

VIP Presentation

Data Insights:
Benchmark Survey on
Education Foundation

Conducted by

FOUNDATION
Innovation

March 25, 2021



EDUCATION FOUNDATIONS EMPOWERED SURVEY RESULTS REVEALED

MARCH 25, 2021 10:00 AM - 11:00 AM

— VIP WEBINAR BY INVITATION ONLY —

CONDUCTED BY **FOUNDATION**
Innovation



Call Norms



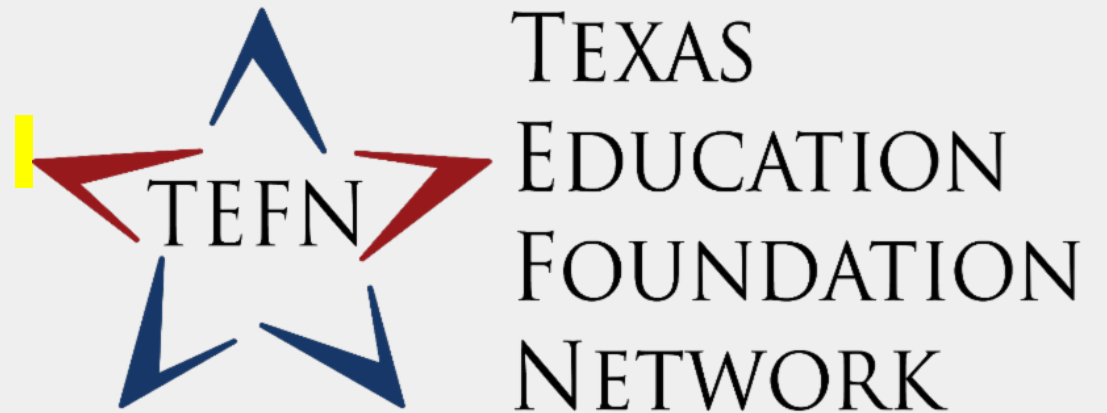
- All attendees are muted – we ask that you stay on mute during the call.
- If you have questions, please use the CHAT BOX to share them as representatives from Foundation Innovation will monitor.
- This webinar is being recorded and will be distributed afterwards to attendees.

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How did we get here?

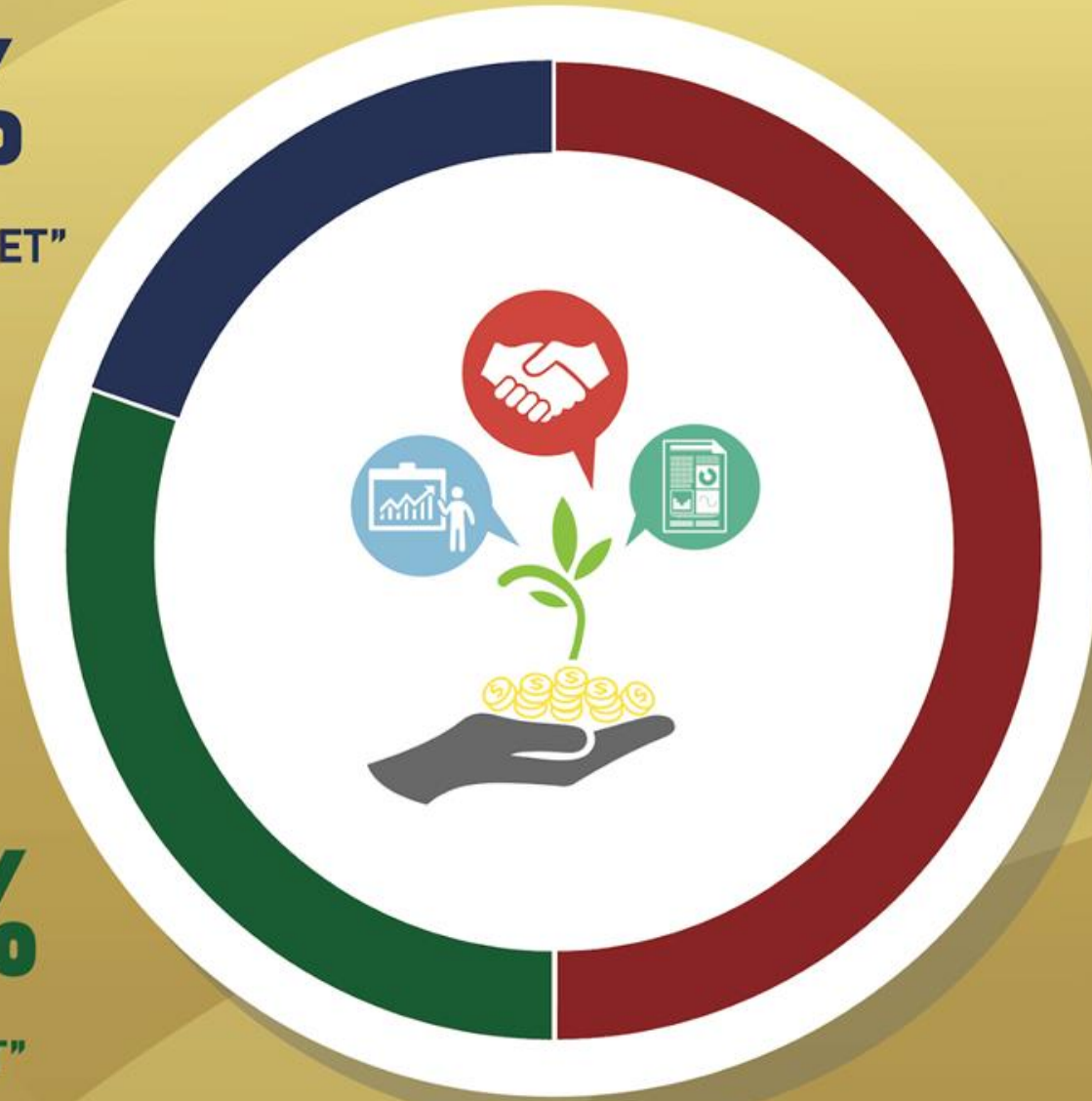
- Timeline: survey launch on Sept. 14, 2020, with data collection on January 2021
- Over 200 education foundations, across 31 states

**Thank you VIPs
for completing the
Benchmark survey!**



COVID-19 PANDEMIC-RELATED QUESTIONS

18%
STATED
"ABOVE TARGET"



33%
STATED
"ON TARGET"

49%
STATED
"BELOW TARGET"

How are your fundraising efforts for the current fiscal year trending?



COVID-19 PANDEMIC-RELATED QUESTIONS

42% Modification of what we fund

35% Virtual fundraising

32% Closer alignment with school system needs

13% Stopped fundraising during COVID-19 pandemic

4% Less involvement with school system during the crisis

61% said

In what ways have you changed your funding approach?

Have you changed your funding approach in response to the COVID-19 pandemic?

Yes.



25% Teacher Support

The fund supports teachers to receive gift certificate vouchers to support remote instruction and their well-being.

18% Meal Service

The fund supports the increased costs of this service including the possible resumption of caregiver meals.

In response to the COVID-19 pandemic, have you shifted at least some of your funding to focus on supporting any of the following?

43% General Support

The fund supports the immediate needs of your school system and its community of students, teachers and their families.

40% Support for remote learning

The fund is supporting costs for system-wide online learning platforms.

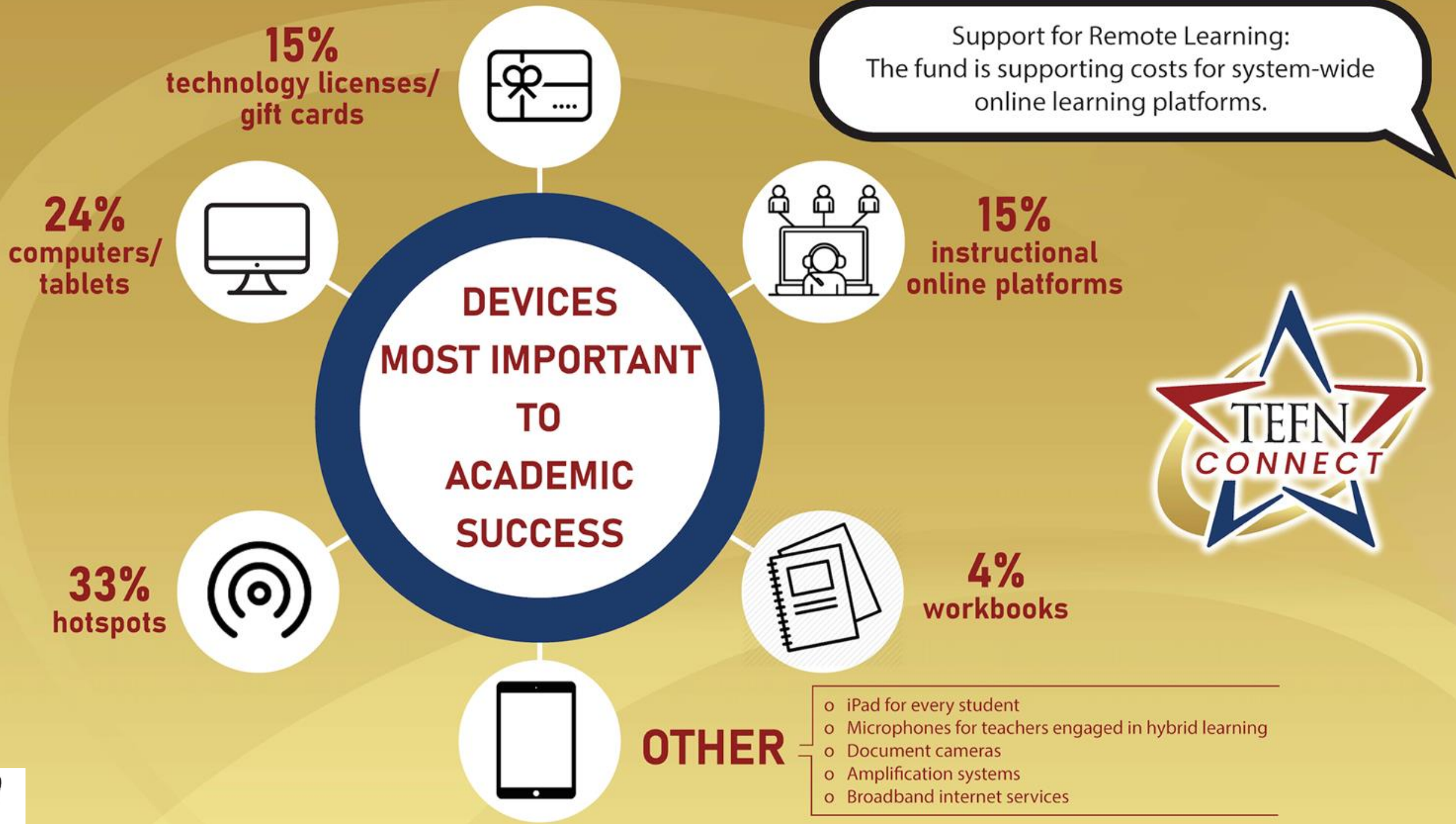
2% Telehealth Medical Appointment Fees

The fund is providing fee vouchers for telehealth visits for families who are uninsured and do not qualify for free/reduced meal benefits or Medicaid.

1% Translation and Interpretation Services

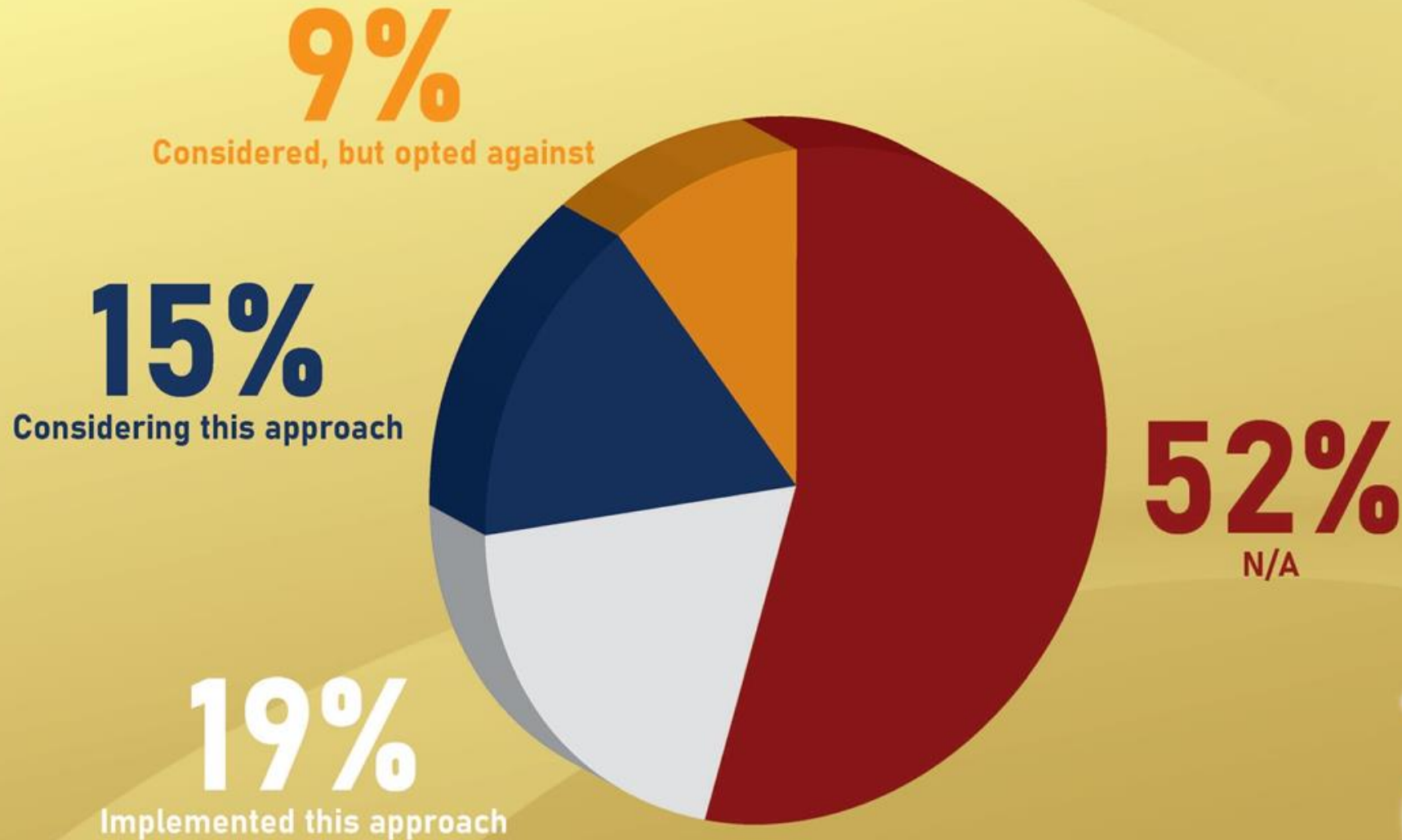
The fund increases the system's capacity for on-demand and rapid response translation and interpretation services for our families who speak different languages other than English.





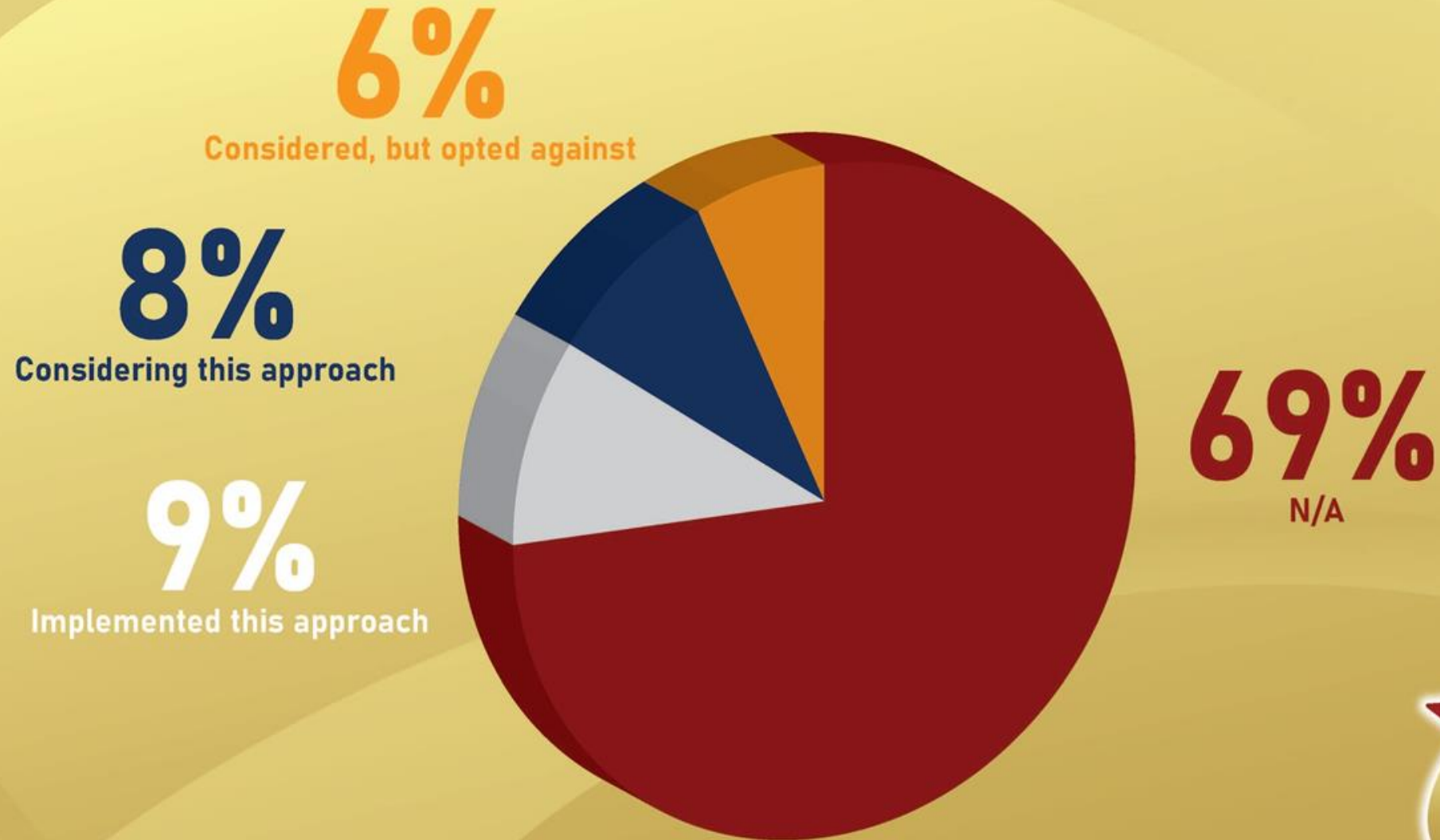
What changes have you implemented and/or explored in response to the COVID-19 pandemic?

Convert existing funds to more flexible funding (for example, convert project grants to general operating).



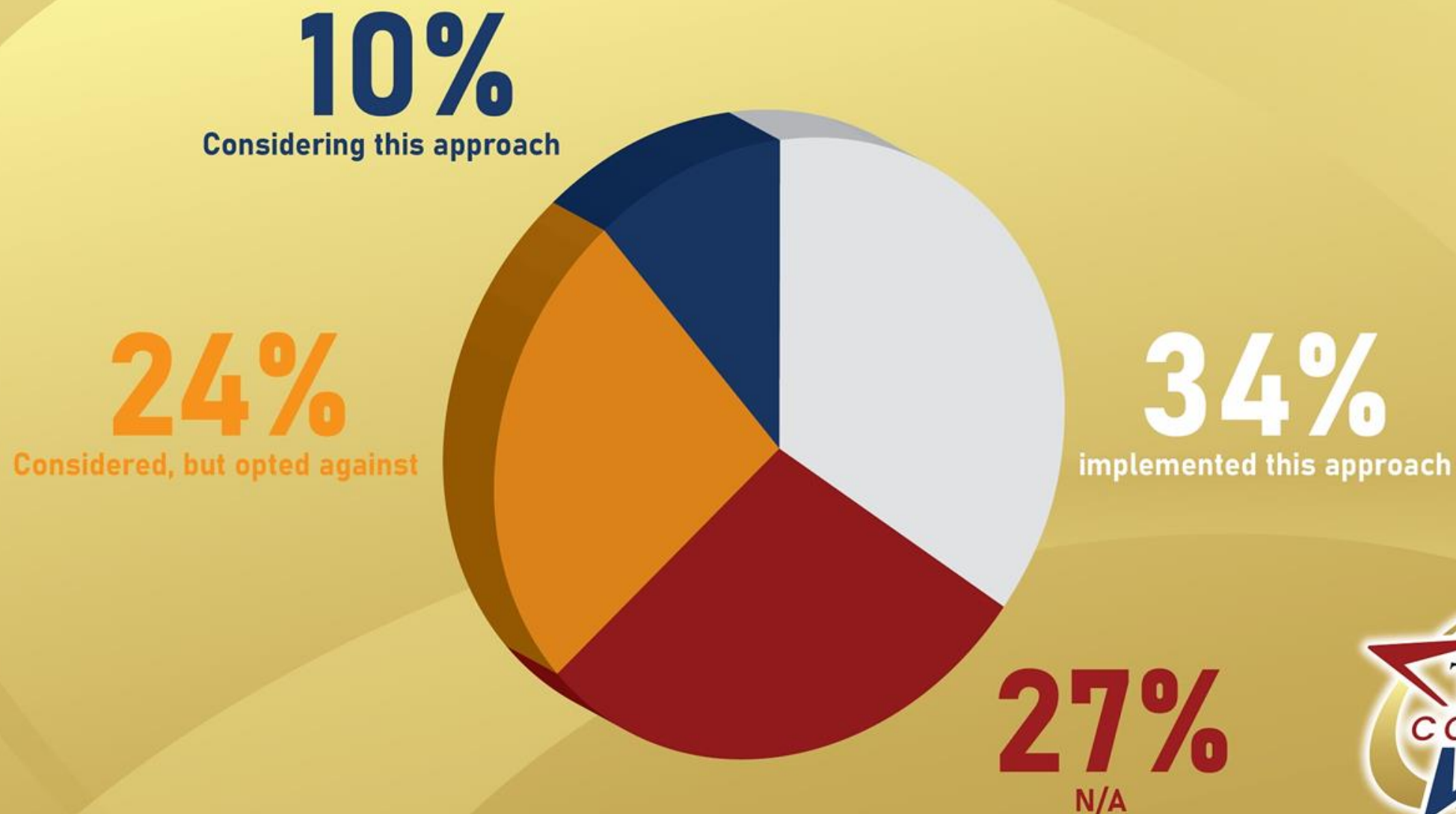
What changes have you implemented and/or explored in response to the COVID-19 pandemic?

Making grants to individuals directly affected by COVID-19



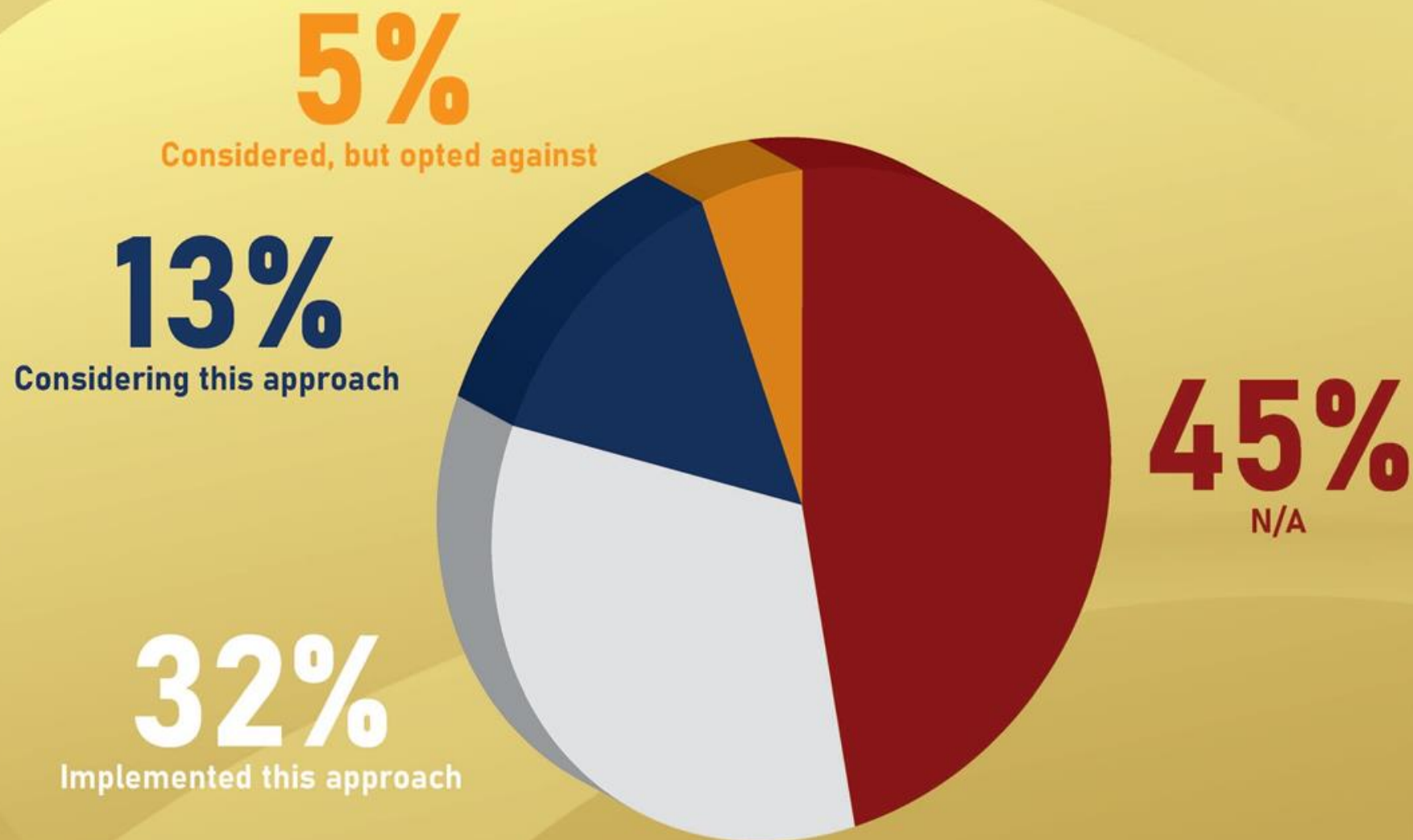
What changes have you implemented and/or explored in response to the COVID-19 pandemic?

Delaying or postponing grant awards.



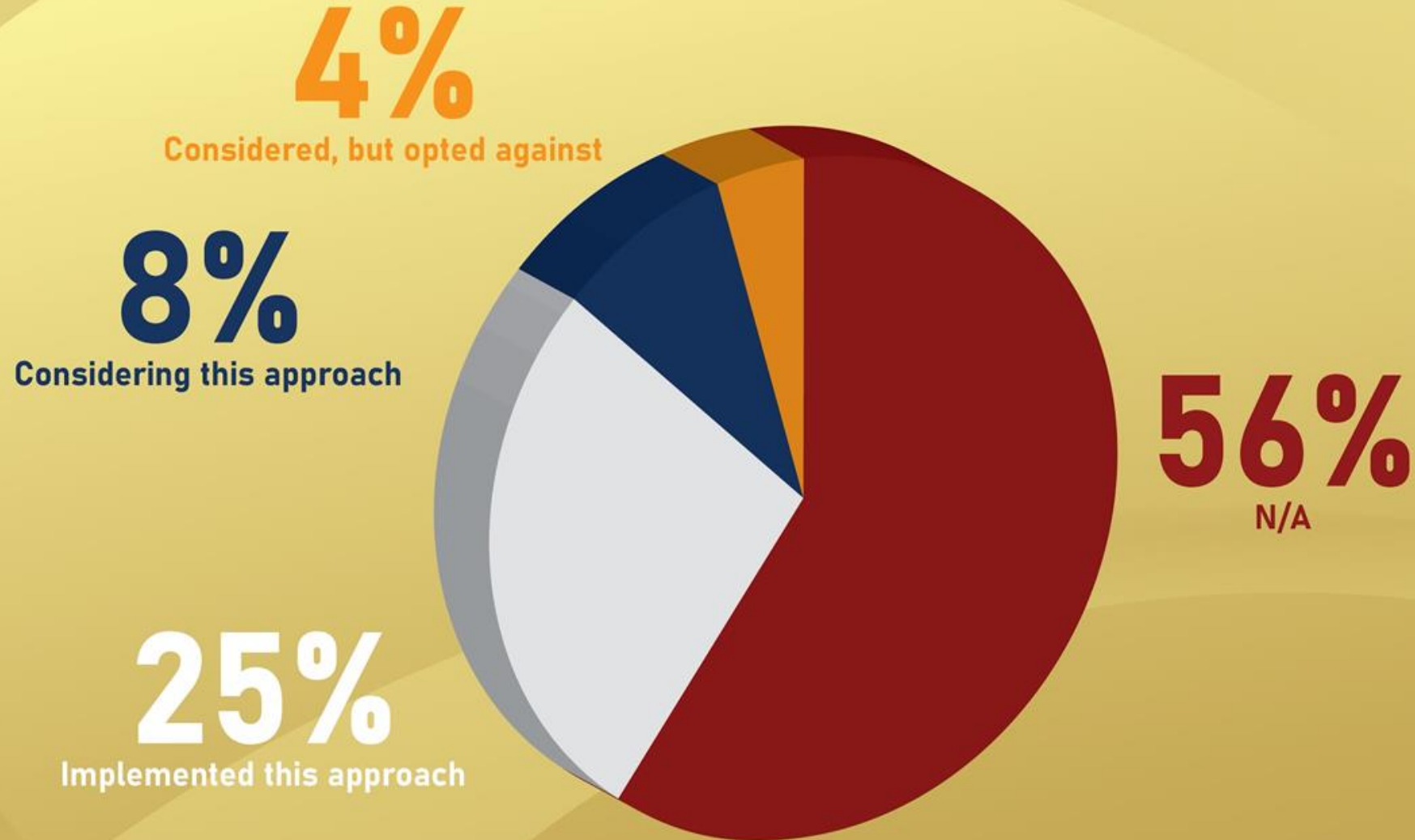
What changes have you implemented and/or explored in response to the COVID-19 pandemic?

Making emergency response grants (grants outside the foundation's normal grant cycle in response to the pandemic)



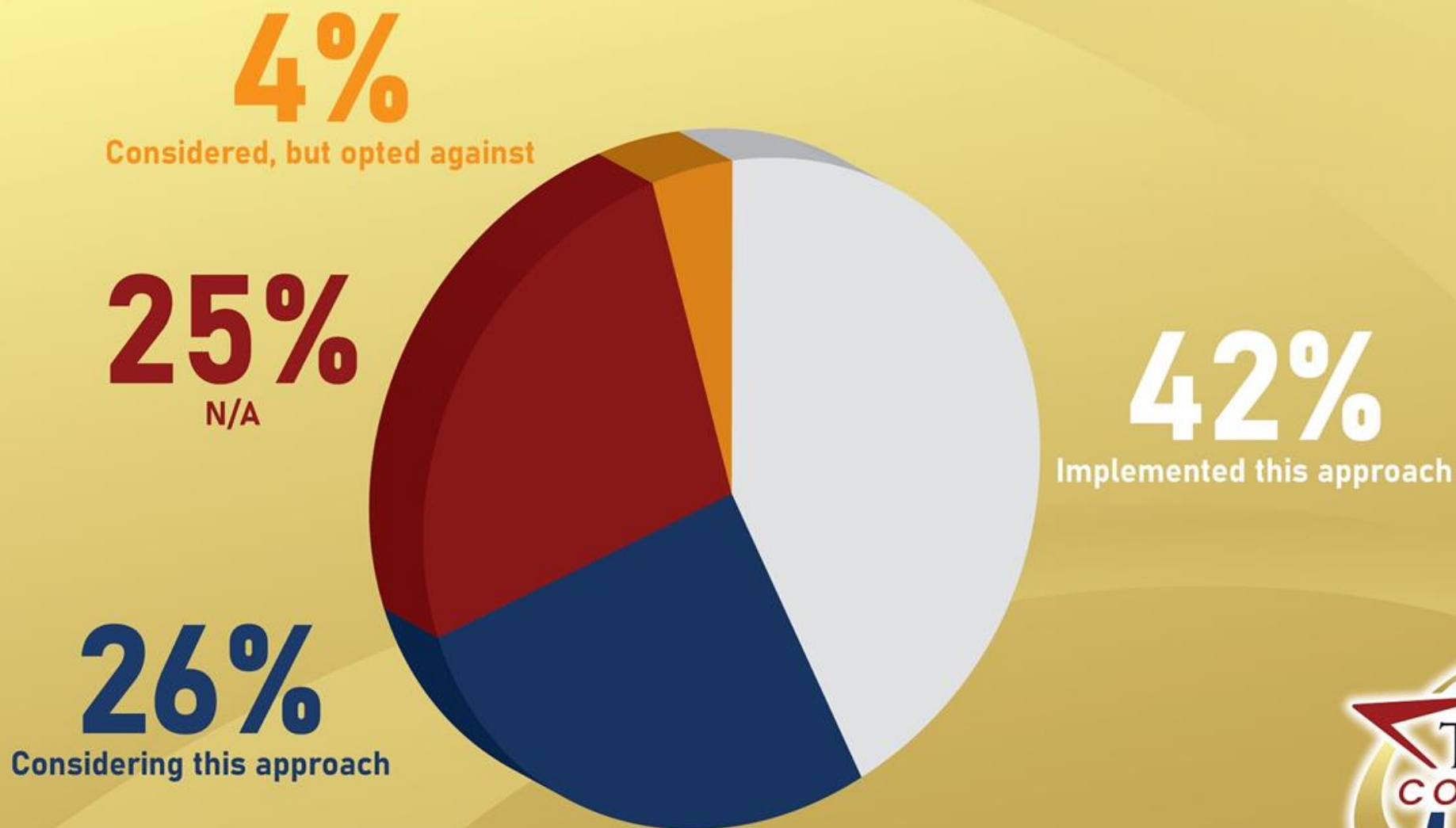
What changes have you implemented and/or explored in response to the COVID-19 pandemic?

Partnering with local relief efforts, at a local community foundation or United Way



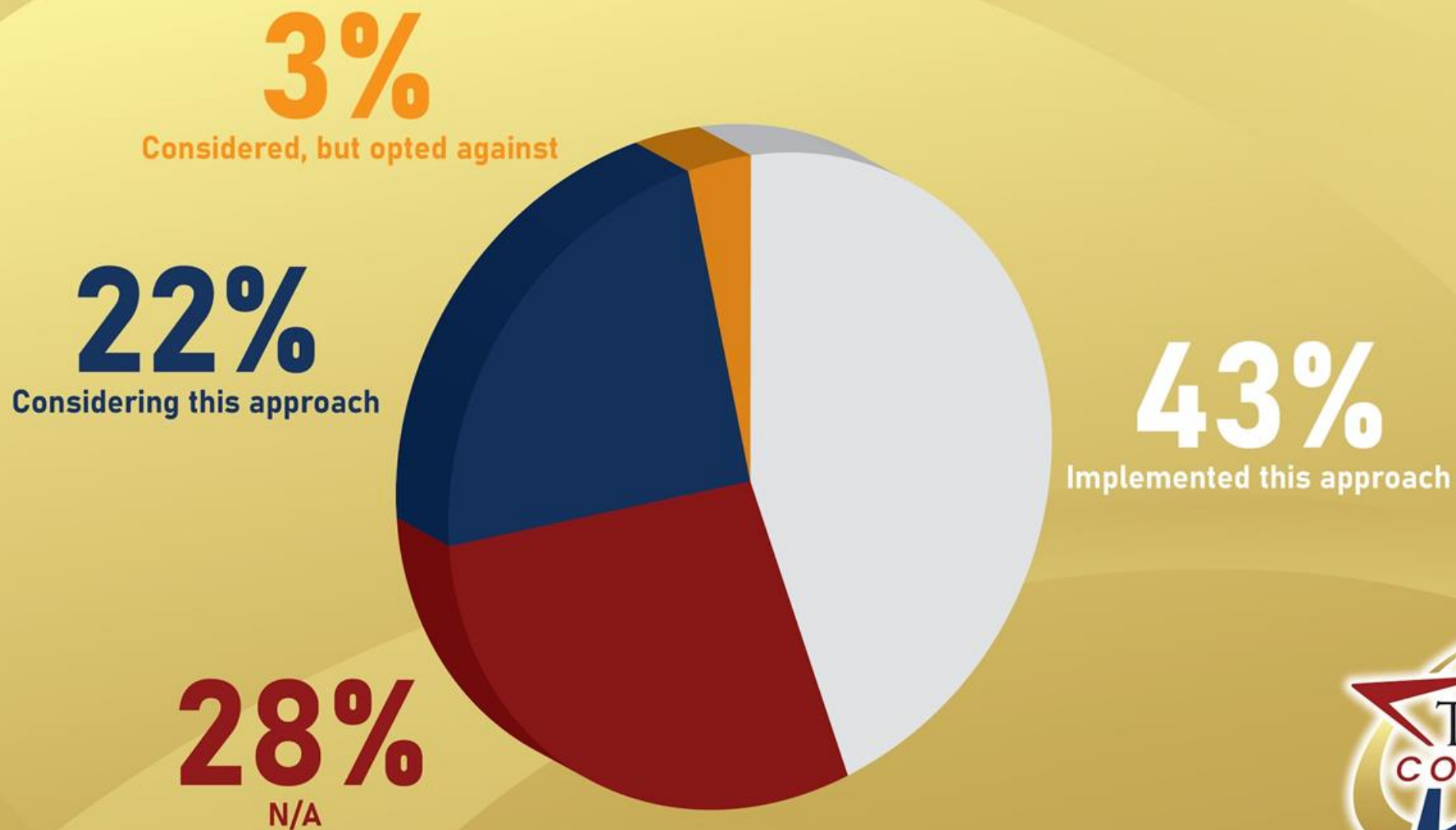
What changes have you implemented and/or explored in response to the COVID-19 pandemic?

Virtual fundraising

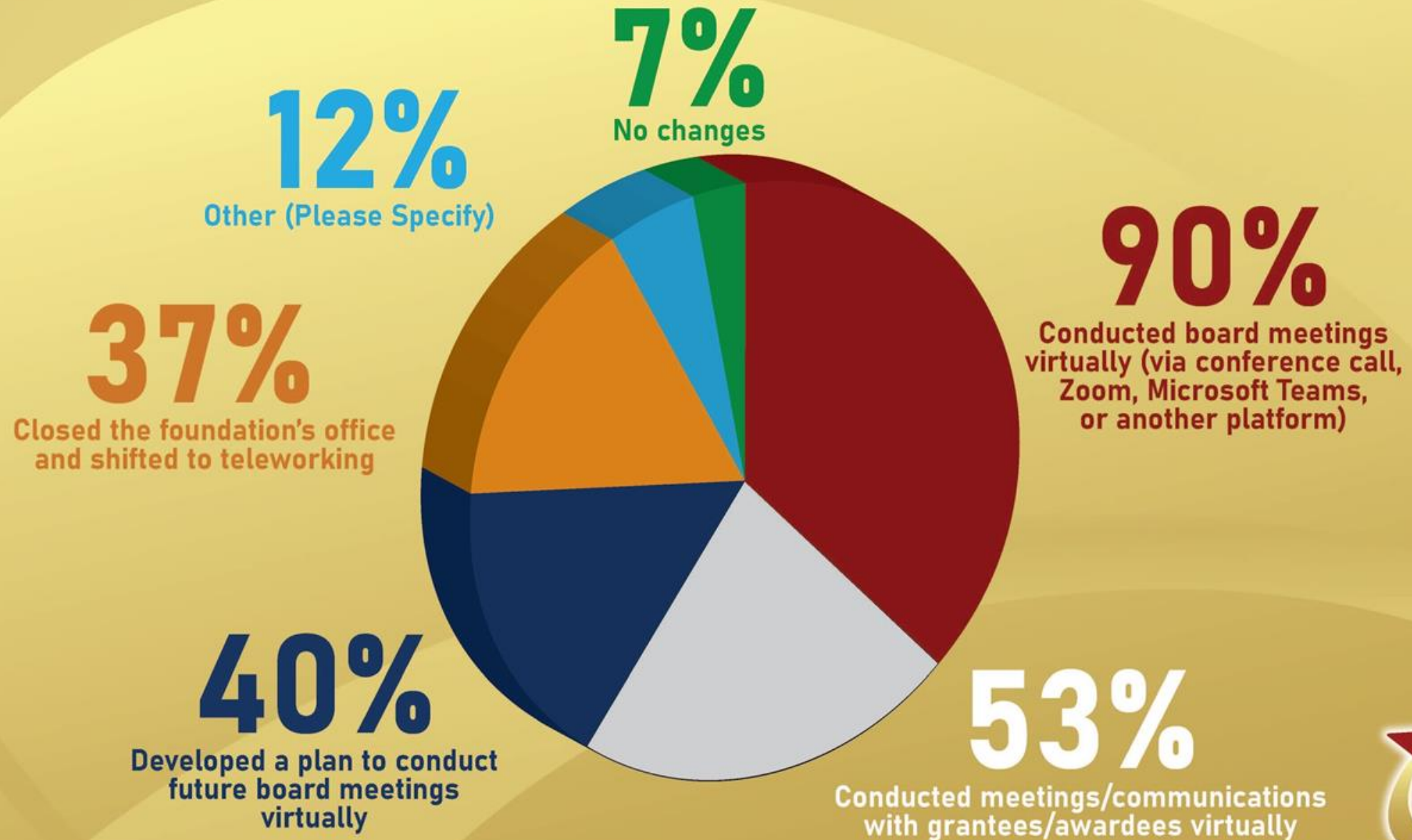


What changes have you implemented and/or explored in response to the COVID-19 pandemic?

Virtual recognition programs (students and/or educators)



Have you changed the way your education foundation operates in response to COVID-19 in any of the following ways?





#1 Laws to increase funding to public schools

#2 Laws that affect public education

#3 Laws affecting non-profits of EF specifically

#4 Advocacy outreach to protect EF

#5 Local control for public school systems

#6 Advocacy outreach to protect EF

#7 Other

How might a statewide organization, such as Texas Education Foundation Network, or a nationwide organization, such as National School Foundations Association, better serve your education foundation and represent the education foundation industry?



57%

67%

BOARD SIZE

LARGEST — 62

SMALLEST — 3

AVERAGE — 19

% WHO HAVE HAD A BOARD MEMBER
RUN FOR SCHOOL BOARD

% OF EF WHO HAVE A
MEMORANDUM OF UNDERSTANDING (MOU)



% OF EF WITH FOLLOWING POLICIES





USE SOCIAL MEDIA **97%**

MARKETING COMMITTEE **65%**

MARKETING PLAN **51%**



DONOR *Management*

27%



LINKEDIN

50%



INSTAGRAM

65%



TWITTER

99%



FACEBOOK

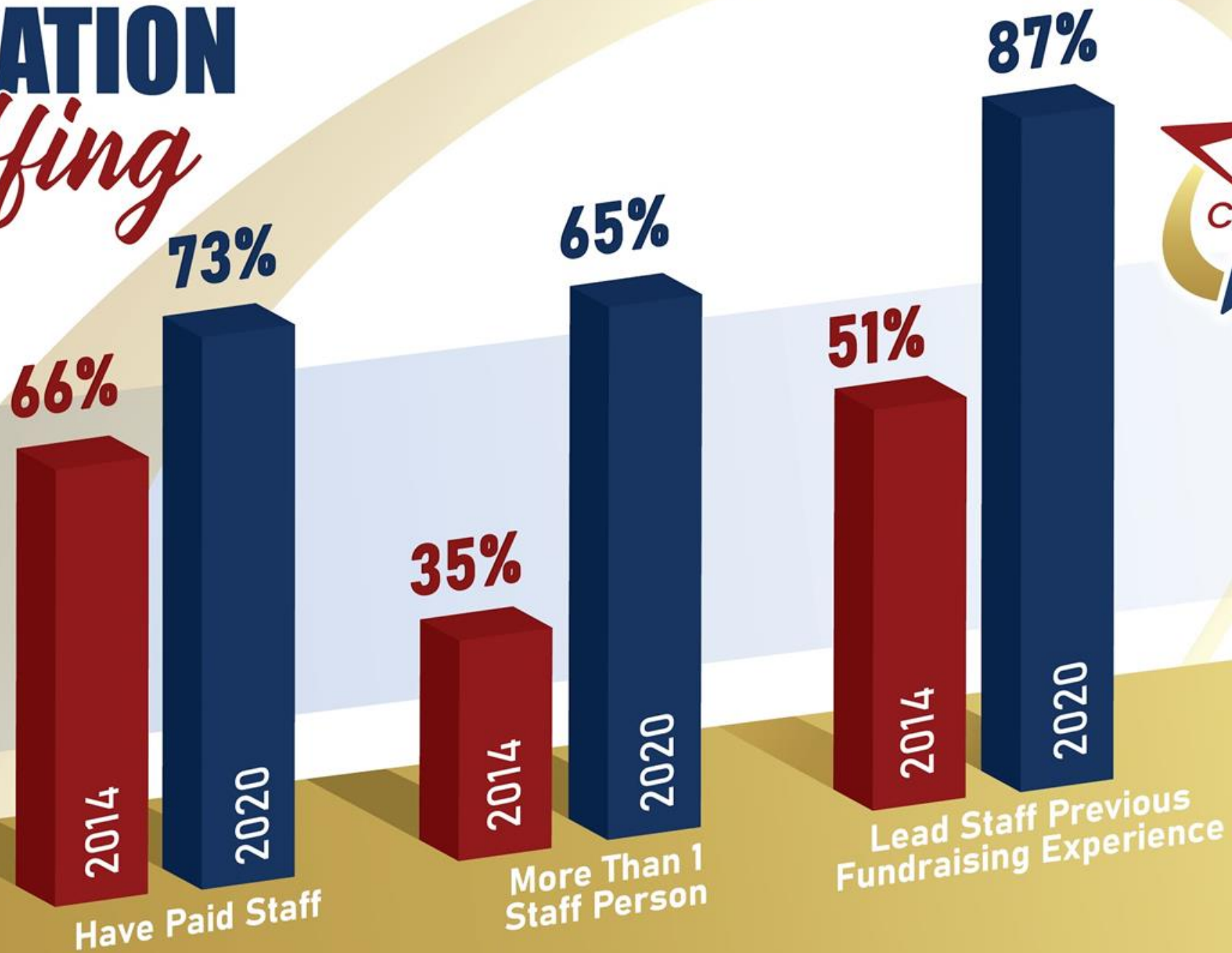


66%

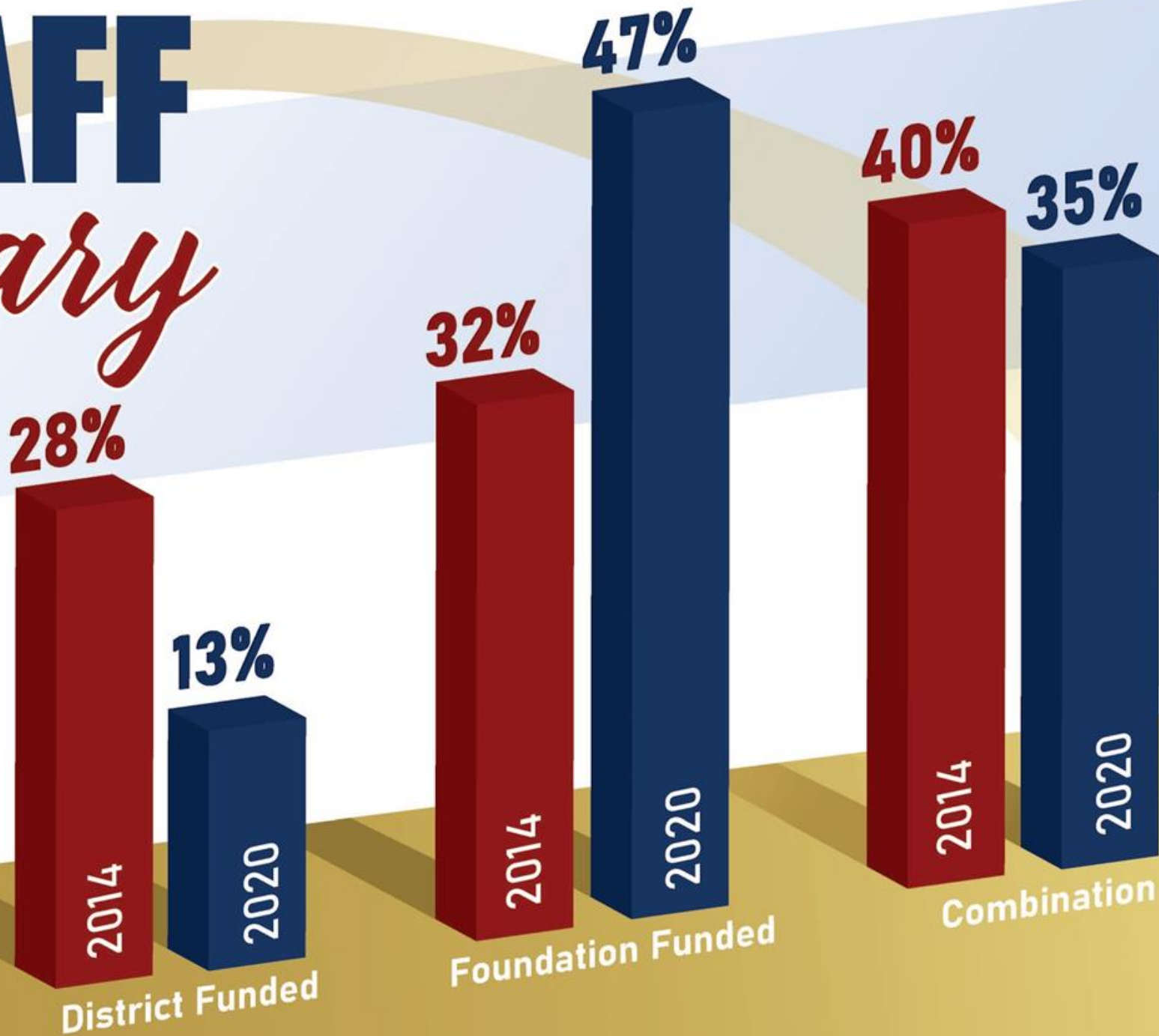
USE
DONOR
MANAGEMENT
SOFTWARE



FOUNDATION *Staffing*



STAFF *Salary*



NATIONAL STATISTICS

BENEFITS - RETIREMENT

Education Foundation: 9%

School System: 42%

BENEFITS - HEALTH INSURANCE

Education Foundation: 8%

School System: 42%

BENEFITS - SALARY

\$120k+ : 9%

\$100k - \$120k : 11%

\$90k - \$100k : 15%

\$80k - \$90k : 9%

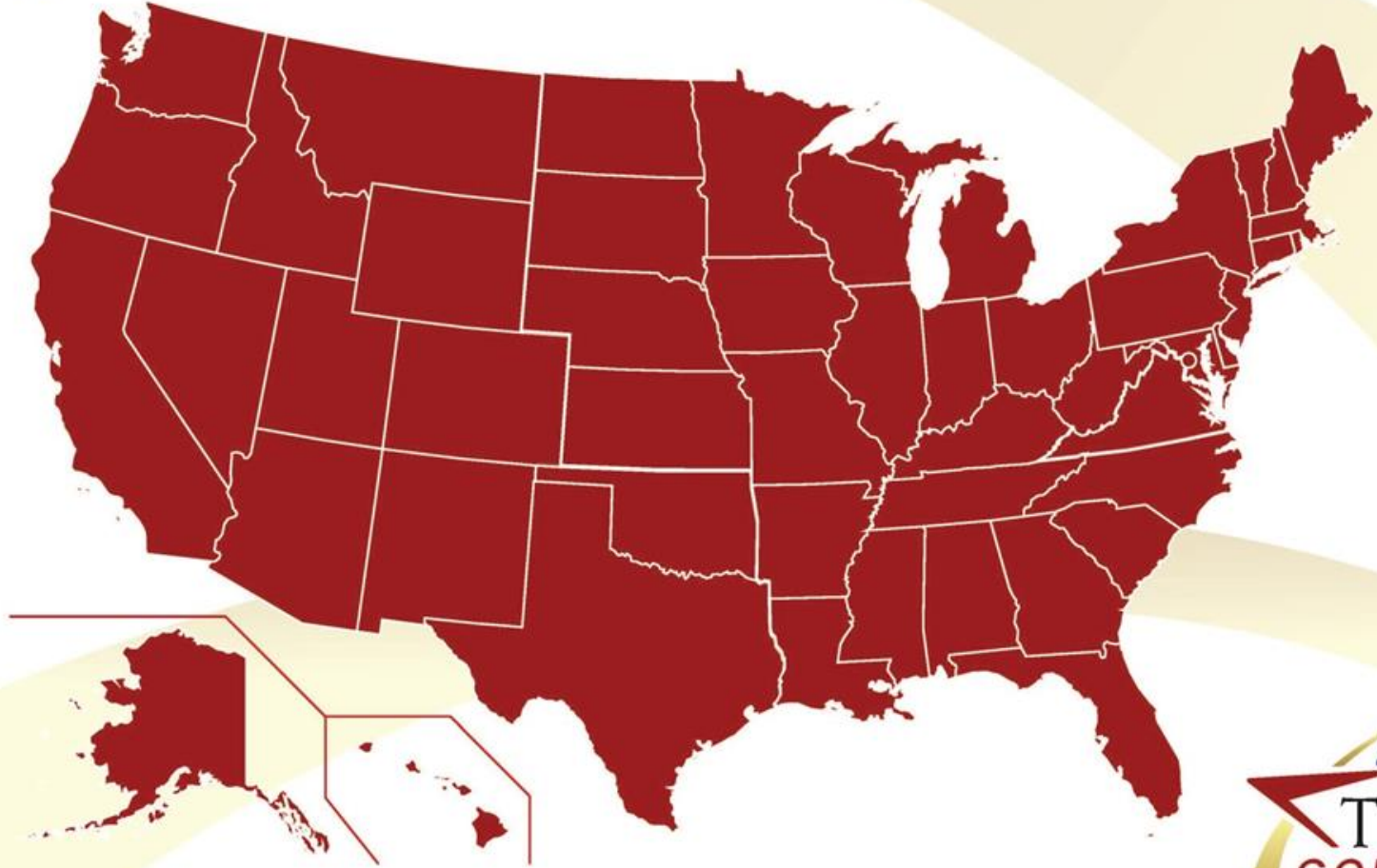
\$70k - \$80k : 12%

\$60k - \$70k : 11%

\$50k - \$60k : 9%

\$40k - \$50k : 7%

Less than \$40k: 16%



MIDWEST REGION

BENEFITS - RETIREMENT

Education Foundation: 6%

School System: 29%

BENEFITS - HEALTH INSURANCE

Education Foundation: 11%

School System: 34%

NORTHEAST REGION

BENEFITS - RETIREMENT

Education Foundation: 6%

School System: 17%

BENEFITS - HEALTH INSURANCE

Education Foundation: 6%

School System: 22%

SOUTHEAST REGION

BENEFITS - RETIREMENT

Education Foundation: 25%

School System: 25%

BENEFITS - HEALTH INSURANCE

Education Foundation: 13%

School System: 25%



MIDWEST REGION

BENEFITS - SALARY RANGES

\$120k+ :
\$100k - \$120k : 4%
\$90k - \$100k : 13%
\$80k - \$90k : 13%
\$70k - \$80k : 21%
\$60k - \$70k : 17%
\$50k - \$60k : 8%
\$40k - \$50k : 8%
Less than \$40k: 17%
Budgets for
Personal Development : 63%



NORTHEAST REGION

BENEFITS - SALARY RANGES

\$120k+ : 15%
\$100k - \$120k :
\$90k - \$100k : 8%
\$80k - \$90k :
\$70k - \$80k : 8%
\$60k - \$70k :
\$50k - \$60k :
\$40k - \$50k : 23%
Less than \$40k: 46%
Budgets for
Personal Development : 72%

SOUTHEAST REGION

BENEFITS - SALARY RANGES

\$120k+ : 8%	\$60k - \$70k : 23%
\$100k - \$120k : 8%	\$50k - \$60k : 23%
\$90k - \$100k : 8%	\$40k - \$50k : 15%
\$80k - \$90k : 8%	Less than \$40k: 8%
\$70k - \$80k :	Budgets for Personal Development : 75%



WEST REGION

BENEFITS - RETIREMENT

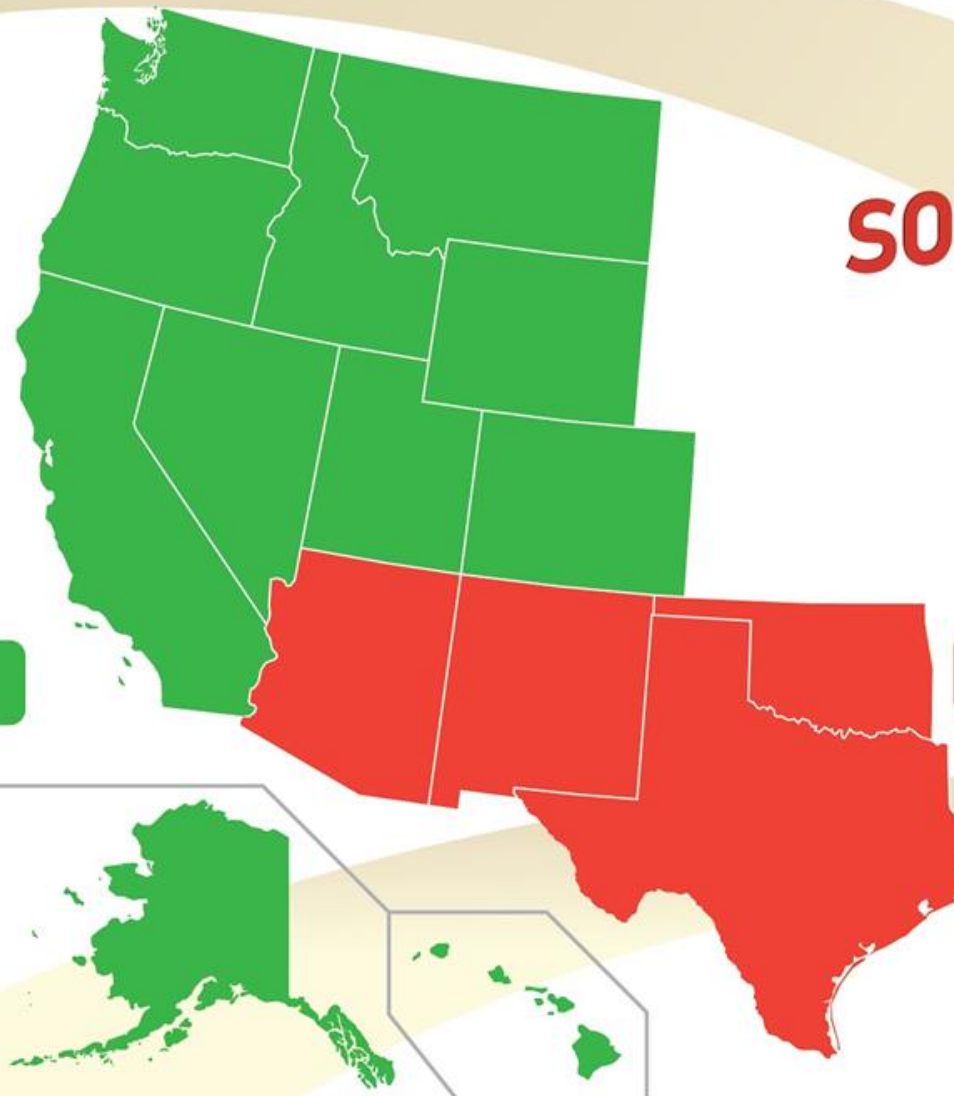
Education Foundation: 24%

School System: 41%

BENEFITS - HEALTH INSURANCE

Education Foundation: 29%

School System: 11%



SOUTHWEST REGION

BENEFITS - RETIREMENT

Education Foundation: 5%

School System: 52%

BENEFITS - HEALTH INSURANCE

Education Foundation: 4%

School System: 50%



WEST REGION

BENEFITS - SALARY RANGES

\$120k+ : 19%

\$100k - \$120k : 13%

\$90k - \$100k : 19%

\$80k - \$90k : 6%

\$70k - \$80k : 13%

\$60k - \$70k : 19%

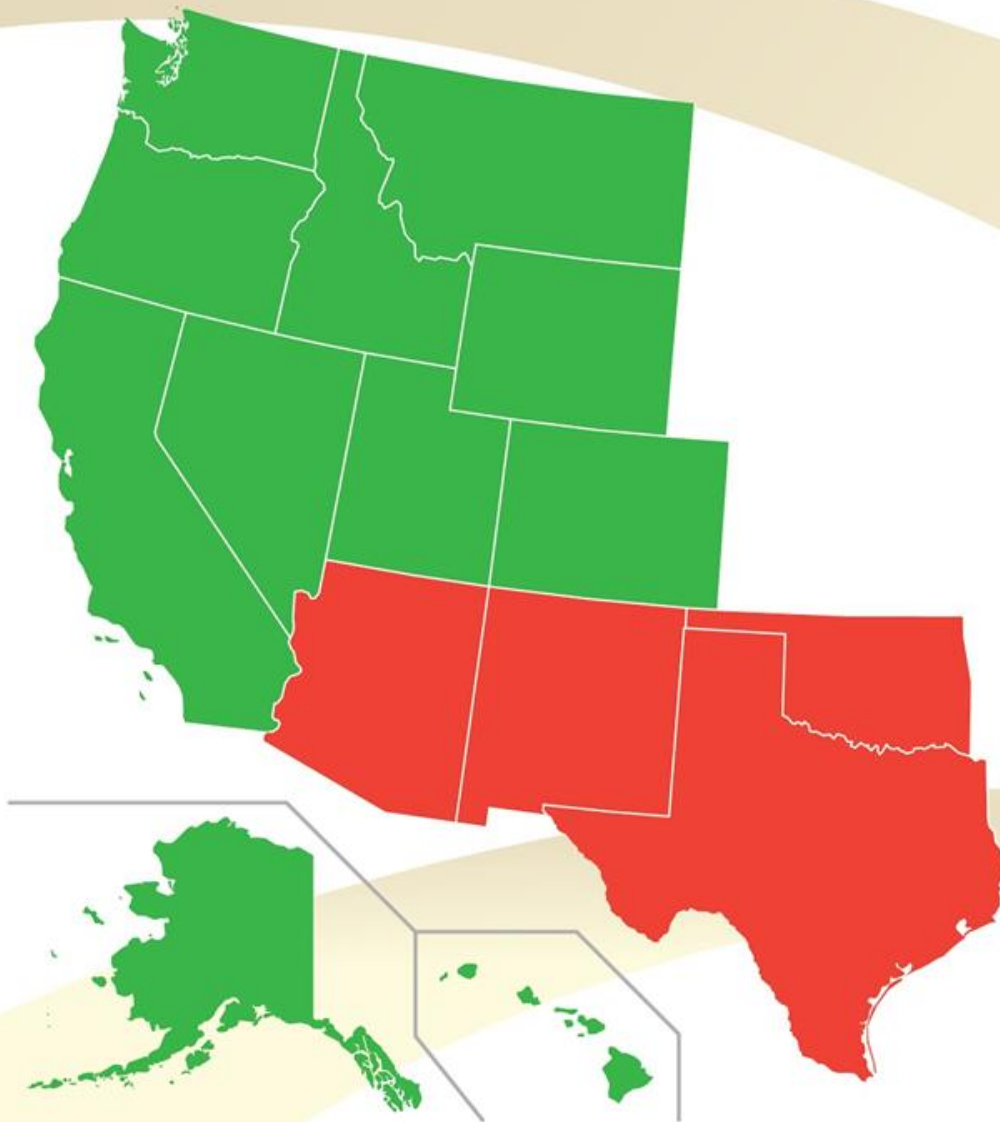
\$50k - \$60k :

\$40k - \$50k : 6%

Less than \$40k: 6%

Budgets for

Personal Development : 94%



SOUTHWEST REGION

BENEFITS - SALARY RANGES

\$120k+ : 9%

\$100k - \$120k : 18%

\$90k - \$100k : 18%

\$80k - \$90k : 11%

\$70k - \$80k : 12%

\$60k - \$70k : 7%

\$50k - \$60k : 11%

\$40k - \$50k : 2%

Less than \$40k: 14%

Budgets for

Personal Development : 58%

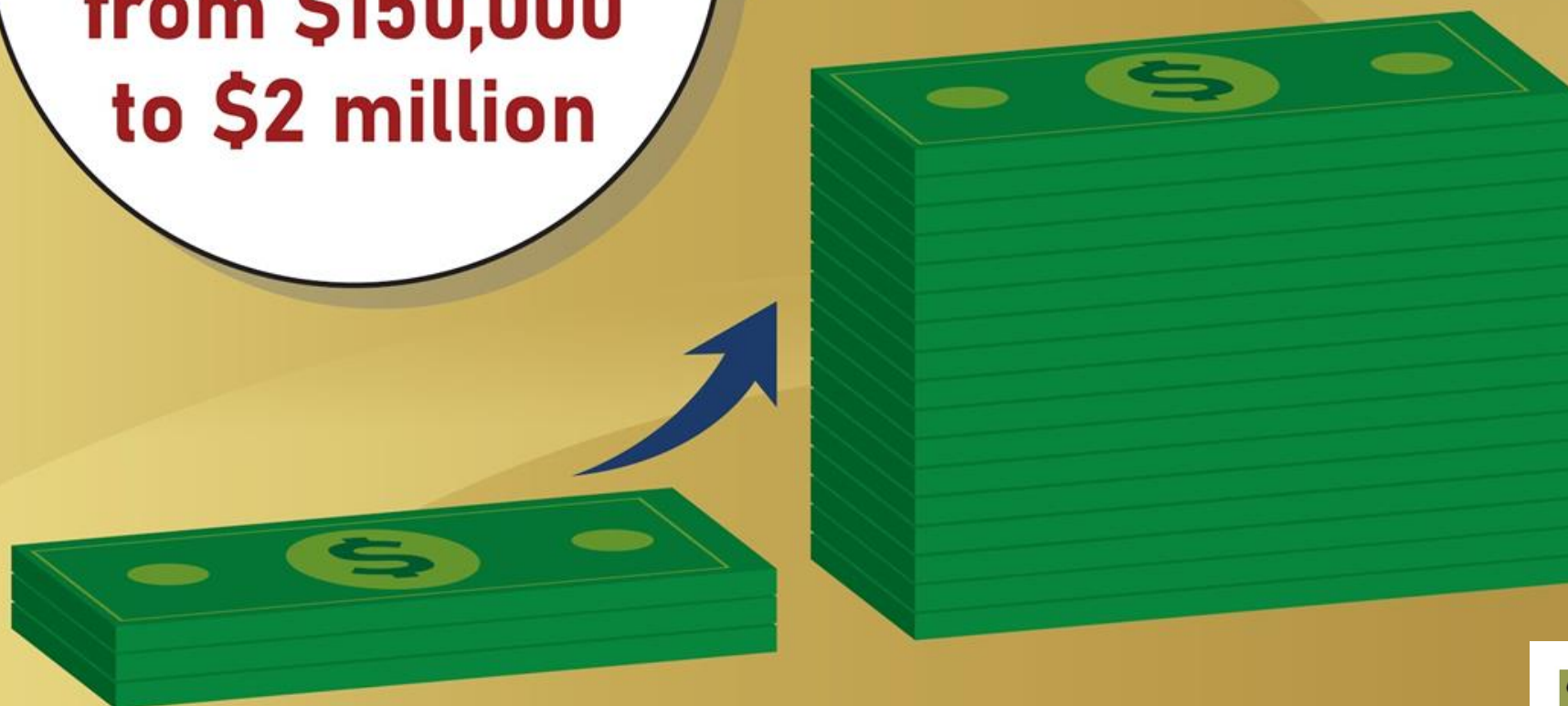




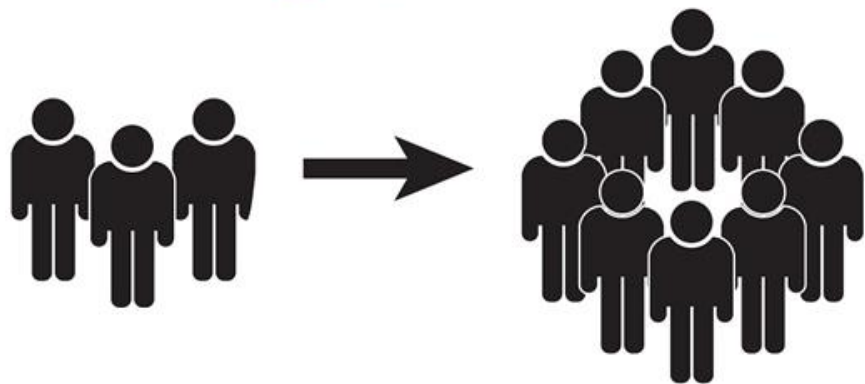
**AVERAGE
\$124/student**

**\$/enrolled range
\$34 to \$800**

**Education
Foundation
Budgets Range
from \$150,000
to \$2 million**



Enrollment range 2,500 to 52,500 students



**Average age was 26 years
(youngest 3 and oldest 50)**



65%
Had enrollment
of 10,000 or fewer





82%

Use donor
software



77%

Hold an Annual
Giving Campaign



80%

Met or
exceeded their
fundraising goal



74%

Have
received a
large gift





Survey Q&A

Use the CHAT BOX and RAISE YOUR HAND to share your questions and/or comments as representatives from Foundation Innovation will monitor.

Wrap-Up & Next Steps

Data questions, contact Foundation Innovation:

- Laurie Cromwell, laurie@foundationinnovation.com
- Chris Ary, chris@foundationinnovation.com
- Erica V. Ekwurzel, erica@foundationinnovation.com

What to watch for:

- Post-event survey -
- April 1st launch of TEFN Connect - <https://www.tefn.org/tefn-connect/>

CHAT fall activity: One word to describe today's data presentation