skokie School District 65. By actively promoting involvement in public education by all segments of our community and raising funds, Foundation 65 serves to improve the quality of Evanston schools, the achievement of high standards, and the education experience for all students.

Vision

Foundation 65 will cultivate resources to support programs that promote student engagement and high quality teaching and learning. We will expand literacy and arts grant-making, and explore new connections between those areas and other curricular subjects. Foundation 65 will engage with the community to directly enhance the educational experience for all kids in all District 65 schools.

Values

Foundation 65 is committed to serving as an independent foundation, governed by a volunteer board of directors, who are representative of the Evanston community, and who work to promote and support public education. Foundation 65 believes that:


- Evanston is a community that deeply values education;
- The public schools are the responsibility of the people who live in the area in which they serve;
- With the right combination of focus and creativity, caring citizens can improve public education by strategically investing in schools and strengthening bonds with their district and its leadership;
- Working together, citizens and the schools can nurture academic achievement and enrichment opportunities for all of our students.

Goals

1. Grow our grant-making to deepen support of literacy and arts
2. Strengthen relationships with key D65 administrators and teachers
3. Provide opportunities for parents, families & community members to support public education
4. Build organizational and financial capacity

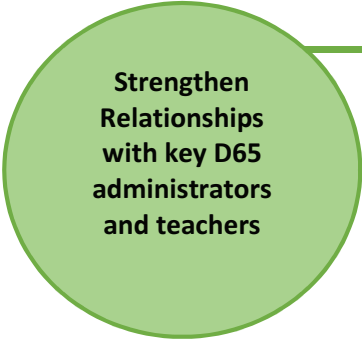


Key Strategies



Grow our grant-making to deepen support of literacy & arts

-
- Deepen literacy support for grades K-3 through research based programming
 - Work with Reading Recovery / Guided Reading Teachers and D65 admin to ensure long-term sustainability of the Summer Reading Program
 - Use the collaborative, multi-school model of the Family Author Program to develop a new, arts focused grant
 - Explore new areas of impact in relation to literacy and arts, specifically intersections with other curricular areas



Strengthen Relationships with key D65 administrators and teachers

-
- Partner more effectively with D65 Curriculum and Instructional Leadership to share work and ideas (district level)
 - Improve connections with principals and key teachers (school/teacher level)
 - Highlight, share, and celebrate innovative teacher ideas/projects/practice
 - Showcase successful grants/teachers via F65 and D65 marketing opportunities



Provide opportunities for parents, families & community members to support public education

- Prioritize grant proposals that foster stronger bonds with parents/ families/ community
- Communicate to all members of the community that making a gift to F65 is an investment in building strong schools and therefore, a robust and thriving community
- Strategically engage with community efforts and organizations that align with F65's mission and vision



Build organizational and financial capacity

- Develop fundraising plan to support growth
- Grow organizational capacity through staffing and board development
- Revisit and realign grant making process and principles

Participant List

We gratefully acknowledge the individuals who participated in this strategic planning process. Between October 2015 and April 2016, the Foundation 65 strategic planning working committee engaged with various stakeholders and partners to inform our planning. The strategic planning process was designed and facilitated by Lisa Tylke and began with a visioning session in October for the F65 board of directors.

Foundation 65 Board and Staff

Sarah Darnton*	Tammy Johnson	Donald Morales
Christyne Dzwierzynski*	Stephanie Kimmel	Traci Brown Powell
Grant Farrar	Sarah Laing*	Keith Robinson
Evan Finamore*	Diane Lequar*	Sheau-ming Ross
Katy Hart*	Lesly Levitas	Saralyn Sacks
Lise Jinno*	Nancy Marshall	Kathy Tisdahl

**served on strategic planning working committee*

District 65 Teachers and Administration

Maria Allison	Kate Ellison	Izzy Nunez
Karen Barbour	Fernando Ferrer	Connie Obrochta
Stacy Beardsley	Paul Goren	John Price
Nina Benson	Lisa Harries	Betsy Quinn
Kara Bourke	Erika Hollenback	Staci Rosenberg
Chris Brigson	Tracy Hubbard	Nan Stein
Rian Davis	Andalib Khelghati	Susan Struve
Donna Del Vecchio	Sherri Kushner	Monica Vick
Cathy Doyle	Simone Larson	Amy Wharton

Facilitator

Lisa Tylke