

# Flemington-Raritan Education Foundation

- Background ★
- Mission ★
- Objectives ★
- Structure ★
- Accomplishments ★
- Ways to Help ★

# Background

October to December 2011



- ★ The Flemington-Raritan Board of Education made the appeal that a committee be formed to investigate the interest and feasibility of creating an education foundation
  
- ★ A call for volunteers went out resulting in the establishment of a steering committee consisting of:
  - School administrators
  - Teachers
  - Parents and residents
  - Experts in business and education

# Background

October to December 2011

The committee:

- ★ Investigated the interest and potential benefits of an education foundation
- ★ Identified the requirements and process necessary to establish an education foundation
- ★ Defined the key components of a successful education foundation



**Purpose**

**Structure**

**Potential membership**

**Legal requirements**

**Opportunities for funding**

**Potential for sustainability**

# Background

October to December 2011

In doing so, the committee also received input and assistance from:

## Relevant organizations:

- Marcia Smith Fleres, NJ Education Foundation Partnership
- Joni Krieg, Business & Education Alliance

## Other District Education Foundations:

- Gen Van Doren, Readington Education Foundation

## The Flemington-Raritan Board of Education:

- Gregory Nolan, Superintendent
- Laura Bruhn, Executive Administrator
- Stephanie Hope, Business Administrator

## Local businesses

- Four Leaf Strategies, LLC
- Norris McLaughlin & Marcus, PA Attorneys at Law

# Background

January 2012

The committee's findings were presented to the Board of Education. Findings support that an education foundation can:

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Fulfill a critical role as school districts face tight budget caps, deep budget cuts, budget defeats, elimination of programs and services

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Augment, supplement, complement and/or enhance existing school-based programs and initiatives

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Raise money through targeted fundraising aimed at businesses

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Increase communication, promote the district and raise awareness of school needs

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Encourage parent and community involvement, as well as create volunteer opportunities

# Background

January 2012

As a result of the committee's findings, the Flemington-Raritan Education Foundation was formally established as a...

- Volunteer, nonprofit organization - 501(c)(3) pending
- Dedicated to supporting innovative educational programs that are not supported by the district's budget
- For the benefit of public school and eligible homeschooled children from pre-K to 8<sup>th</sup> grade in the Flemington-Raritan School District
- Support of these programs will be awarded through a systematic grant process
- Fundraising will target businesses and key individuals that value supporting excellence in education

Through these programs and initiatives the foundation will strive to:

- Build long-term partnerships
- Collaborate with organizations, companies and individuals

# Mission

Flemington-Raritan  
Education Foundation

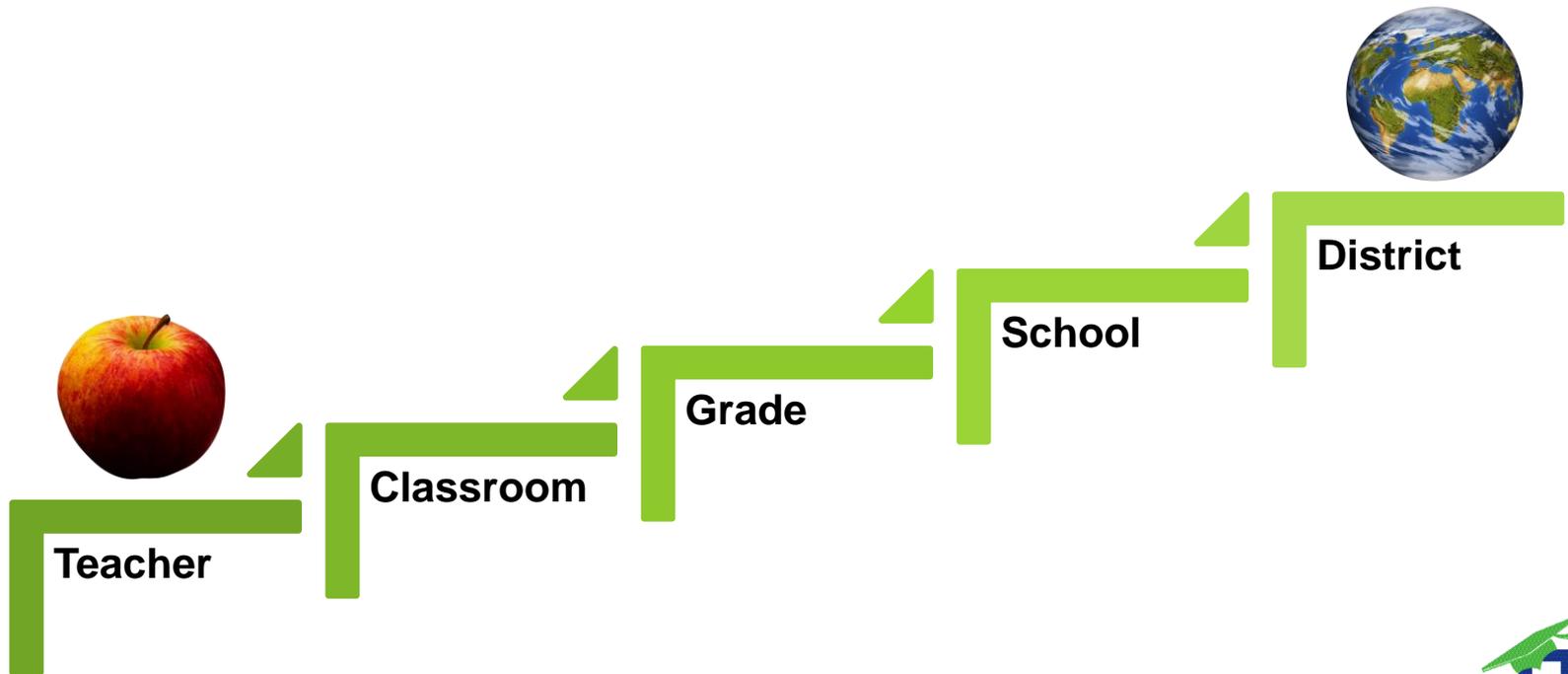
**The Flemington-Raritan Education Foundation is a nonprofit organization committed to supporting innovative and enriching programs.**

**These programs will enhance existing educational opportunities for children from pre-K through eighth grade.**

**All programs will be for the benefit of public school and eligible homeschooled children of the Flemington-Raritan School District and will be supported through fundraising initiatives.**

# Objectives

Raise funds that will be utilized at various levels:

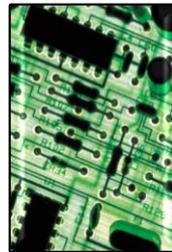


# Objectives

Support programs that align with the district's goals, priorities, curriculum and needs around:



**Education and  
innovation**



**Equipment and  
resources**



**Professional and  
organizational  
development**

# Objectives

Support programs that fall into core curriculum content areas:

Language  
Arts

Social  
Studies

Technology

Visual and  
Performing  
Arts

Health and  
Physical  
Education

World  
Languages

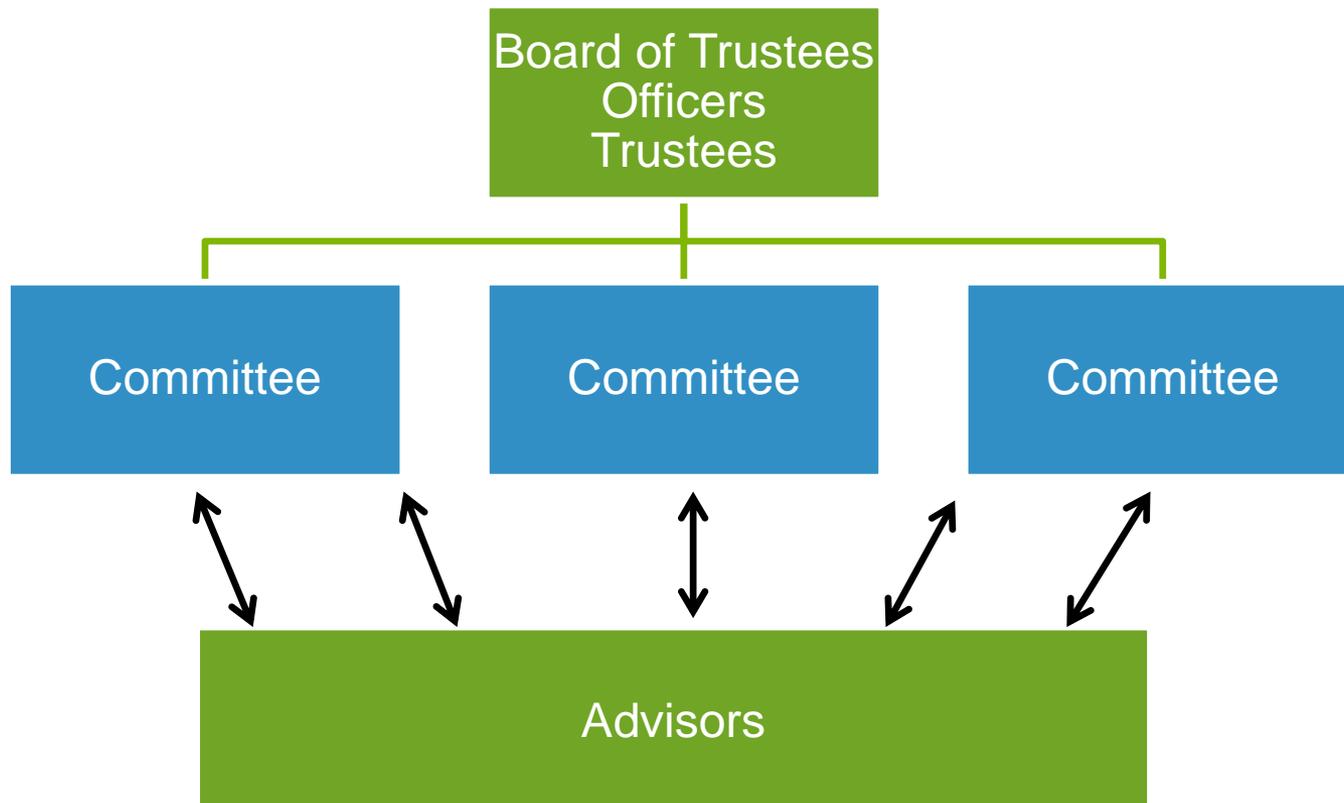
21st  
Century Life  
and Careers

# Objectives: Grant Process

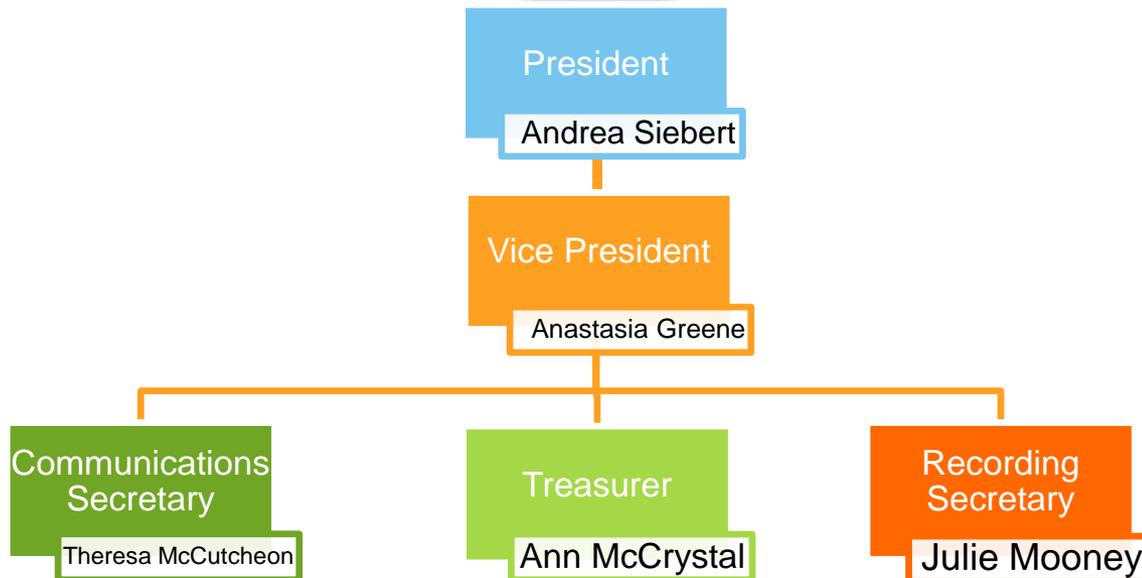
Funds will be awarded through a regulated grant process:



# Structure



# Structure: Board of Trustees



Officers and trustees are elected by the board for a term of two years and are responsible for the overall management of the foundation.

# Structure: Committees and Advisors



## Committees:

- ★ Established by the board to guide specific activities such as:
  - Fundraising
  - Grant Reviews
  - Communications
  - Etc.



## Advisors:

- ★ Appointed by the board in support of the overall mission and to provide:
  - A perspective that results from past experience and/or profession
  - Assistance and/or input on specific areas or initiatives

# Accomplishments: Strategic, Structural and Operational

Pending/  
(Under Dev) → Complete → Next Step

## Strategic and Structural:

- Formalize Strategic Mission
- Establish Objectives
- Structure Board
- Appoint Officers
- Recruit New Members



## Operational:

- File By-Laws
- File Certificate of Incorporation
- Apply for 501(c)(3) Status
- Obtain Insurance
- Source Donor Databases



# Accomplishments: Marketing and Communications

Pending/  
(Under Dev) → Complete → Next Step

Establish Committee



Develop:

- Branding Elements:
  - Overall Look & Feel
  - Logo, Tagline, Fonts, Colors, etc.
- Outreach Materials:
  - Introduction Letters
  - Informational Flier
  - Communications Deck/Presentation
  - Draft Press Release
- Online Presence:
  - FRSD Website
  - Facebook Account
  - Twitter Account
  - Dedicated Website



# Accomplishments: Upcoming

Pending/  
(Under Dev) → Complete → Next Step

Identify funding parameters (meet with key stakeholders)



Fundraising:

- Establish Committee
- Identify Prospects
- Identify and Write Grants for Funding
- Finalize Campaigns ( “The First 500” )



Grants:

- Establish Review Committee
- Develop Guidelines and Application Process
- Communicate Availability



Measurement (Sustainability, Replication, etc.)



WOW Process (Donor Follow Up and Appreciation)



# Opportunities to Help

- On the Board as a Trustee/Officer
- On a committee
- As an advisor
- At an event

**Serve as a  
volunteer**



- In-Kind Donation
- Monetary Donation

**Provide  
support**



# Kick-Off Campaign



## THE FIRST 500

Join other community-minded families, individuals, organizations and businesses in fostering excellence in education with a tax-deductible donation of only \$50.

**BECOME A FOUNDING 500 MEMBER**

# Many Thanks

**We wish to thank these organizations and businesses, as well as all the individuals and community members who share in our vision for the children of the borough of Flemington and Raritan Township.**

**New Jersey Education Foundation  
Partnership ([www.NJEFP.org](http://www.NJEFP.org))**

**Four Leaf Strategies, LLC  
([www.FourLeafStrategies.com](http://www.FourLeafStrategies.com))**

**Flemington-Raritan  
Board of Education**

**Norris McLaughlin & Marcus, PA  
Attorneys at Law  
([www.NMMLaw.com](http://www.NMMLaw.com))**

**Paperworks Design Studio, LLC  
([www.paperworksdesign.com](http://www.paperworksdesign.com))**

# Contact FREF

## ON-LINE

[www.frsd.k12.nj.us/fref](http://www.frsd.k12.nj.us/fref)

## MAIL

Flemington-Raritan  
Education Foundation  
PO Box 2315  
Flemington, NJ 08822

## CONTACT US

[FREFBoard@gmail.com](mailto:FREFBoard@gmail.com)



*...because extraordinary kids start with a great foundation.*

THANK YOU!