

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

at LEARNING POINT ASSOCIATES

Fundraising and Politics

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About KIPP DC

KIPP DC is part of the national network of KIPP schools. KIPP DC operates 8 charter schools in Washington, DC, and is consistently the highest performing network of schools in Washington, D.C.

KIPP DC Students

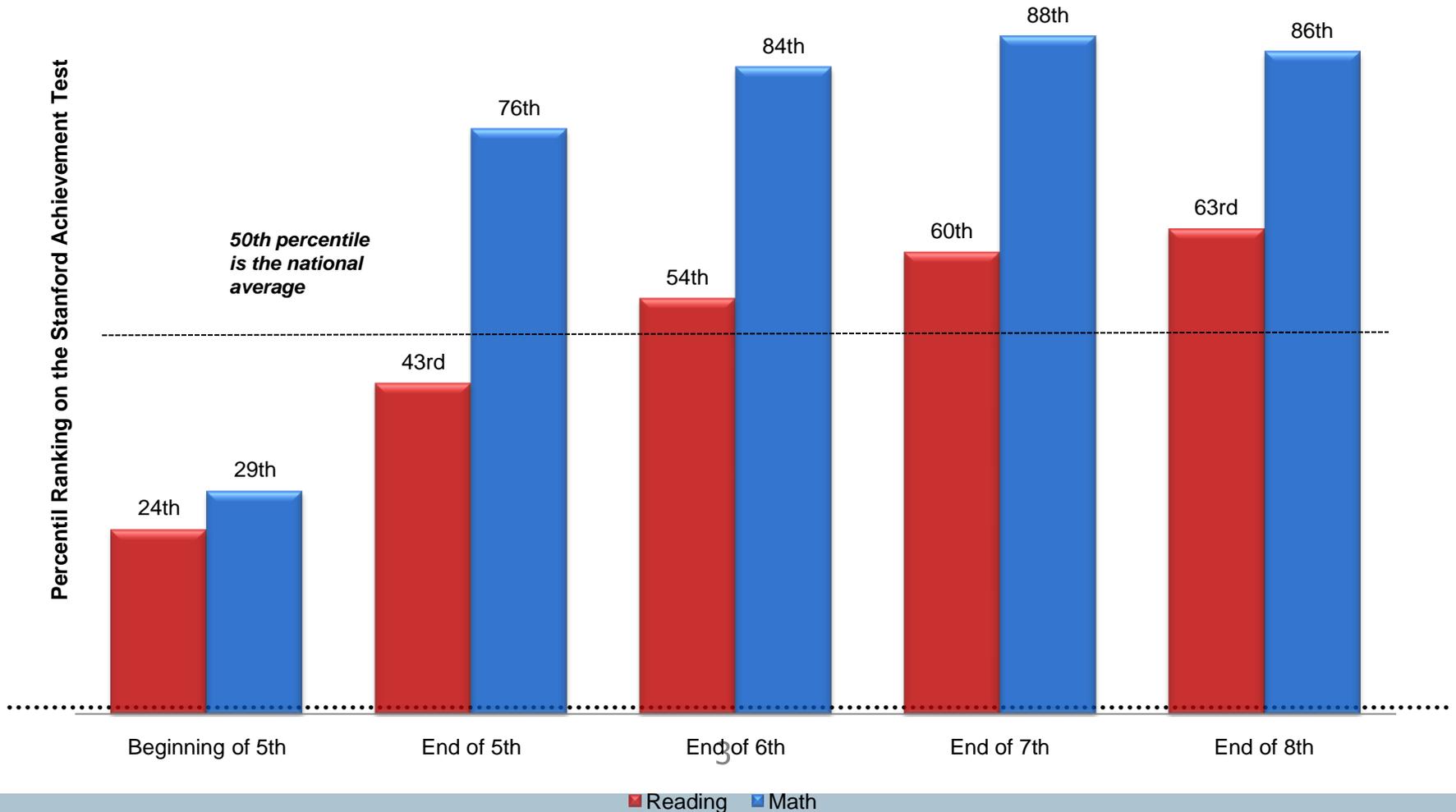
- 99% are African American
- 83% qualify for free and reduced lunch
- 85% will be first generation college graduates
- Are the highest scoring 8th graders in the city

KIPP DC Alumni

- Attend 65 high schools and 28 colleges
- 100% of the first class graduated high school
- 76% of the first class are enrolled in an institution of higher education. 5% of the class are engaged in the military or civil service.
- Have earned nearly \$4,000,000 in scholarships and financial aid
- Will double the DCPS college graduation rates east of the river

KIPP DC students are nationally competitive

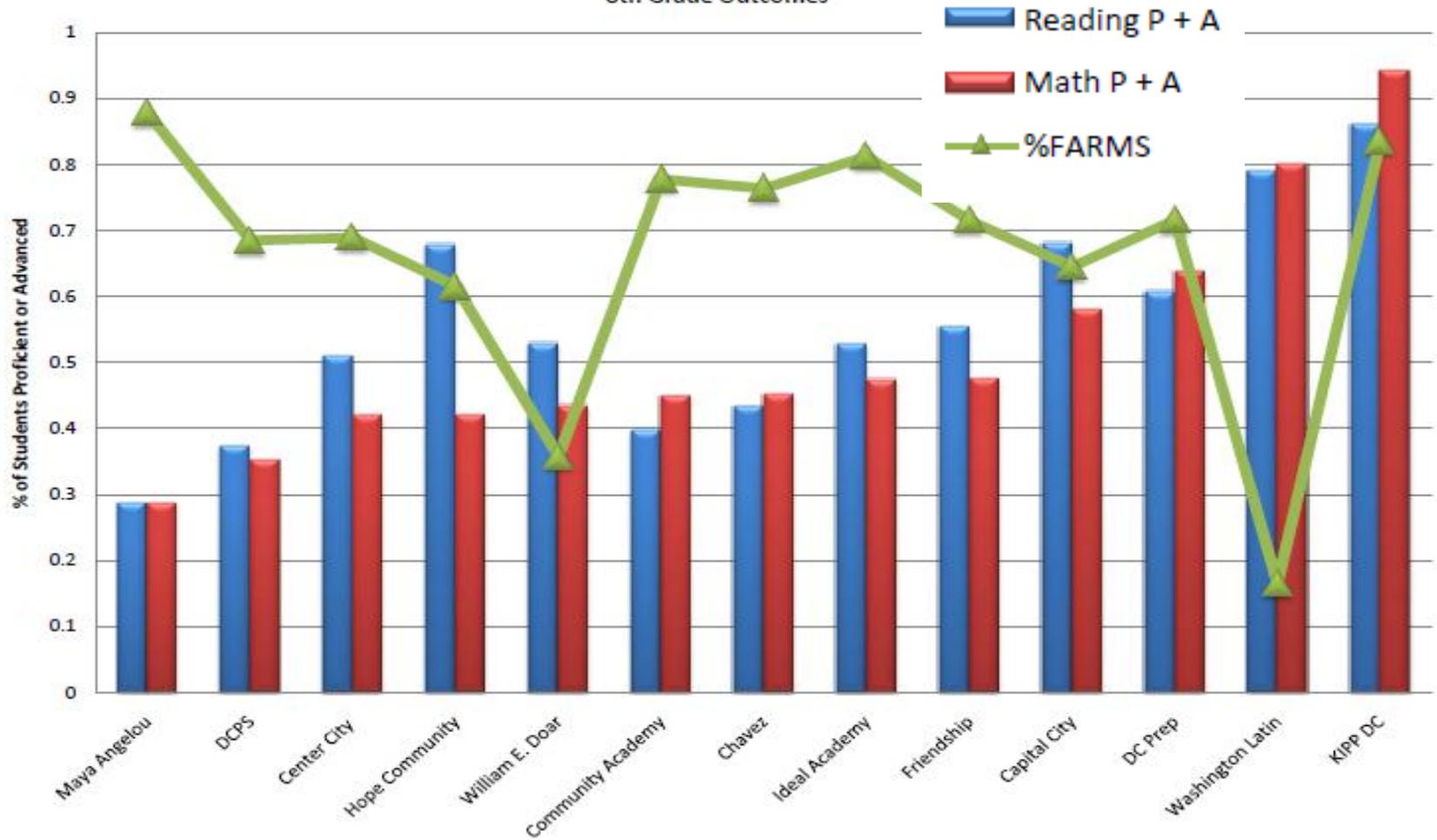
After 4 years with KIPP DC, 8th grade students perform in nearly the top 1/3 of students nationally on reading and in the top 15% on math, despite starting in the bottom third in both subjects.



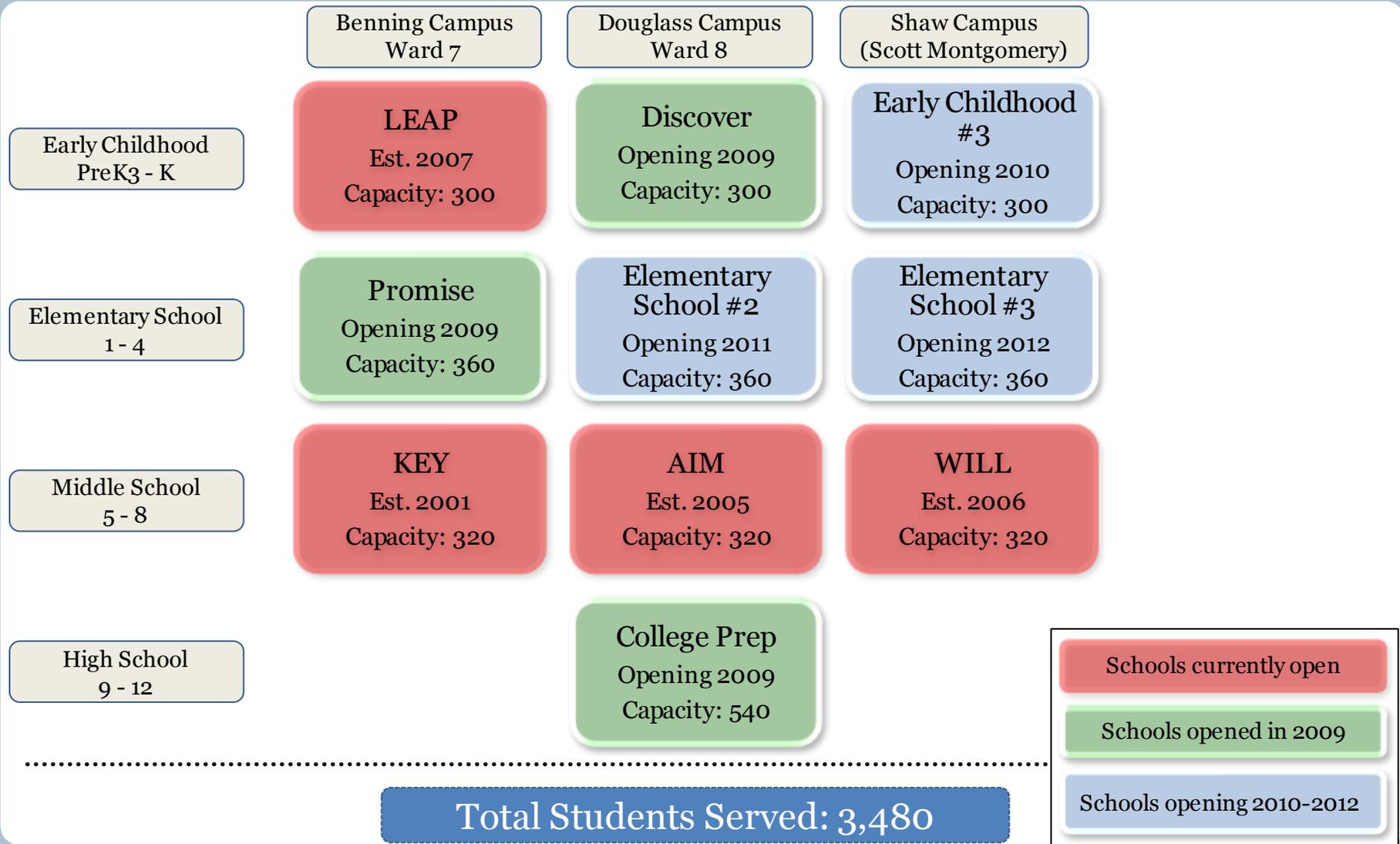
KIPP DC is the leader in Washington DC

2009 DC CAS Performance - DC Multi-Campus LEAs

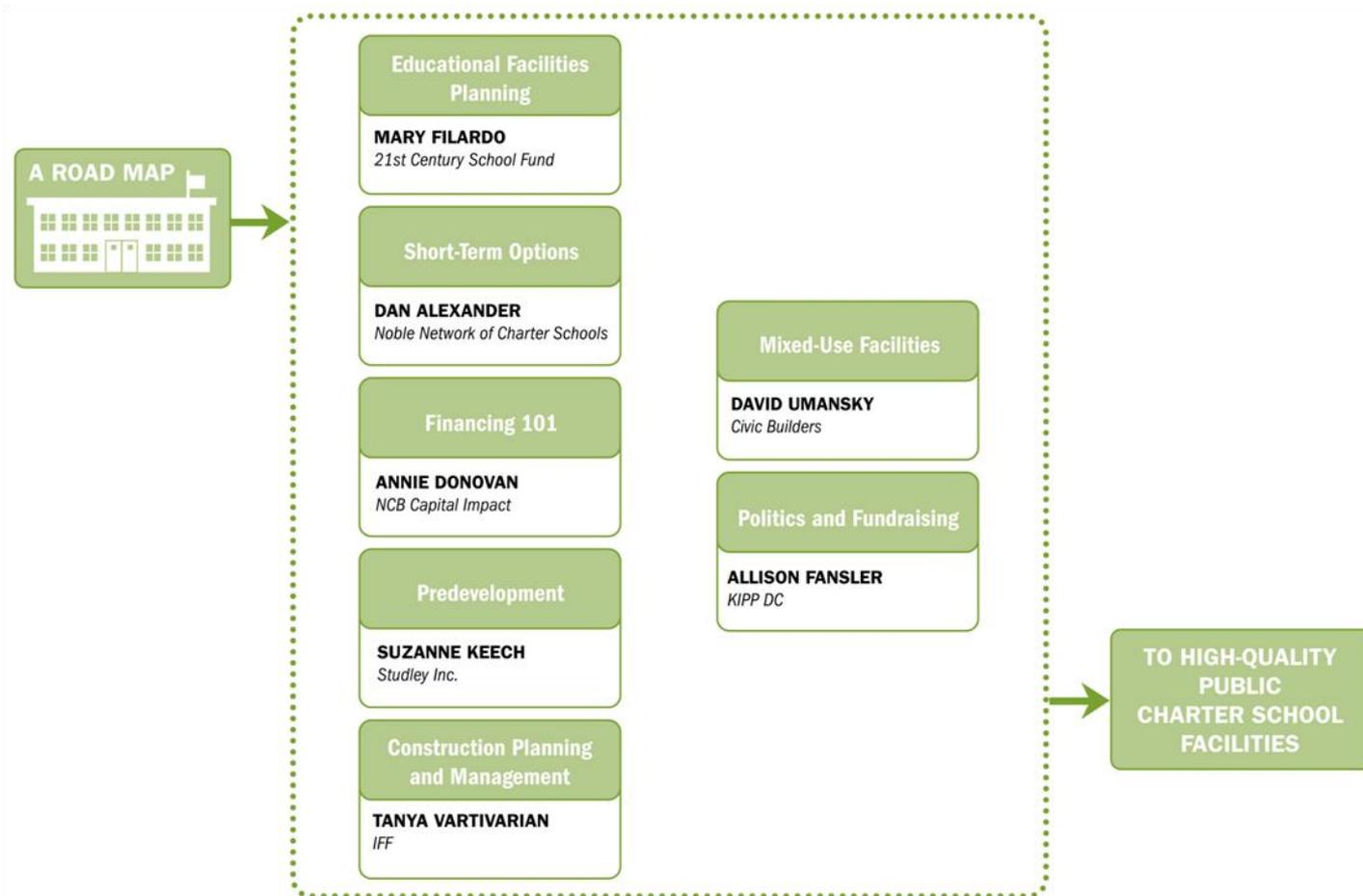
8th Grade Outcomes



KIPP DC Schools and Campuses



Facilities Process Overview



Why Are Fundraising and Politics Important?

- A successful facilities project requires planning, technical expertise, extensive vendor management, financing, scenario analysis, and political and financial support.
- Cultivating that support is:
 - An art and a science, and
 - Very local

Lessons Learned

- Genuine community engagement is hugely effective
- Political support needs to be cultivated simultaneously at every level
- Public resources extend far beyond education dollars
- Funders are excited to get behind success and a vision
- School performance is paramount

2007 Real Estate Portfolio

Blue Castle	<ul style="list-style-type: none">• Home of KEY Academy, 320 in grades 5-8• ~30,000 ft²• In year 6 of a 10 year lease
421 Alabama	<ul style="list-style-type: none">• Home of AIM Academy, 240 in grades 5-7• Needed 10K additional square feet in 2008 for 8th grade• ~20,000 ft²• In year 2 of a long term lease
421 P St. NW	<ul style="list-style-type: none">• Home of WILL Academy, 90 in grade 5• ~10,000 ft²• In year 1 of a 15 year partnership agreement with DCPS
4801 Benning Rd	<ul style="list-style-type: none">• Had recently purchased a condemned grocery store on an otherwise vacant lot with plans to build a campus.

2010 Real Estate Portfolio

Benning	<ul style="list-style-type: none">• Home of KEY, LEAP, and Promise Academies,• Capacity for 900 in grades preK3-8 with ~100,000 ft²• Financed \$33M in new construction with tax-exempt, variable rate revenue bonds, along with shorter term subordinate debt• Partnering with a dental health organization to operate an onsite dental facility
Douglass	<ul style="list-style-type: none">• Home of Discover, AIM, College Prep Academies, as well as a 2nd elementary school to open in 2011• Capacity for 1500 in grades preK3-12 with ~140,000 ft²• Secured by a long term lease with DC• Financed \$24M in renovations with New Market Tax Credits
421 P St. NW	<ul style="list-style-type: none">• Home of WILL and Grow Academies, as well as a 3rd elementary school to open in 2012• Capacity for 900 in grades preK3-8 with ~100,000 ft²• Negotiating a lease with DCPS• Secured \$8M in improvements to the facility with a combination of public/private support, seeking approximately \$5M in additional improvements
421 Alabama	<ul style="list-style-type: none">• Subleasing to another charter school





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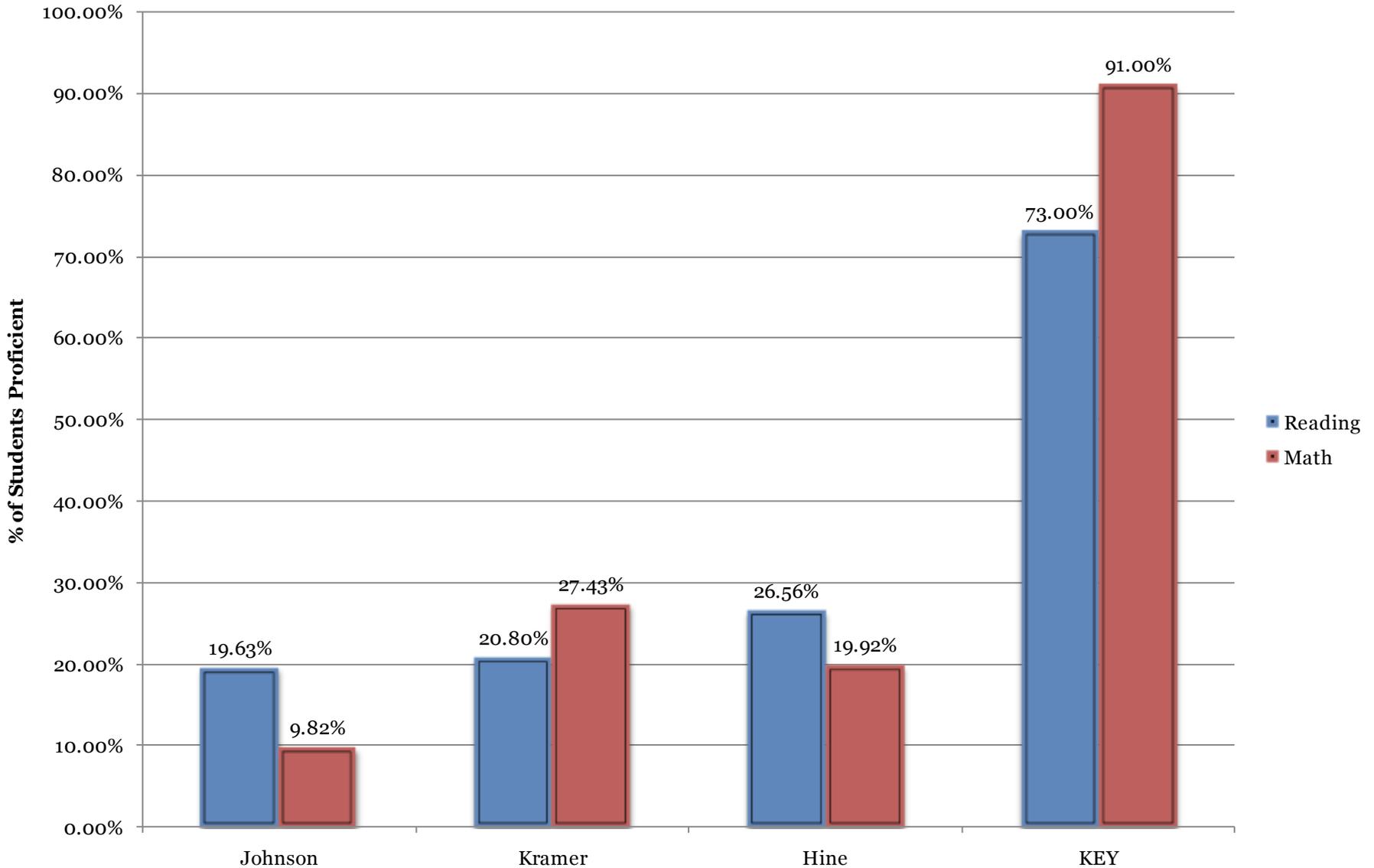
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Cultivating Political Support

- Hired a community outreach director
- Built solid relationships with local organizations and genuinely solicited their input
- Presented plans at local ANC meetings and toured City Council members
- Engaged parents in spreading the word about KIPP DC
- School performance is paramount

KEY Spring 2008 DC CAS Comparison to Neighborhood DCPS Schools



Cultivating Financial Support

- Lenders are supporters
- Public resources
 - Economic development, health and wellness, QZAB, parks and recreation
- Private philanthropy
 - Framing the ask
- Again, school performance is paramount

Key Take-Aways

- School performance is critical.
- School and board leadership must prioritize advocacy and fundraising.
- Work every angle of public resources – there are untapped sources and it leverages private support
- Genuine community outreach makes all the difference

Q & A

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