

National **Charter School** **Resource** Center

Welcome to the Webinar!

Exploring Funding Opportunities for Charter Schools

We will be starting soon.



ED.gov

The National Charter School Resource Center is funded by the U.S. Department of Education's Office of Innovation and Improvement and administered by Learning Point Associates, an affiliate of American Institutes for Research, under contract number ED-04-CO-0109/0004.

LEARNING POINT Associates®
An Affiliate of American Institutes for Research

National **Charter School** **Resource** Center

Exploring Funding Opportunities for Charter Schools

July 20, 2011



ED.gov

The National Charter School Resource Center is funded by the U.S. Department of Education's Office of Innovation and Improvement and administered by Learning Point Associates, an affiliate of American Institutes for Research, under contract number ED-04-CO-0109/0004.

LEARNING POINT Associates®
An Affiliate of American Institutes for Research

About the Resource Center

The **U.S. Department of Education** is committed to promoting effective practices, providing technical assistance, and disseminating the resources critical to ensuring the success of charter schools across the country. To that end, the Education Department, under a contract with Learning Point Associates, an affiliate of American Institutes for Research, has developed the **National Charter School Resource Center**.

Presenters

Erin Pfeltz and Ann Margaret Galiatsos

Charter Schools Program
U.S. Department of Education

Danny Corwin

Vice President of Development
California Charter Schools Association

Rhonda Kochlefl

Chief Development Officer
Noble Network of Charter Schools

Charter Schools Program Grants

- State Education Agency
- Non-State Education Agency
- Replication and Expansion of High-Quality Charter Schools
- Credit Enhancement for Charter School Facilities
- State Charter School Facilities Incentive

Charter Schools Program

- For questions or additional information about federal funding opportunities, contact the Charter Schools

Program: <http://www2.ed.gov/about/offices/list/oii/csp/index.html>

Questions?



Raise your hand or enter your question in the chat box
on the left side of your screen.



California
Charter Schools
Association

Fundraising 101

Danny Corwin
Vice President of Development
California Charter Schools
Association

July 20, 2011





California
Charter Schools
Association

Session Overview

Session Objective

- To share best practices to help charter schools raise money and awareness to enhance and sustain their programs.

Agenda

1. Top 10 Fundraising Strategies
2. Individual Donors
3. Private Foundations
4. Special Events
5. Q & A



California
Charter Schools
Association

Top 10 Fundraising Strategies

10. Reality Check
9. Collaborate to Raise Money
8. Avoid Emergency Solicitations
7. Seek Alternatives to Soliciting Private Donations
6. Continue to Strengthen Your Case



California
Charter Schools
Association

Top 10 Fundraising Strategies

5. Leverage Existing Fundraising Events
4. Change with the Times
3. Develop Pipeline of Individual Donors
2. Seek Counsel from Donors
1. Board of Directors Must Step-Up!



California
Charter Schools
Association

Why Individual Giving?

Money Follows Involvement

75% of charitable gifts are made by individuals

#1 = Religion

#2 = College/University

#3 = Your Charter School!



California
Charter Schools
Association

What is an Annual Giving Campaign?

- Board-driven effort
- Defined period of time
- Unrestricted funds
- Emphasis on individual giving
- Lays foundation for larger, major gifts



California
Charter Schools
Association

Individual Giving Strategies

- Personal face-to-face solicitation
- 100% board participation
- The “case for support” must be presented clearly and concisely
- Donor recognition and stewardship are critical
- Always market your school to get the message out!



California
Charter Schools
Association

Preparing to Engage Private Foundations

Institutional Readiness

- 501(C)3 status
- Charter approval
- Credible & diverse Board of Directors
- Capacity
- Internal needs assessment & templates

Donor Research

- Review guidelines & giving patterns
- Talk to your peers
- Limit focus to 4-6 foundations



California
Charter Schools
Association

Writing Effective Grant Proposals

- Executive summary
- School description
- Needs statement
- Project description
- Performance targets
- Evaluation
- Sustainability
- Budget



California
Charter Schools
Association

Keys to Success with Private Foundations

1. Focus on outcomes
2. Maintain on-going communications
3. Become a “go-to” organization



California
Charter Schools
Association

Fundraising Special Events

1. Have clear objectives
2. Don't over-saturate your donors
3. Weigh cost-benefit ratio
4. Great for community engagement, not always for raising money



California
Charter Schools
Association

Questions?

Thank you for your participation and to the
National Charter School Resource Center



NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Noble's Grant Strategy Lessons Learned

Hosted by Rhonda Kochlefl
Chief Development Officer

July 20, 2011



NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Noble History

- Ten high school campuses in Chicago, 6,500 Students
- 89% Low-Income, 97% Minority
- Chicago's top performing open enrollment high school
- Average ACT score of 20.3
- Class of 2011: 98% enrolled in college; 78% first generation college students
- 1,400 Noble Alumni
- Plans to double in size and serve more than 10% of Chicago high school students by 2015



**NOBLE
NETWORK OF
CHARTER
SCHOOLS**

OPERATING NOBLE STREET CHARTER SCHOOL

Development Strategy

Individuals

Foundation
Grants

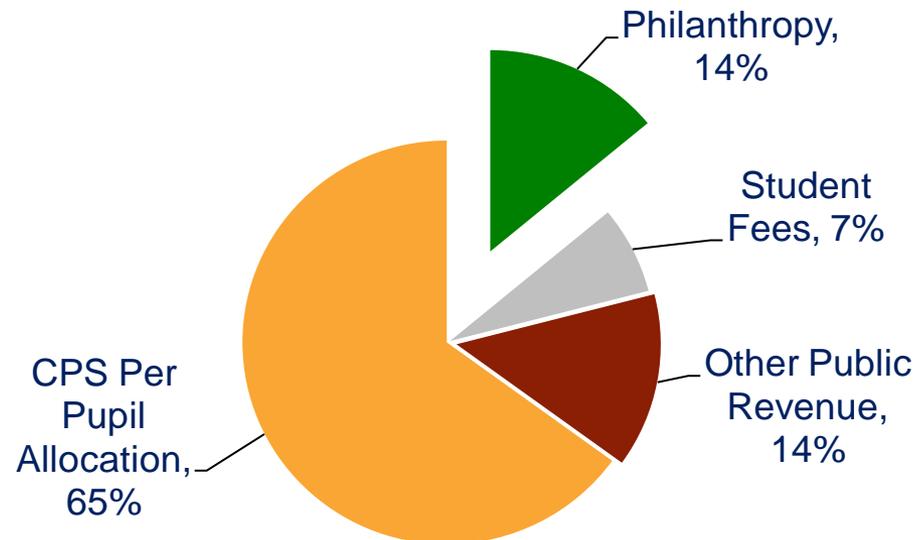
Government
Grants

Advocacy

Marketing

Public Relations

Breaking Down the Network Budget





NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Foundation Strategy

Foundation Grants

National Foundations: Walton, Gates, NSVF,
Charter School Growth Fund
Corporate Foundations: Exelon, Baxter
Coalition Partners: New Schools for Chicago,
Private Family Foundations

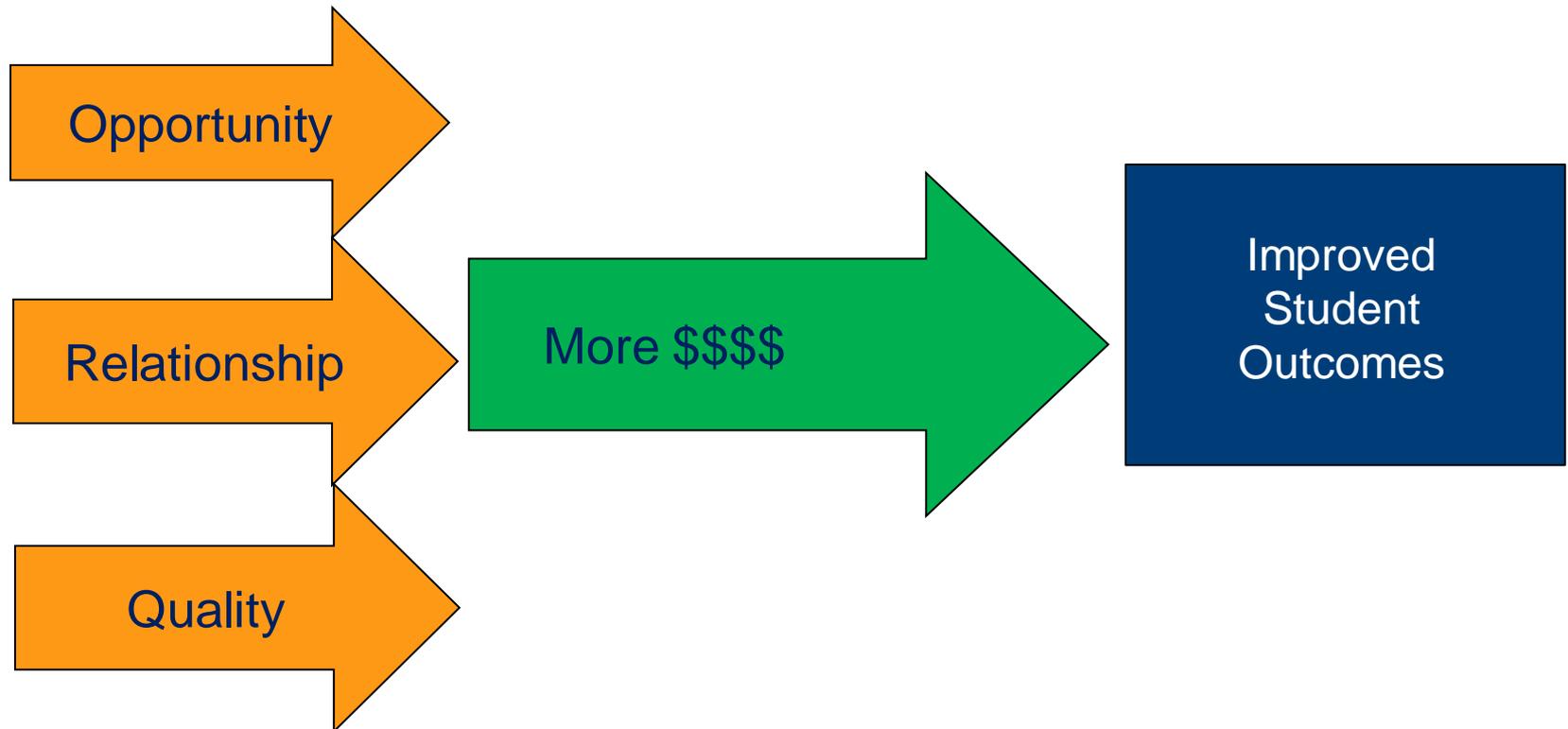
Government Grants

Federal Agencies: Department of Education,
Agriculture, and Health and Human Services
State Agencies: Department of Commerce
and Economic Opportunity



Lessons Learned

Improving the chance of success requires a comprehensive approach.





NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Research Opportunities

- Network through board, vendor, employee and partner relationships
- Observe the naming donations on other institutions
- Review annual reports and websites of similar organizations
- Track press releases
- Leverage advocacy resources



OPERATING NOBLE STREET CHARTER SCHOOL

Expanding Grant Opportunities

Think outside of the education box

- School facility and service grants such as energy, agriculture, health and human services
- Legislative grants that support jobs and neighborhood improvement
- Enrichment grants from local civic institutions
- Partner with community groups

Illinois Clean Energy Community Foundation Grant: Ecosystem and Greenovation Classroom Lighting Control





NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Leverage Relationships

- Include letters of support
- Leverage board relationships
- Utilize corporate relationships
- Network with current funders and partners
- Request support from service providers

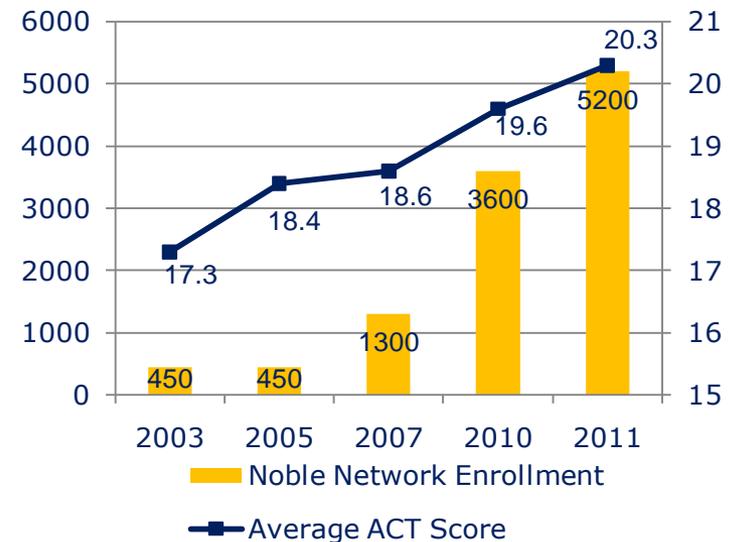




A Quality Application

- Provide a comprehensive, succinct description
- Add visuals, diagrams that reinforce your narrative
- Absolutely error-free applications
- Demonstrate a good return on investment
- Do not feel the need to meet the maximum page count
- Package programs to provide a focus for funding

More Students, Better Results





Maximizing Success

- Debrief on all significant grant applications
- Take time to institutionalize lessons learned
- Creatively expand the grant opportunities through networking and research
- Don't waste time on low probability grants
- Communicate with all interested parties on your progress and ultimate outcome
- Celebrate with your teachers and staff whose work makes your story compelling and worthy of investment



NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Facilities Funding

Leveraging Every Dollar Through
New Market Tax Credits



NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

New Market Tax Credits (NMTCs)

- Program created in December 2000
- Administered by the Community Development Financial Institutions Fund (CDFI) of the US Treasury Dept, http://www.cdfifund.gov/who_we_are/index.asp
- Certifies Community Development Entities (CDE)
- Allocates NMTCs to CDEs for the purpose of investing in low income communities
- Private institutions make an equity investment in low income census tracts receiving tax credits in return
- NMTCs are claimed over seven years



Eligibility

A qualified real estate project located in a qualified census tract OR a qualified business that meets the following tests

- **Gross Income Test:** More than 50% of gross income must be generated by activities performed in qualified census tracts
- **Tangible Property Test:** More than 40% of the value of the tangible property must be located in qualified census tracts
- **Services Test:** More than 40% of the services of the employees must be performed in a qualified low-income census tract



Ineligibility

CDEs are now looking to invest in more deeply distressed communities to score higher on CDFI applications

Ineligible Businesses

- The business cannot be a financial institution or finance company
- The business cannot have more than 5% of assets attributed to collectibles for sale (e.g., art, antiques)
- There must be a reasonable expectation that the business will continue to meet these tests for the next 7 years



NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Project Characteristics

Businesses can use NMTCs to finance working capital, machinery and equipment, furniture, fixed assets, and research and development

Project size: approximately \$8-12 million

Noble completed a NMTC transaction for \$13M and received a gross return of \$4.5M, net return of \$3M after fees over 7 years. It is a debt transaction with nominal interest charged.

Illinois Facilities Fund (IFF) acted as advisor, Chicago Neighborhood Initiatives was the CDE and US Bank was the investor on the transaction.



NOBLE
NETWORK OF
CHARTER
SCHOOLS

OPERATING NOBLE STREET CHARTER SCHOOL

Questions/Comments

“The Noble Network of Charter Schools has an exceptional track record of helping low income and minority students attain significantly higher achievement and graduation rates. Further replication will benefit additional students and strengthen the Chicago Public School System.”

2010 Charter School Program Grant, Department of Education



Questions?



Raise your hand or enter your question in the chat box
on the left side of your screen.

Resource Center Website

The screenshot displays the Resource Center Website interface. At the top left, a blue sidebar contains the text "sey quity harter New leads" and "esy of Project". The main header area features a large image of a teacher in a classroom with the headline "Schools Face Challenge Recruiting Top" and a yellow arrow icon. Below this, a "NEWS" section is organized into three columns: "Charter School 10th Annual", "Charter Teachers Among 2011 Fund for Teachers Fellows", and "National Charter Schools Conference 2011". To the right, a "GET STARTED" sidebar lists: "Browse Resources", "Watch a Webinar", "Explore Options for Military Families", "View resources for SEAs", and "Read our Newsletter", with a prominent orange button that says "Discover funding opportunities for your charter school". Further right, a "CHARTER SCHOOL WEBINARS" section highlights a May 2011 webinar titled "Expanding Learning Time in Charter Schools to Support Student Achievement, Enrichment and Holistic Development". Below that, a "Featured Newsletter" section shows a "NEWS" graphic and a March 2011 article titled "Charter Schools Can Tap Wide Array of Federal Grants". At the bottom, a "RESOURCES & RESEARCH" section includes "Recent | Popular" filters and an "All Resources & Research" button. A final "NEWS" section at the bottom right features an article titled "Maine Won't Have First Charter School Until At Least July 2012" dated July 7, 2011.

Resource Center Website

[Focus Areas](#) | [Resources & Research](#) | [Events](#) | [Webinars](#) | **[Grants](#)** | [News](#) | [About Us](#)

[Home](#) /

 [Print](#)  [Share This](#)

UPCOMING GRANTS

Upcoming Grants

[SUBMIT A GRANT](#)

[Past Grants](#)

Opportunity Type

Grant

Eligible Applicants

Charter schools that are nonpro

Keyword

FILTER

Ongoing Grants

Opportunity

Funder Type

Due Date

[Energy-Related Laboratory Equipment Grant Program](#)

Federal

Ongoing

[NIAID Science Education Awards \(R25\)](#)

Federal

Ongoing

Questions?



Raise your hand or enter your question in the chat box
on the left side of your screen.

Thank you for participating.

- We look forward to your participation in future webinars hosted by the National Charter School Resource Center.
- This webinar will be archived at the following website:
<http://www.charterschoolcenter.org/webinars/>
- Please share your feedback with us through the evaluation.

National **Charter School** **Resource** Center

National Charter School Resource Center

1000 Thomas Jefferson Street NW

Washington, DC 20007-3835

Phone: 877-277-2744 or 202-403-6222

Website: www.charterschoolcenter.org

E-mail: charterschoolcenter@air.org