

A young man with dark hair, wearing a grey polo shirt, is smiling and looking upwards. He is standing on a set of wide stone steps. The background is slightly blurred, showing more of the steps and some architectural elements.

# Advancement Updates

## December 2023

# Overview

- ★ Communications Updates
- ★ Advancement Updates

# Advancement Team Goals:

- **23 - 24 School Year Goals:**
  - *Grow our influence and standing as a high-quality charter network across Los Angeles through multi-channel communications and fundraising efforts*
  - Expand our network of individual donors
  - Expand our roster of corporate partners
  - Present donors with more opportunities to visit campus, get involved, and give
  - Strengthen our core college & career programming and sustain our key initiatives

# Communications



## Social Media - Network Wide Collaboration

- 23-24 Social Media Goals
  - Increase social media presence on all campuses
  - Share tools with all Family Coordinators
  - Track progress and provide weekly prompts
- General New Enrollment Leads
  - Google Analytics and Instagram Analytics
- Highlight more partners, students and family stories

## Social Media Shoutouts

- 2023 Board Retreat
  - “We love David Gidlow” messages from Alumni

# Communications

## 2023-24 Social Media Overlook

### *June 2023*

Followers: 799

Accounts Engaged: 298

Accounts Reached: 2,528

### *November 2023*

Followers: 961

Accounts Engaged: 308

Accounts Reached: 3,887

### *Overall 23-24 Progress*

(+) 162 Followers - 20% increase

3% average increase in Accounts Engaged

53% average increase in Accounts Reached





# Communications

## Upcoming and Current Projects

- 2023-24 Impact Report
- Network Wide Advancement and “Meet the Team” Newsletters
- Advance Interviews and Videos
- New Marketing Photos
  - Cisneros
  - Kayne Siart

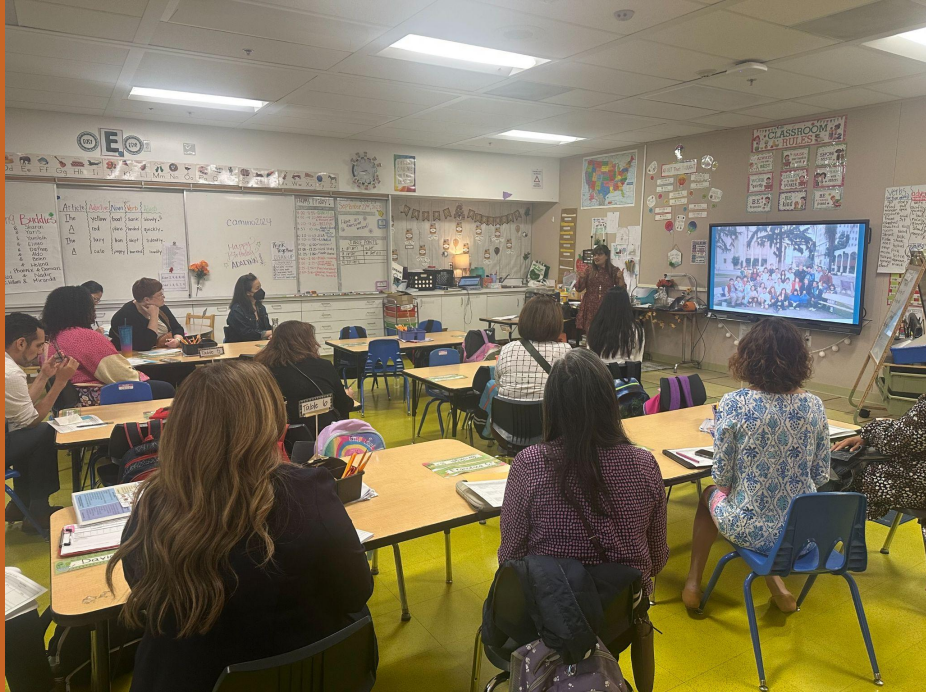
## Marketing Collaborations

- Enrollment Team
  - Facebook Ads
  - Flyers
- Attendance
  - Posters
  - Postcards



# Emerging Bilingual Collaborative

- Visitors from across the state came to Kayne Siart and Burlington to see how we support multilingual learners
- The Sobrato Philanthropies support this initiative alongside four other partners, and they also sent a representative to visit our schools



# New Teacher Center Profile

We were profiled by the New Teacher Center as part of their “profiles in practice” series:

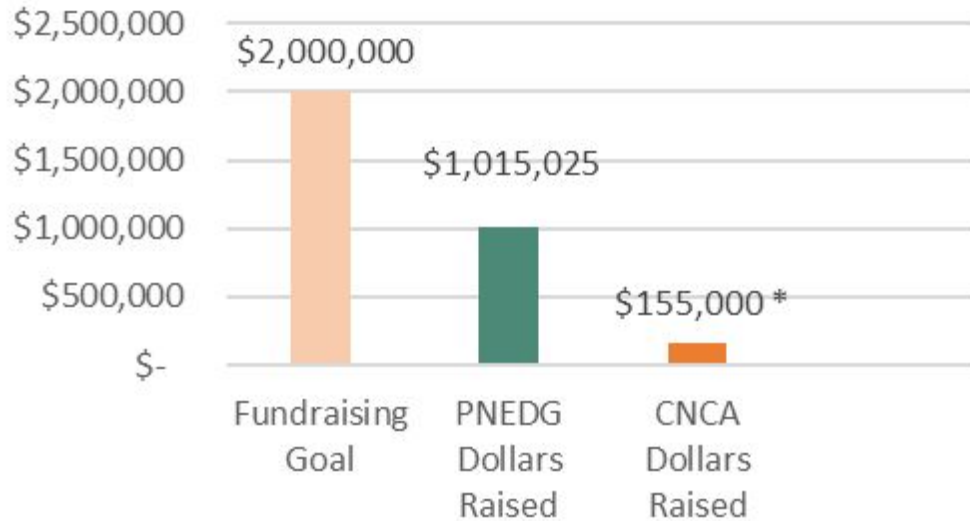
Founder Dr. Philip Lance and CEO Adriana Abich share the story of Camino’s founding and how its origins live on in the culture of the school and network. We hear from parents Juan Garcia and Patricia Trejo how their experiences in authentic partnerships with the school’s leadership and teachers elevate their voices and sustain their investment. Camino Burlingame teachers George Lee and Nataly Reyes share how working at the school transcends typical teaching experiences as a result of the deep community connection.





# Fundraising Updates

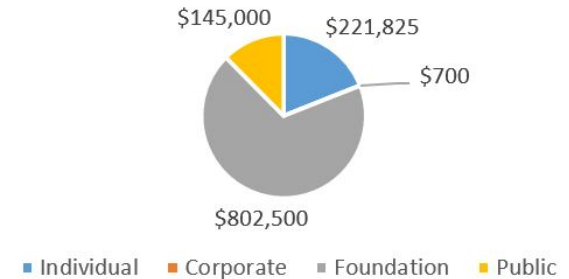
## Fundraising Goal - To Date



## NETWORK-WIDE FUNDRAISING PROGRESS

Fundraising Goal	Total Raised	Funding Gap/Variance	Percentage of Goal
\$2,000,000	\$1,160,025	\$839,975	58%

## Sources of Giving YTD



# Fundraising Updates

- Avance Teacher Residency
  - We will be awarded \$15,000 more per resident beginning this year - increasing our grant total by \$270,000 for a total annual award of \$720,000
- No Kid Hungry - Centering Equity program
- Parsons Foundation award
- LA84 Foundation - Athletics support



# Annual Appeal



Pueblo  
Nuevo  
Education &  
Development  
Group



**Camino in a few words?  
Community oriented.  
Invests. Belonging."**

- ABIGAIL | CLASS OF 2022



**100%**   
of Camino Nuevo seniors completed our  
career-connected learning program

**92%**   
will be the first in their family to go to college

**85%**   
enrolled in postsecondary education after high school

**33%**   
of Camino Nuevo alumni earn a Bachelor's Degree vs. just  
10% of students from low-income households nationwide



**Since the 2nd grade, I'd heard  
college ready, college bound.  
They implanted the idea of college  
at a very early age. It made a really  
huge impact on my education to  
know that was always the goal."**

- ABIGAIL | CLASS OF 2022

**20**  
años

Camino  
Nuevo  
Charter  
Academy

# *Camino through College*



- **New Team**
  - College & Career Director, 2 new alumni coordinators
  - Mentorship throughout college - bringing in individuals and corporate partners who can provide the career and life skill experiences our students need
- **New focus: dual enrollment, K - 8, and deepening alumni support**



# In Progress

- Teacher Residency Expansion - both in pathways and bringing this model to scale with other organizational partners
- Growing our dual enrollment model and college & career services
- Wraparound program model, parent engagement, and community school services
- Focus on equity work and ethnic studies
- School safety

