

**FLORHAM PARK  
EDUCATION FOUNDATION**

# What is an Education Foundation?

- Non-Profit 501(c)(3) organization
- Separate & distinct entity from the PTA
- Separate & distinct entity from Board of Education and administration
- Works in partnership with the school district and supports its mission
- Provides funding for initiatives that will enrich the educational experiences of our students
- Managed by a Board of Trustees
  - typically volunteer driven

# Why does Florham Park need an Education Foundation?

- Decreased state funding and state imposed budget caps
- Pressure to do more with less along with higher operating costs

# What value does it provide to our district?

- Provides financial support for academics and enrichment programs
- Offers the community the opportunity to be a part of the solution by supporting education.

# What will be sources of revenue for the FPEF?

- Corporate Grants and Donations
- Other Foundations Grants
- Fundraising Events
  - Signature Event
  - Golf Outings
  - Auction
- Annual Campaigns
- Individual Donations
  - via direct mail solicitation
  - alumni
  - website

In 2016, **INDIVIDUAL DONORS** drove the rise in philanthropic giving  
 And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases

# \$390.05 billion

Where did the generosity come from?\*

**Giving by Individuals**  
 \$281.86 billion

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

**Giving by Foundations**  
 \$59.28 billion

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

**Giving by Bequest**  
 \$30.36 billion

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

**Giving by Corporations**  
 \$18.55 billion

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

Contributions by source  
 (by percentage of the total)



Visit [www.GivingUSA.org](http://www.GivingUSA.org) to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.

\* All figures on this infographic are reported in current dollars unless otherwise noted.



Giving to international affairs comprised a larger percentage of total charitable giving in the United States, increasing from 4 percent to 6 percent in 2016.



Giving to environment/animals increased 7.2 percent in 2016, the largest gain of any subsector, outpacing growth in overall giving for the last two years.

Where are all of the charitable dollars going?

(as a percentage of the total)

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3–7 percent.

**32% Religion** \$122.94 billion

**15% Education** \$59.77 billion

**12% Human Services** \$46.80 billion

**10% To Foundations** \$40.56 billion

**8% Health** \$33.14 billion

**8% Public-Society Benefit** \$29.89 billion

**5% Arts, Culture, and Humanities** \$18.21 billion

**6% International Affairs** \$22.03 billion

**3% Environment/Animals** \$11.05 billion

**2% To Individuals** \$7.12 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



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# How will the FPEF funds be allocated?

**Grant guidelines, policy & procedures are to be determined by FPEF trustees**

- Teachers, administrators, staff members and departments are all eligible to apply for grants from the FPEF on a competitive basis
- Donors may direct their contributions to specific areas (restricted donations)
- Grants typically enrich current curriculum
  - Grants that are innovative and creative in teaching
  - Grants that implement new and experimental methods of teaching

# Examples of the monetary impact that local education foundations have had:

- Piscataway Township Schools were awarded \$22,000 in grants for the 2016/2017 school year
- New Providence Schools were awarded \$72,756 in grants for 2016/2017
- Since 1997 Chatham Schools awarded over \$1,000,000
- 2017-18:
  - Chatham had over \$57,000 in grants approved in their latest round
  - Piscataway has submitted over \$54,000 in grants for approval

# Some examples of grants awarded by other local foundations:

- Madison School District in 2016-17:
  - Art books and drawing tools
  - TV & Video Production iMac Computers (Madison High School)
  - IXL Math Software Subscription
  - Learning Garden Cooking Project (STEAM)
  - Large Format Printer for STEAM Classes
- New Providence School District in 2016-17:
  - Outdoor Environmental Classroom
  - EZ-Robot Educational Program
  - Virtual Learning via Google Expedition
  - Robots and Coding via Ozobots



# New Jersey Education Foundation Partnership

New Jersey Education Foundation Partnership (NJEFP), a statewide nonprofit organization, is dedicated to enhancing public education in New Jersey by growing and strengthening local education foundations through education, training, collaboration and advocacy.

NJEFP provides assistance in the creation, development and growth of foundations through training and education in:

- Best Practices
- Fundraising
- Board Development and Management
- Governance
- Marketing
- Non-Profit Management.

# Role of PTA

- A local education foundation does **NOT** compete with the PTA, as the PTA focuses on a school or a team. An education foundation's focus is on the district and its strategic plan.
- Effective foundations work with a PTA to avoid overlap and/or competition for donations.
- Collaboration and transparency with a PTA is key to success

# Role of the Board of Education and district

- The Board of Education will not govern the Florham Park Education Foundation (FPEF).
- The Board of Education will assist in the establishment of the FPEF, but will step aside once the Education Foundation has formed its governing body
- Florham Park School District Administrators and BOE members may act as ex-officio (non-voting) trustees of the FPEF.

# Next Steps...

- Establish a steering committee to:
  - Name the Executive Board of Directors and other Trustees (between 9 - 15 members)
  - Establish the Education Foundation's mission and goals
  - Apply for Federal ID Number
  - Apply for a Certificate of Incorporation from State of NJ
  - Approve set of by-laws (already drafted)
  - Obtain IRS approval as 501(c)(3)
- An NJEFP representative will meet with the steering committee or Board of Directors to assist in the development of the FPEF.

**ANY QUESTIONS?**