



Board Agenda Item #	III.A - Discussion Items
Date:	March 10, 2022
To:	Magnolia Public Schools - Development & Stakeholder Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Dr. Brenda D. Lopez, Chief External Officer
RE:	Fundraising Update for Quarter 3

PROPOSED BOARD MOTION

This is an information item only, no action is required.

INTRODUCTION

Below is a snapshot of the fiscal year (FY) quarterly giving metrics for quarter3:

Fiscal Year (FY) 2021-22 Quarterly Giving Metrics

SOURCE OF REVENUE	FY21-22 Goal	Q1	Q2	Q3	Q4	YTD TOTAL GIVING	Variance
INSTITUTIONS							
Foundations	\$200,000	\$28,800	\$10,000			\$38,800	-\$161,200
Organizations <i>(Note 1)</i>	\$5,000	\$30,800	\$16,000			\$46,800	\$41,800
Matching Gifts	\$2,000	\$200	\$2,000			\$2,200	\$200
Corporations	\$50,000	\$139,464	\$438,622	\$696,873		\$1,274,959	\$1,224,959
GOVERNMENT SUPPORT & GRANTS							
Federal Funding	\$75,000					\$0	-\$75,000
Local Government (City, State, County)	\$50,000	\$68,341	\$545,000	\$156,139		\$769,480	\$719,480
INDIVIDUALS							
Individuals <i>(Note 2)</i>	\$50,000		\$22,062			\$22,062	-\$27,938
Board Members	\$6,000		\$2,000			\$2,000	-\$4,000
Alumni	\$2,000					\$0	-\$2,000
Other (Faculty/Staff, Friends, Parents)	\$60,000	\$4,000				\$4,000	-\$56,000
	\$500,000					\$2,160,301	\$1,660,301

Variance: We have added a “variance” column next to the YTD total since the last Development and Stakeholder Committee meeting. The positive variance YTD is \$1,660,301

Our RATIONALE is that *we want to be selective, and not jump on every grant opportunity that surfaces.*

Recommendations for the Development and Stakeholder Committee

[ROLL OVER ITEM] Giving Expectations from MPS Board Members 2021-22

If we want to attract wealthy supporters and continue to shift the **CULTURE OF GIVING at Magnolia**, our board is a smart place to start! Although we launched the Magnolia Give of Get initiative in 2020-21, our MPS Board members are not already expected or required to give each year.

PERFORMANCE GOAL

1. Ensure that all Board members make personal restricted or unrestricted gifts - or secure their equivalent- by June 30, 2022
2. Ensure that each Board member introduces Magnolia to 3+ prospective donors/partners before June 30, 2022

OBJECTIVES

1. **GIVE OF GET - Achieve 100% giving among Board members**
 - a. Recommendation: Development and Stakeholder Committee to lead the Give or Get initiative with fellow MPS board members for a minimum Give or Get contribution of \$500 by June 30, 2021.
2. **MOBILIZE board members to tap into their philanthropic networks**
 - a. Development and Stakeholder Committee chair to:
 - i. Acknowledge donations and prospective donors and partner introductions during board meetings with Brenda Lopez
 - ii. Funding asks during MPS Board meetings and other settings
 - iii. Provide direct support to board members - send any materials they need to solicit their contacts

ANALYSIS

Where to Invest in 2022-23: Staffing

If we want to attract wealthy supporters and continue to shift the CULTURE OF GIVING at Magnolia, our board is a smart place to start!

Staffing: An investment next year 2022-23 with additional staff members such as a **GRANTS AND DEVELOPMENT MANAGER** will support grant writing, fundraising, research, donor

relations for all Magnolia Public Schools. Keeping us competitive in a saturated charter landscape.

WHY INVEST:

Increased non-public funding will allow Magnolia to regain its COMPETITIVE EDGE.

WHO ARE WE COMPETING AGAINST:

Below is a chart that compares MERF and three of our CMO partners fundraising initiatives including Bright Star, Ednovate, and KIPP: SoCal:

Charter School Revenue Comparison for FY 2019					
	2018 Revenue	2018 Government Grants	2018 Fundraising		Fundraising Expense (the cost to run that department)
			Fundraising Total	% of Total Revenue	
MERF	47,041,355	46,435,214	606,141	1%	0
Bright Star Schools	45,180,804	43,357,849	1,822,955	4%	113,811
Ednovate*	25,557,108	22,940,796	2,616,312	10%	26,800
KIPP SoCal	108,363,153	95,761,066	12,602,087	12%	1,598,391
*2020 990 is available for Ednovate. See below.					
	2019 Revenue	2019 Government Grants	2019 Fundraising		Fundraising Expense
				% of Total Revenue	
Ednovate	30,929,052	26,989,369	3,939,683	13%	173,216

BUDGET IMPLICATIONS

No budget implications

EXHIBITS (attachments):

Attachments included: None