

Board Agenda Item #	III.A - Discussion Items
Date:	March 10, 2022
То:	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	INSTITUTIONS										
Foundations	\$200,000	\$28,800	\$10,000			\$38,800	-\$161,200				
Organizations (Note 1)	\$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 (Note 2)	\$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

Development Work Folder - Snapshot

Below you will find the up to date Development Work Folder which is the instrument used to <u>capture the details</u> of the three sources of revenue including institutions, government support and grants, and individuals. The details include areas such as purpose, term of the grant, grant report due dates, and contact information.

2nd Supervisioral Distrcit Discretionary Funding Grant	Local Government	Discretionary Funding		n/a	\$8,000.00	11/15/2021			Q2		
CA MTSS	Local Government	CA MTSS School Climate Phase 3 Grant	90% CA MTSS Pathway Program, focus on building or enhancing the social-emotional well being of youth using UDL, Trauma Informed Practices and CLRT practices	Consortium: o up to \$315,000 (Up to \$315,000 (Up to 6 partners with one of the partners being identified as the lead agency. Each partner will receive \$50,000 regardless of school enrollment and the lead agency will receive an additional \$15,000.00)	\$545,000.00	10/29/2021	12/6/2021	\$545,000.00	Q2	All MSA's. MSA 1, 8, SA are Consortium leads.	Cohort B: September 1 2022 - June 30, 2026
Schools Not Prisons 2021-22	LOCAL				\$75,000.00	11/1/2021			Q2		
- Dept. of Education	Government										
Schools Partnership Grant	LOCAL Government				\$5,000.00	12/8/2021					
Cal-SHAPE	LOCAL	Plumbing Program	MSA-Santa Ana		\$50,000.00			\$49,620.58	Q3	MSA-Santa	
	Government	i iamong i rogiam	liner r camar and		****			¥10,020.00	~~	Ana	
Cal-SHAPE	LOCAL Government	Plumbing Program	MSA-7		\$50,000.00			\$45,599.05	Q3	MSA-7	
Cal-SHAPE	LOCAL Government	Plumbing Program	MSA-1		\$50,000.00			\$60,920.29	Q3	MSA-1	
Individuals (Individuals, Board Members, Alumni, Annual Campaign Fundraisers, Other)	Туре	Grant Name	Purpose	Available Funding	Requested Amount	Date Requested	Date Awarded	Funding Awarded	Quarter / Date	Awardee	Term of Grant
Jacob Thies-MSA-6 DOS			MSA-6		#0.000.00		8/1/2021	\$4,000.00	Q1	MSA-6	
Jacob Illies-MOA-0 DOS	Other	Benevity	MOM-0		\$2,000.00	n/a					
Dr. Salih Dikbas, PH.D.	Board	Qualcomm	MSA-SD		\$2,000.00	n/a	9/30/2021	\$2,000.00	Q2		
						n/a					
Dr. Salih Dikbas, PH.D.	Board Annual	Qualcomm	MSA-SD		\$2,000.00	n/a	9/30/2021	\$2,000.00	Q2		
Dr. Salih Dikbas, PH.D. MSA-7	Board Annual Fundraiser Annual	Qualcomm Stay Cool	MSA-SD MSA-7		\$2,000.00 \$20,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67	Q2 Q2		
Dr. Salih Dikbas, PH.D. MSA-7	Board Annual Fundraiser Annual	Qualcomm Stay Cool	MSA-SD MSA-7		\$2,000.00 \$20,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67	Q2 Q2		
Dr. Salih Dikbas, PH.D. MSA-7	Board Annual Fundraiser Annual	Qualcomm Stay Cool	MSA-SD MSA-7		\$2,000.00 \$20,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67	Q2 Q2		
Dr. Salih Dikbas, PH.D. MSA-7	Board Annual Fundraiser Annual	Qualcomm Stay Cool	MSA-SD MSA-7		\$2,000.00 \$20,000.00	rVa	9/30/2021	\$2,000.00 \$6,362.67	Q2 Q2		
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Dr. Salih Dikbas, PH.D. MSA-7 MSA-San Diego	Board Annual Fundraiser Annual	Qualcomm Stay Cool	MSA-SD MSA-7		\$2,000.00 \$20,000.00 \$15,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67 \$15,700.00	Q2 Q2		
Dr. Salih Dikbas, PH.D. MSA-7	Board Annual Fundraiser Annual Fundraiser	Qualcomm Stay Cool Big Give	MSA-SD MSA-7 MSA-SD		\$2,000.00 \$20,000.00 \$15,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67 \$15,700.00	Q2 Q2		
Dr. Salih Dikbas, PH.D. MSA-7 MSA-San Diego	Board Annual Fundraiser Annual Fundraiser	Qualcomm Stay Cool Big Give	MSA-SD MSA-7 MSA-SD		\$2,000.00 \$20,000.00 \$15,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67 \$15,700.00	Q2 Q2		
Dr. Sallih Dikbas, PH.D. MSA-7 MSA-San Diego MSA-San Diego KEY REEN- Fundraising effort led b DRANGES- Direct involvement or	Board Annual Fundraiser Annual Fundraiser Annual Fundraiser ythe MPS Outreac collaboration with a	Qualcomm Stay Cool Big Give	MSA-SD MSA-7 MSA-SD		\$2,000.00 \$20,000.00 \$15,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67 \$15,700.00	Q2 Q2		
Dr. Sallih Dikbas, PH.D. MSA-7 MSA-San Diego MSA-San Diego KSY SEEPs Fundaising effort led by RRANGE-Direct molvement or	Board Annual Fundraiser Annual Fundraiser Annual Fundraiser ythe MPS Outreac collaboration with a	Qualcomm Stay Cool Big Give	MSA-SD MSA-7 MSA-SD		\$2,000.00 \$20,000.00 \$15,000.00	n/a	9/30/2021	\$2,000.00 \$6,362.67 \$15,700.00	Q2 Q2		

ADDED KEY

Due to the structures at MPS, the development department has multiple levels of engagement on fundraising efforts across the organization. Thus, the colored key aligns the level of engagement for each grant identified in the development work folder.

See screenshot below:

Proactive Planning with the Academic Team

We will continue to work with the Academic Department to craft a Strategic Plan for 2022-23. The plan will provide a fundraising framework that is academically aligned with the department's priorities now and into the future. The document will aim to recapture the MPS competitive edge.

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:
 - 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 Fundrais	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	2019		Fundraising			
		Government Grants	Fundrais	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