

How Ed Funds can Step Up to Support Districts

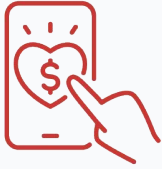


Michelle Wallis
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[@michellekwallis](https://twitter.com/michellekwallis)

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The Austin Ed Fund Journey



Systems

- Governance
- Stewardship
- Staffing



Relationships

- District
- Campus
- Community Partners



Activation

- Planning/Design
- Partnerships
- Fundraising







Austin Ed Fund
@AustinEdFund

...

Way to go awesome @AustinEdFund Ambassadors Yvonne Espinoza and Ms. Kimmel @GarzaGriffin for your focus on equity and anti-racism when fostering your campus culture! The Justice & Equity steering committees are leading this crucial work.

#InspiretheFuture #InvestinAISD @AustinISD



Austin ISD and 9 others

9:28 AM · Nov 3, 2020 · Twitter Web App



Austin Ed Fund
@AustinEdFund

...

Let's hear it for @AustinEdFund Ambassador & @JordanJaguarArt teacher Jessica Foster whose Public Art Murals project brought together professional artists with the @JordanJaguars community! The outcome has been beautiful. Learn more about it on @KVUE. bit.ly/31eA0XY



AISD - Office of Innovation and Development and 8 others

10:12 AM · Oct 20, 2020 · Twitter Web App

As of Jan 12, 2023, 7:39 AM-Viewing as Michelle Wallis-[Change](#)

Grant: Grant Name

Campus EcoDis Percentage

Year

All

All

All

Total Awarded

\$1.7M

[View Report \(Austin Ed Fund Grant Programs\)](#)

of Awards

362

[View Report \(Austin Ed Fund Grant Programs\)](#)

Campuses Awarded AEF Grants

99

[View Report \(Campuses Awarded AEF Grants\)](#)

Austin Ed Fund Grant Programs

Grant: Grant Name ↑	Sum of Number of Students...	Sum of Amount R...	Sum of Amoun...	Rec...	<i>f</i> x #...
Austin Ed Fund Grant Progra	0	\$653.20k	\$300.00k	94	52
Innovation Grant 2015	2k	\$280.93k	\$49.58k	54	15
Innovation Grant 2016	5k	\$263.38k	\$75.00k	44	15
Innovation Grant 2017	9k	\$246.69k	\$75.42k	39	17
Innovation Grant 2018	66k	\$362.32k	\$120.61k	60	29
Innovation Grant 2019	7k	\$243.48k	\$120.00k	40	22
Innovation Grant 2020	0	\$129.21k	\$0.00	19	0

[View Report \(Austin Ed Fund Grant Programs\)](#)

Campuses Never Applied AEF Grants

Account Name ↑	EcoDi...
Austin ISD Homebound Program	-
Austin State Hospital	-
Barton Hills Elementary	8.12%
Bryker Woods Elementary	9.04%
Casis Elementary	6.43%
Clayton Elementary	4.91%
Covington Middle School	52.17%

[View Report \(Campuses Never Applied AEF Grants\)](#)

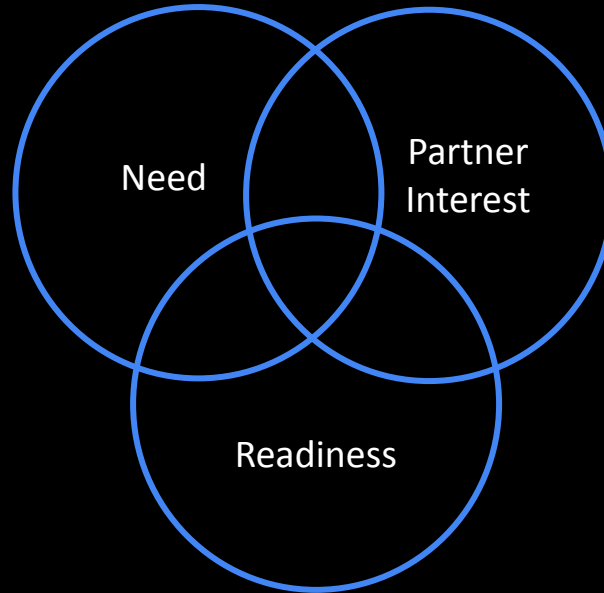
Campuses Never Awarded AEF Grant

Account Name ↑	EcoDi...
Austin ISD Homebound Program	-
Austin State Hospital	-
Baranoff Elementary	9.22%
Barton Hills Elementary	8.12%
Bear Creek Elementary	2.29%
Bryker Woods Elementary	9.04%
Campbell Elementary	76.37%

[View Report \(Campuses Never Awarded AEF Grant\)](#)



Enhancement & Innovation



DISTRICT INITIATIVES + CLASSROOM SUPPORT



The Development Cycle



Council for Advancement and Support of Education (CASE)



[OID](#)[SUPPORT OUR SCHOOLS](#)[SCHOOL GRANTS &
FUNDRAISING](#)[PARTNERSHIPS](#)[FAQ](#)[CONTACT US](#)[Home](#) / [Office of Innovation and Development](#) / [School Grants & Fundraising](#) / [Grants](#)

The Office of Innovation and Development can help you research funding opportunities and develop strategies to meet your school's needs and goals.

[School Partnerships](#)[Grants](#)[Grants Database](#)[Crowdfunding](#)[Resources](#)

Grant Development 101

From conceptualization to the final submission, the following steps will help you develop a strong grant proposal.

STEP 1: Develop Your Concept

What are you trying to achieve? Who is your target audience? How much money do you need to implement your project or idea? [Developing a solid concept](#) will allow you to clearly convey your needs and goals to a prospective funder.

STEP 2: Identify a Grant Opportunity

Review the guidelines to determine an organization's funding priorities, timeline and reporting requirements. Search our [Grant Database](#) for funding opportunities.

STEP 3: Complete an Intent to Submit a Grant Application Form

Found a grant? Complete our online [Intent to Submit a Grant Application](#) form.

STEP 4: Grant Proposal Development

Now it's time to develop your grant proposal! Use the following tools to help you complete your application: [Concept Development](#), [Proposal Outline Builder](#), and [How to Develop a Logic Model](#).

School Partnerships
Grants
Grants Database
Crowdfunding
Livingtree
DonorsChoose
Resources

What is Crowdfunding?

Online fundraising, also known as crowdfunding, is the practice of funding a project or idea by raising small amounts of money from a large number of people, typically via the Internet. Crowdfunding enables schools to use online platforms to generate funds to supplement local and district funds for school supplies, special projects, events and more within a relatively short time frame.

Is Crowdfunding Right For You?

One of the most powerful things about crowdfunding is the ability to tell your school's story. If you have a compelling idea or project and a large social network, crowdfunding may be an excellent tool for raising money. Check out the [crowdfunding guidelines](#) and explore our resources below to determine if crowdfunding is the right strategy to help meet your fundraising goals.

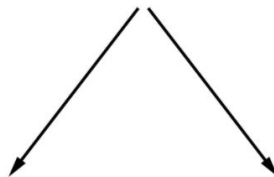
Step 1: Develop Your Concept


Before you decide if crowdfunding is the right fundraising strategy for you, you need to [develop a clear concept](#) where you clearly convey your needs and goals to a prospective funder. What are you trying to achieve? Who is your target audience? How much money do you need to implement your project or idea? What is your timeline?

Step 2: Identify a Crowdfunding Platform and Create a Campaign

Austin ISD partners with two crowdfunding platforms named [Livingtree](#) and [DonorsChoose](#) to offer teachers and staff multiple ways of fundraising.

Which crowdfunding platform would you like to learn more about? (Click one of the logos below.)



Platform		
Website	www.livingtree.com	www.donorschoose.org
Users	All teachers, staff, administrators, booster clubs, and PTAs can create campaigns	All educators who work at least 75% of time with students can create campaigns
Campaign Examples	<ul style="list-style-type: none"> Installing a new marquee sign Paying for AP exam fees Improving an existing playground 	<ul style="list-style-type: none"> Expanding classroom library with books Adding flexible seating for students Professional learning for teachers/staff
Funding	<p>Set a goal and start fundraising. No matter if the goal is reached or not, the campus will receive the total money that is raised deposited into an activity fund.</p> <p>Once a campaign is submitted, there is a two-step approval process.</p>	<p>Set a goal and create an itemized budget using approved vendors. If the goal is reached, then DonorsChoose will purchase and send items directly to the campus. No money transacted at school!</p> <p>Submit the campaign for review and approval from DonorsChoose. If a project is fully-funded, the</p>

2019-2020 Help Keep Student Meal Accounts Current

COMPLETED

Give today to support Austin ISD Nutrition & Food Services

Austin ISD Nutrition & Food Services are committed to providing healthy food access for all students. Our charging and courtesy meal policies are in place to ensure no student goes without a balanced meal, regardless of their account balance or payment status. This initiative allows members of the community to contribute funds to help cover the negative balance of student meal accounts.

Project by: **AUSTIN ED FUND**

Campaign

Leaderboard

Backers 15

Updates 0



Nutrition &
Food Services

PROVIDE FUNDS TO HELP
BRING A STUDENT'S MEAL
ACCOUNT CURRENT



15

backers

\$11,560.00

donated of \$10,000.00 goal

Donation Amount

\$10.00

1 backers

Friend

\$25.00

2 backers

Supporter

Share this Campaign

Like 26

Share 26

Tweet

Share

Save

Email

50 Miles for their smiles

COMPLETED

My name is Luis Reséndiz and I am a First Grade Dual Language Teacher at **Ridgetop Elementary**. I am raising funds to purchase resources that will support the educational needs of our students.

I ask for your monetary support as I run **50 miles around Ridgetop Community area in Austin, TX in less than 8 hours**.

Project by: **RIDGETOP ELEMENTARY SCHOOL / LUIS RESENDIZ ALVARADO**

Campaign

Leaderboard

Backers **193**

Updates **0**



193
backers

\$13,226.00
donated of \$12,000.00 goal

Donation Amount

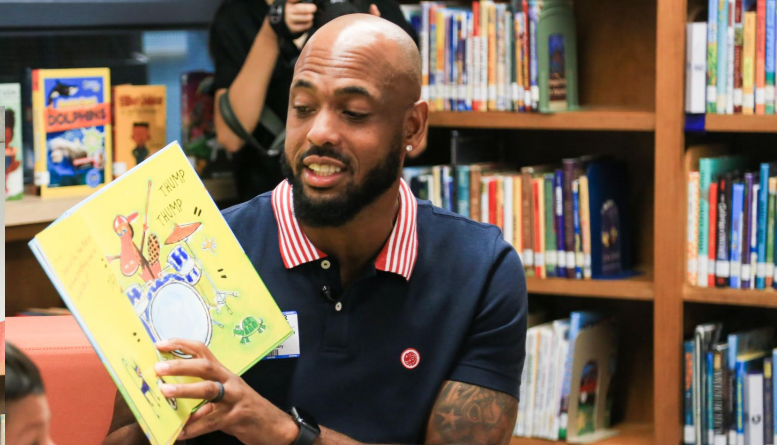
\$25.00

66 backers

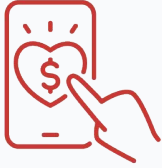
We appreciate you this much!



Share this Campaign



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1 million meals bolster caregivers amid pandemic



Food production specialist Ana Barcanas takes meals provided by the Austin Ed Fund to a vehicle at Perez Elementary School in Southeast Austin in February. The food program provides meals to caregivers alongside the meals schools pass out to students to keep families fed during the coronavirus pandemic. PHOTOS BY BRONIE WITTEN/AMERICAN-STATESMAN

Area restaurants partner with program, offer food

Sarah Asch Austin American-Statesman
USA TODAY NETWORK

When schools closed a year ago, Michelle Wallis, executive director of the Austin Ed Fund, knew her priority would be making sure families had food



was distributing to children.

The first version of the program was active for just a few weeks in March before running out of funding. Wallis restarted the program in May with a combination of city money and private donations.

Just over a year after the first meal was distributed, the program has delivered 1.27 million meals.

"For our kids, if they are not having



Good Work Austin



HENBIT



Total Donations

\$10,281,599.7

[View Report \(Crisis Fund Donations\)](#)

of Donations

1,066

[View Report \(Crisis Fund Donations\)](#)

of Donors

788

[View Report \(Crisis Fund Donations\)](#)

Donations by Account Type

Sum of Amount: \$10M



Account Type

- Other Organization
- Household
- Corporate
- Government
- Foundation

[View Report \(Crisis Fund Donations\)](#)

Total Gift Cards Distributed

\$1.1M

[View Report \(Crisis Fund Gift Card Impact\)](#)

Families Impacted by Gift Cards

12k

[View Report \(Crisis Fund Gift Card Impact\)](#)

Caregiver Meals Provided

1.7M

[View Report \(Crisis Fund Meals\)](#)

Gift Card \$ By Campus

Sum of Total \$ Amount of Gift Cards

Meals Distributed By Campus

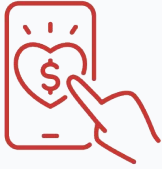
Sum of Quantity of Items

Top Donors

Account Name ↓

[City of Austin](#)[Moody Foundation, The](#)[H-E-B](#)[St. David's Foundation](#)[Samsung Austin Semiconductor](#)[Powell Foundation](#)[Bill Wood Foundation](#)[Amazon Web Services](#)[Austin Ed Fund](#)[Genevieve and Ward Orsinger Foundation](#)[Google](#)[NI](#)[Whole Kids Foundation](#)[Wells Fargo Foundation](#)[United Way for Greater Austin](#)[Jedel Family Foundation](#)[The Austin Stone Community Church](#)

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Martin Middle School students take family portraits for their classmates

Aaricka Washington, awashington@statesman.com

Published 5:01 a.m. CT Dec. 30, 2019

[View Comments](#)



A group of Martin Middle School photography students stand in front of the photography bulletin board. They have been photographing family portraits for their peers. [Courtesy of Dianne Murray] *Austin American-Statesman*


Martin Middle School's new photography project all started with the notion that every student should have a picture with their loved ones to cherish.

Dianne Murray, photography teacher at the East Austin school, said she recalls finding a student who was skipping class last year because he did not complete a homework assignment to bring something special from home. When he told her he did not even have a picture to bring of his family, Murray wanted to prevent that



We
Believe
In
Miracles

To all the angels out there
that cared about us, we
are so very thankful for
your gift. We have been
having a very tough time for
many many months. With each
day that goes by we give
much thanks for all the
good that happens, but it
is hard when you worry
about so many things especially
food. This gift is a true
Miracle for us, and words
just can't express how
grateful we are. Thank you
for caring about us. The
Lord does hear our prayers
This gift is proof of that.
We will buy food with it.



Thank you
Thank you
Thank you
Thank you
Thank you
Thank you
Thank you
Thank you
Thank you
Thank you

For
Caring!





Vision

Austin Ed Fund is a recognized **champion** of Austin ISD.

Mission

Austin Ed Fund inspires the community to invest in Austin ISD.

Belief Statement

We believe every **teacher** should be supported, every **student** should be inspired and strong public schools strengthen our **community**.

What We Do

We develop and steward meaningful public-private partnerships that promote innovation and support opportunities that prepare Austin ISD students for college, career and life.

Austin Ed Fund Strategic Priorities

PRIORITY: Grow Impact

GOAL: *Expand impact of programs and Austin ISD priorities.*

OBJECTIVE: Expand reach and grow impact of Innovation Grant and Student Opportunity Fund grant programs

OBJECTIVE: Strengthen impact of Ed Fund's role as incubator and accelerator for game-changing initiatives in Austin ISD

PRIORITY: Build Champions

GOAL: *Increase the number of people aware of Ed Fund and its impact on Austin ISD*

OBJECTIVE: Grow cadre of ambassadors that include Board Members, Teachers, Parents, Donors and District Leaders, who are equipped to share Ed Fund's mission and Austin ISD priorities

OBJECTIVE: Increase community knowledge about the Ed Fund

OBJECTIVE: Steward deep, long-term relationships with donors

PRIORITY: Increase Organizational Excellence

GOAL: *Increase revenue to support Ed Fund programs and Austin ISD strategic priorities*

OBJECTIVE: Increase the number and value of diverse revenue sources, including household gifts, institutional giving, and corporate relationships.

OBJECTIVE: Develop a plan to build robust vehicles for long-term, sustainable giving, such as endowment and excellence funds.

GOAL: *Maintain an engaged board that follows best practice in nonprofit governance*

OBJECTIVE: Board members participate and make personally significant financial contributions to the Austin Ed Fund.

OBJECTIVE: Board membership is reflective of AISD student demographics and major industries in Central Texas.

OBJECTIVE: Board continually builds knowledge of nonprofit governance and Ed Fund impact.

GOAL: *Build organizational capacity to effectively execute on priorities.*

OBJECTIVE: Build professional knowledge and tools of staff to strengthen the role of Ed Fund as incubator and accelerator.

OBJECTIVE: Build best-in-class financial, accountability and stewardship systems





www.austinedfund.org

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[@michellekwallis](#)