

CAMP



TEFN

ANNUAL CONFERENCE



APRIL 17-19

**HYATT REGENCY
LOST PINES RESORT
CEDAR CREEK, TX**

Welcome to the 2024 TEFN Annual Conference!

Texas Education Foundation Network (TEFN) was created to support local school education foundations in Texas by providing networking opportunities, sharing of best practices, and training resources needed for foundations to be successful. TEFN is a program of Texas Pioneer Foundation, a private, independent foundation established to support outstanding and innovative educational programs and projects in Texas.

It's been 15 years since the first meeting of school foundations in Texas. In 2009, a group of 35 Texas Pioneer Foundation grantees gathered together to share their experiences. During that first meeting, we found there was a strong desire to create networking opportunities and training for school foundations in Texas.

As a result, we formed a conference committee from various school foundations across the state who developed the first annual conference the following year in 2010. There were 89 attendees for the first conference. Thanks to your support, the network and the conference have grown considerably. We are expecting over 275 attendees this year representing executive directors, board members and staff from over 100 school foundations in Texas.

This year's conference will feature non-profit consultants, executive directors and professional speakers presenting 24 breakout and general sessions. In addition, we are excited to add the pre-conference sessions to give you another opportunity to connect, learn and share with your peers.



Fred Markham
President & CEO
Texas Pioneer Foundation



Michelle Coburn
Executive Director
Texas Pioneer Foundation



Table of Contents

05	Schedule
07	Keynote Speakers
08	Wednesday Schedule
09	Thursday Schedule
18	Friday Schedule
19	Speaker Directory
21	Session Evaluations
22	Outstanding Achievement Award Finalists
23	Hotel Map



The Texas Education Foundation Network is a program of the Texas Pioneer Foundation.

The Texas Education Foundation Network (TEFN) was launched in 2012 as a program of the Texas Pioneer Foundation and was created to support local education foundations in Texas by providing networking opportunities, sharing of best practices and providing training and resources needed for foundations to be successful. The Texas Pioneer Foundation is a private independent foundation established to support outstanding and innovative educational programs and projects in Texas.



2024 TEFN Conference Committee



Ashley Adair
Friendswood ISD
Education Foundation



Cameka Crawford
The Richardson ISD
Foundation



Lexie Greathouse
Judson Education
Foundation



Heather McFarland
Alamo Heights
School Foundation



Linda Medina-Lopez
Pflugerville Education
Foundation



Laurin Moore
Angleton ISD Education
Foundation



Samantha Ruiz
Southwest
ISD



Sandra Scott
Spring ISD Education
Foundation



Ally Surface
Eagle Mountain Saginaw
Education Foundation



Geny White
TCISD Foundation
for the Future



Erin Windham
Nacogdoches ISD
Education Foundation



TEFN Advisory Council



Karen Anderson
Red Oak ISD
Education Foundation



Shawn Callaway
Foundation
Innovation LLC



Valerie Foster
Sanger Education
Foundation



Judy Geelhoed
SAISD Education
Foundation



Randy Lewallyn
Mesquite ISD
Education Foundation



Suzi Pagel
Foundation
Innovation LLC

Conference Overview

Wednesday, April 17, 2024

1:00 p.m. – 6:30 p.m.	Conference Check-In.....	Baron’s Ballroom Foyer
1:00 p.m. – 6:30 p.m.	Conference Lounge Open.....	Dewitt
2:00 p.m. – 5:00 p.m.	Pre-Conference Sessions (pre-registered attendees ONLY).....	Baron's EFG, Baron's D, Ranger Room, Navarro Y Bangs, Baron's ABC
5:30 p.m. – 6:30 p.m.	Welcome Reception.....	Pecan Court
	Dinner on your own	

Thursday, April 18, 2024

8:00 a.m. – 5:00 p.m.	Conference Registration.....	Baron’s Ballroom Foyer
8:00 a.m. – 5:00 p.m.	Conference Lounge Open.....	Dewitt
8:00 a.m. – 9:00 a.m.	Breakfast & Networking.....	Baron’s Ballroom
9:00 a.m. – 9:15 a.m.	Welcome & Opening Remarks.....	Baron’s Ballroom
9:15 a.m. – 10:15 a.m.	Keynote Speaker.....	Baron’s Ballrom
10:30 a.m. – 11:30 a.m.	Breakout Sessions-Navarro Y Bangs, Houston AB, Lost Pines 6-7, Robertson-Leftwich, Austin, Milam	
11:45 a.m. – 1:00 p.m.	Luncheon & Achievement Awards.....	Baron’s Ballroom
1:15 p.m. – 2:15 p.m.	Breakout Sessions-Navarro Y Bangs, Houston AB, Lost Pines 6-7, Robertson-Leftwich, Austin, Milam	
2:30 p.m. – 3:30 p.m.	Breakout Sessions-Navarro Y Bangs, Houston AB, Lost Pines 6-7, Robertson-Leftwich, Austin, Milam	
3:45 p.m. – 4:45 p.m.	Breakout Sessions-Navarro Y Bangs, Houston AB, Lost Pines 6-7, Robertson-Leftwich, Austin, Milam	
5:30 p.m. – 7:00 p.m.	Networking Reception.....	Pecan Court



Conference Overview

Friday, April 19, 2024

8:00 a.m. – 11:45 a.m.	Conference Registration.....	Baron’s Ballroom Foyer
8:00 a.m. – 11:45 a.m.	Conference Lounge Open.....	Dewitt
8:00 a.m. – 9:00 a.m.	General Breakfast Session.....	Baron’s Ballroom
9:15 a.m. – 10:15 a.m.	Award Applicant Showcase.....	Navarro Y Bangs, Houston AB, Robertson-Leftwich, Austin, Milam
10:30 a.m. – 11:30 a.m.	General Session.....	Baron’s Ballroom
11:30 a.m. – 11:45 a.m.	Closing Remarks.....	Baron’s Ballroom
11:45 a.m.	Conference Ends	

Special Thanks To 2024 Conference Graphics and Videography Team



Maya Golden Bethany



Jason Bethany

2024 Conference Photography provided by



CHARLES QUINN
PHOTOGRAPHY



2024 Keynote Speakers



**Pamela Benson
Owens**

"The Anatomy of A Good Camper" Thursday, April 18, 9:15 a.m.

During this interaction session, attendees will explore and be invited to lean in to the day, understand what equips us to be good campers and identify how to make the most of their "camping" conference experience. Attendees will: create a container of comfort and authenticity that prepares participants to learn; create a space of commonality, kindness and grace to foster relationship building; receive "permission slips" for participants to be present, soak in the knowledge and be reflective about how to leverage what they are learning back at work.



Charles Dupre

"Why The Way You Connect Matters More Than Ever" Friday, April 19, 8:00 a.m.

The purpose of this session will be to inspire, encourage, and appreciate foundation board members and staff. The session will include personal perspectives, as a superintendent, about the effective partnership between the foundation and the school district, and specific ways the foundation can impact student achievement, teacher morale, and district culture. The session will also incorporate leadership topics and personal stories from Dupre's life and leadership journey.



Wednesday, April 17 Schedule

1:00 – 6:30 CONFERENCE CHECK-IN

Baron's Ballroom Foyer

1:00 – 6:30 CONFERENCE LOUNGE OPEN

Dewitt

2:00 – 5:00 PRE-CONFERENCE SESSIONS (pre-registered attendees ONLY)

Fish Camp - Education Foundation Basics & Essentials

Baron's EFG

Shawn Callaway, President - Foundation Innovation LLC

Are you or your foundation NEW to the world of advancement and philanthropy? Take this deep dive into the essential components and necessities of running a high-achieving and capacity building foundation. This is the session tailor-made to all the "Freshman" in the Texas education foundation community! New foundations and those new to foundations will learn about government requirements, best practices and successful opportunities to grow foundations and boards into strong and thriving organizations.

Building a Development Plan with a Simple Framework

Baron's D

Kenny Sigler, Partner - Sigler Crist Agency

This session will teach participants how to use a simple framework to build an effective development plan. Participants will leave this session with the ability to create a development plan using this framework in partnership with the board and staff. This presentation will incorporate slides, a digital download, and group discussion throughout the session.

Board Development Bootcamp

Ranger Room

Brian Brandt, President - Core Insights

Building a board that is engaged and makes an impact is critical to the success of your foundation. What are the key elements that need to take place in order to build a board that leads and participates? Participants will walk away with tangible ways to recruit, retain and maximize their board members. Everyone will be engaged through reflection, discussion, and group activities. Participants will receive a handout and PowerPoint will be used to supplement for visual learners.

How to be a Fundraising Champion

Navarro Y Bangs

Rachel Muir, CFRE - Nonprofit consultant, speaker & trainer

This workshop will be a fast paced session that will include a powerpoint and links to handouts that folks can download. This workshop will also show you: Sustainable Fundraising Strategies for Small Shops; How Turn your Board into Fundraising Superheros; What the Best Fundraisers Do Differently; How to Nail the Ask.

Strategic Leadership for Long-Term Success

Baron's ABC

Charles Dupre, Deputy Executive Director, Member Engagement + Support - TASA

This session will focus on specific leadership skills required of the foundation board members and staff to ensure an effective, high-performing leadership team; the importance of collaboratively developing a strategic plan to guide the foundation's work and investment; and the importance of incorporating school district leadership in the development of the strategic plan to ensure alignment of support with district goals and priorities. The session will include time for the team to self-assess the strengths and weaknesses of their leadership team, team discussion regarding the status of the foundation's current strategic plan or lack thereof, and specific strategies for partnering with the school district for impactful support of district goals and objectives. Attendees will be presented with an engaging slide deck, individual reflection, and small group discussion.

**5:30 – 6:30 WELCOME RECEPTION
(DINNER ON YOUR OWN)**

Pecan Court

08

Thursday, April 18 Schedule

8:00 - 5:00 CONFERENCE CHECK-IN **Baron's Ballroom Foyer**

8:00 - 5:00 CONFERENCE LOUNGE OPEN **Dewitt**

8:00 - 9:00 BREAKFAST & NETWORKING **Baron's Ballroom**

9:00 - 9:15 WELCOME & OPENING REMARKS **Baron's Ballroom**

Fred Markham, President & CEO - Texas Pioneer Foundation

Michelle Coburn, Executive Director - Texas Pioneer Foundation

9:15 - 10:15 KEYNOTE SPEAKER **Baron's Ballroom**

The Anatomy of a Good Camper

Pamela Benson Owens, CEO - Edge of Your Seat Consulting/Six Square Black Cultural Arts District

10:30 - 11:30 BREAKOUT SESSIONS

Compliance Issues for the Use of Foundation Funds (repeated session) **Navarro Y Bangs**

Janet Bubert, Attorney - Underwood Law Firm

Join us for a review of the compliance issues that may arise when making decisions about the use of foundation funds. We will discuss restrictions that may apply and the factors to be considered when evaluating a specific use of charitable funds. Opportunity to develop decision points for evaluating the use of foundation funds to ensure the foundation's activities comply with applicable law. This session will also include a powerpoint presentation.

Your Fundraising Gold Mine: Legacy Gifts **Houston AB**

Rachel Muir, CFRE - Nonprofit Consultant, Speaker & Trainer

This workshop will give you everything you need to quickly secure a bountiful nest egg of donors naming you in their will or estate. Best of all, contributing these gifts gives your donors immense satisfaction yet costs them nothing. Why is this so critical now? Not only is the average planned gift between \$100,000 and \$250,000 and realized in as little as 1 to 4 years, but reality check: your largest and most generous donor groups will be passing on. If you don't secure bequests from them now, you'll suffer a huge drop in revenue! If you fail to ask, other charities will. This session will help you turn on the firehouse! Come discover:

- ✓ How to launch a planned giving program
- ✓ Who your best prospects are
- ✓ What to ask to uncover planned gifts
- ✓ Simple strategies to start marketing planned giving and more!

This fast paced session will include a powerpoint and links to handouts that folks can download.



Thursday, April 18 Schedule

Start with Mission: Creating Mission-Focused Programs

Lost Pines 6-7

Jennifer Burton, Executive Director - Northwest ISD Education Foundation

Alyssa Pry, Director of Communications and PR - Northwest ISD Education Foundation

This session focuses on how the Northwest ISD Education Foundation strategically diversified its programs to support Northwest ISD to provide a larger impact for students, staff, and the community as a whole. Key takeaways include how to identify the current needs of your district and how to collaborate with your board of directors to evaluate opportunities and expand programming. The session will include time for self-assessment and group discussion as well as a PowerPoint presentation and handouts.

Board Member Clarity - Understanding the Essentials

Robertson-Leftwich

Brian Brandt, President - Core Insights

Understanding the fundamental roles, responsibilities, and duties is essential to set the stage for effective and active board service. In this session, participants will look at excellent practices that mature board members follow. You'll identify key areas to strengthen in order to see your board members reach their potential. This will be an active session with discussion, reflection, handouts, PowerPoint, and activities.

Mission-Minded Marketing:

Creating a Mission-Focused Marketing & Communications Plan

Austin

Julie Shannan, Chief Executive Officer - Big Mission Consulting

Unlock the power of your organization's mission! This interactive workshop will help you inspire and attract more donors and volunteers so you can make a bigger impact! Session attendees will come away with a better understanding of their audiences, how to make their marketing and communications inspirational, and how to manage an effective marketing plan with limited resources. Learn how to apply the Golden Circle to your messaging so audiences are inspired to get involved. Identify audiences and craft effective messages for each audience. Attendees will receive a marketing and communications plan template to help plan and execute effective communication throughout the year. Each participant will receive a social media toolkit with the latest resources available to help them with online marketing, digital access to a marketing and communications plan template, Golden Circle and audience handouts to help them craft their "Why" and audience messages.



Thursday, April 18 Schedule

Elevating Impact: The Power of AI in Nonprofit Missions

Milam

Bhavani Kola, Department Chair CS/IT - Tarrant County College

Participants will learn how AI can streamline work processes, expand audience reach, and enhance funding, social media engagement, and data analysis for nonprofits. The presentation will showcase practical AI applications that can elevate the impact of nonprofit missions. Participants will learn how to utilize ChatGPT and other GPT-based technologies to automate and optimize communication, content creation, and customer service within their nonprofits. Attendees will discover strategies for integrating GPT technologies into their data analysis and social media management workflows, enabling more effective engagement and outreach efforts. The presentation will incorporate interactive activities, such as live demos of AI tools and guided exercises, allowing participants to experience firsthand the capabilities and benefits of AI in nonprofit settings. A PowerPoint presentation, enriched with visuals and real-world case studies, will be used to illustrate the impact of AI technologies. Attendees will also receive handouts summarizing key points and resources for further exploration.

11:45 - 1:00 LUNCHEON & ACHIEVEMENT AWARDS PRESENTATION

Baron's Ballroom

1:15 - 2:15 BREAKOUT SESSIONS

Compliance Issues for the Use of Foundation Funds (repeated session)

Navarro Y Bangs

Janet Bubert, Attorney - Underwood Law Firm

Join us for a review of the compliance issues that may arise when making decisions about the use of foundation funds. We will discuss restrictions that may apply and the factors to be considered when evaluating a specific use of charitable funds. Opportunity to develop decision points for evaluating the use of foundation funds to ensure the foundation's activities comply with applicable law. This session will also include a powerpoint presentation.

How to Write a Winning Fundraising Appeal

Houston AB

Rachel Muir, CFRE - Nonprofit Consultant, Speaker & Trainer

Is writing a winning fundraising appeal that inspires your donors to give generously keeping you up at night? Worried you won't hit your fundraising goal? Worried your donors will feel over-solicited by all your asks? If you're stressed and overwhelmed, let our expert, Rachel Muir, CFRE show you where to start! Rachel is making appeal writing easy. You'll learn:

- What to write in your appeal to raise more money
- How to format and design your appeal to get better results!
- A step-by-step guide to develop your appeal
- PLUS...you'll get checklists, templates, plus before and after appeal "makeovers"

This fast paced session will include a powerpoint and links to before after appeal makeovers as well as templates to write appeals.



Thursday, April 18 Schedule

People-Powered Philanthropy: Giving Circles as a Tool for Change

Robertson-Leftwich

Tyeshia 'Ty' Wilson, Senior Director of Community - Philanthropy Together

Giving circles bring groups of people together to pool their money and decide where to make a collective gift. This is people-powered philanthropy—giving that is values-aligned and centers our communities and people. Want to learn more about this people-powered model and how you can build power and uplift your community? Join us for an inspiring session to learn why collective giving is important, how it can benefit foundations and communities, and how to put them into practice. Participants will be introduced to the concept of collective giving and learn about the latest research findings in the field, discuss the impact of giving circles on philanthropy and uplift the equitable and trust-based practices that giving circles use in their grantmaking. Attendees will be engaged with the usage of a powerpoint presentation, a handout and there will be room for Q&A and a quick trivia for giveaway prizes (time permitting).

Cultivating a Collaborative Relationship

Between the Executive Director & Board Chair

Austin

Jerri Monbaron, Executive Director - Humble ISD Education Foundation

One of your most important relationships as an Executive Director is with your Board Chair. Sharing authority while staying out of each other's lane can be tricky but when done right, it can be a powerful one-two punch to propel your organization to even greater success. Executive directors and board chairs will learn how to best communicate and collaborate to set the organization up for success during the chair term. Participants will learn how to develop a connection with someone when it doesn't come naturally. We will have handouts, powerpoint, and two interactive activities. This presentation will be given by both Jerri Monbaron and her Board Chair, Deborah Rose Miller, so participants will get two viewpoints of the ED/Chair relationship.

Grant Writing Workshop - How to Write a Successful Corporate & Foundation Grant

Milam

Coleen Brighton, Executive Director - Leander Educational Excellence Foundation

Before we dive into finding grant opportunities, we'll first walk through the components a nonprofit needs to be "Grant Ready." It is essential to the success of writing and winning a grant award. Attendees will leave knowing if their Nonprofit Organization (NPO) is ready to write grants and if not, what they need to successfully write a grant. We'll share the best resources to find non-governmental grants and match to your district's program needs, outline what funders are looking for in a successful grant proposal, and how to stay compliant while managing your grant after receiving funding. Attendees will be shown a powerpoint presentation and will receive a handout with some grant writing resources I've found helpful over the years.



Thursday, April 18 Schedule

Harnessing Data for Nonprofit Fundraising Success

Lost Pines 6-7

Ana Cardenas, Data & Impact Manager – San Antonio ISD Foundation

Justin Eatherly, Executive Director – Forney Education Foundation

Participants will gain insights into leveraging data analytics and strategies to enhance fundraising efforts. Key topics include donor segmentation, impact measurement, and tracking tools to maximize fundraising outcomes. Participants can apply data-driven insights to segment donors effectively, tailor communication strategies, and foster stronger relationships with contributors. We will incorporate actual examples to visually illustrate fundraising trends, donor patterns, and impact metrics. This will allow attendees to explore data interactively and gain deeper insights.

2:30 – 3:30 BREAKOUT SESSIONS

Branding in the Wild (repeated session)

Navarro Y Bangs

Briana Estrada, Multimedia Specialist – Judson ISD

Natalie Guzman, Publication Specialist – Judson ISD

Let's embark on a branding and marketing adventure with Canva! In 'Branding in the Wild,' we'll learn why branding is your guiding star, explore Canva as a marketing tool, and discover the spark for creating engaging content. Get inspired by success stories, and equip yourself with marketing tips and tricks tailored for your education foundation. Join us and leave with the tools to ignite your branding and marketing campaigns. The attendees will gain valuable insights in the role of branding their education foundation through Canva, design, content creation and building a presence on social media. They can take home key elements for marketing tips and tricks to build a successful marketing campaign. We will be integrating technology/activities through a Canva presentation, printed handouts for notes, interactive tutorials and group discussions.

Getting Your Board “On Board”

Houston AB

Crystal Scanio, President and CEO – Irving Schools Foundation

This session will feature a panel of Irving Schools Foundation board members that will walk through the process of recruitment, onboarding, retainment, and engagement of board members. Participants will learn how to successfully recruit board members that will be an extension of your staff and fundraising team. Attendees will also learn how to keep board members engaged and excited about fundraising and advocating for your organization. We will have a PowerPoint and a panel of volunteer board members that will keep it interactive and fun.



Thursday, April 18 Schedule

Employee Giving Panel

Robertson-Leftwich

Sandra Harper Scott, Executive Director - Spring ISD Education Foundation

Ally Surface, Director - Eagle Mountain Saginaw Education Foundation

Geny White, Executive Director - TCISD Foundation for the Future

Learn about employee giving campaigns from a variety of different size school districts.

Participants will be able to walk away with ideas and techniques to increase employee giving. This session will be interactive with discussion from different size districts. Example materials will be given.

Common Challenges Facing Growing Foundations -

Wish I'd Known Then What I Know Now

Austin

Suzi Pagel, CFRE - Foundation Innovation

Once you've established your education foundation and made it through the first year or two, what are some of the challenges and issues that can arise? Join us for this discussion about challenges and solutions that growing education foundations face and the solutions that can help your organization become more effective and impactful. Presentation will include descriptions of ten common challenges faced by growing education foundations and possible solutions to each one. Additional time will be provided for participants to suggest other challenges and possible solutions. Attendees will be provided with a powerpoint presentation and handouts.

Prospecting Local Private & Family Foundations

Milam

Judy Geelhood - Executive Director - San Antonio ISD Foundation

Heather McFarland, Executive Director - Alamo Heights School Foundation

In this presentation, we will cover the process of locating potential new private and corporate funding sources, determining if there is a value match, building relationships, and preparing necessary documents. By the end of the session, participants will better understand how to decide which foundations to approach for funding and increase their chances of success. Attendees will also learn how to locate, research and identify potential funding sources that align with their organization's values and mission; determine if a values match exists between their organization and the foundation; and will gain the knowledge to build relationships with potential funders and prepare necessary documents for grant applications, increasing their chances of success securing funding for their organization. Attendees will have the opportunity to engage with each other and will be provided with handouts and links to sites that will allow participants to jump into the work upon their return.



Thursday, April 18 Schedule

Endowments: Evaluating Your Foundation's Capacity & Best Practices

Lost Pines 6-7

Valerie Foster, Executive Director - Sanger Education Foundation

What exactly is an endowment fund? This session will focus on the many options and means in which to establish an endowment and/or expand your endowment funds into individually named endowments thus creating a perpetual funding pathway for legacy giving with scholarships and foundation programs. But first, do you understand what a perpetual source of funding is? Do you have the capacity or policies to grow an endowment fund? Does your organization and your supporters lend itself to having an endowed fund through legacy gifts, memorial gifts, or through estate planning? If so, and there is a need to build a sustainable source of funding for not just scholarships but also for instructional programs this might be your session. This is a perfect session for new or established foundations looking to expand or develop an endowment program.

3:45 - 4:45 BREAKOUT SESSIONS

Branding in the Wild (repeated session)

Navarro Y Bangs

Briana Estrada, Multimedia Specialist - Judson ISD

Natalie Guzman, Publication Specialist - Judson ISD

Let's embark on a branding and marketing adventure with Canva! In 'Branding in the Wild,' we'll learn why branding is your guiding star, explore Canva as a marketing tool, and discover the spark for creating engaging content. Get inspired by success stories, and equip yourself with marketing tips and tricks tailored for your education foundation. Join us and leave with the tools to ignite your branding and marketing campaigns. The attendees will gain valuable insights in the role of branding their education foundation through Canva, design, content creation and building a presence on social media. They can take home key elements for marketing tips and tricks to build a successful marketing campaign. We will be integrating technology/activities through a Canva presentation, printed handouts for notes, interactive tutorials and group discussions.

Planning Now for Future Growth: Staff, Board and Organization Succession!

Houston AB

Marianne Reap, Executive Director - Round Rock ISD Partners in Education Foundation

Michel Hudson, Owner & Foundation - 501(c)onsulting

This session will dig deeper into the planning for future growth of your foundation by focusing on developing your staff, board and organization with the ultimate goal of putting a succession plan in place for leading to continued success. Attendees will be provided with steps to develop their own foundation succession plan with their boards and will learn how to identify the components of a strong succession plan that fits their organization (big or small). Handouts of two succession plans and board development matrix that leads to the development of a strong board for the future will be provided along with a powerpoint presentation. materials.



Thursday, April 18 Schedule

The Value of Volunteers

Robertson-Leftwich

Carrie Smith, Alumni & Community Engagement Manager – San Antonio ISD Foundation

In this session, you will discover three meaningful ways that volunteers can make an impact on your foundation. You will learn how to recruit & retain a core of volunteers. Attendees will uncover a need that can be filled by a volunteer. They will leave with ideas of where to recruit volunteers, gain tips on volunteer-to-donor conversion and practical ways volunteers can elevate your impact and visibility within your community.

Recipe for Success: When Passion Meets Purpose

Lost Pines 6-7

Veronica Goldhorn, Board Member – SCUC ISD Education Foundation

Deanna Jackson, Director of Communications – SCUC ISD

Follow along with two leaders from SCUC ISD and the SCUC Education Foundation to learn how they faced their current reality through an honest self-assessment that would eventually transform their organization through authentic (and fun!) community engagement. Discover how they navigated challenges and embraced the philosophy of "slow is smooth, and smooth is fast" to propel their mission forward. Unlock the secrets behind their strategies to expand their board, elevate brand visibility, and secure lasting success for the future. Expect to be captivated, inspired, and equipped with invaluable insights to ignite change in your own journey. Participants will be able to use the self-assessment handout to determine their primary areas of need/focus for their own education foundation. Our goal is to validate attendees in their current work and provide hope that there is always an opportunity to improve their education foundation by taking small steps. We will have a PowerPoint presentation and a self-assessment handout.

Building an Alumni Engagement Program

Austin

Jessica Almaraz, Donor & Alumni Relations Manager – Alamo Heights School Foundation

Heather McFarland, Executive Director – Alamo Heights School Foundation

Participants will gain strategies to evaluate and enhance alumni engagement in order to create lasting relationships with their alumni. This presentation will outline a variety of ways education foundations and school districts can bring alumni into the donor family and generate additional support from alumni, including but not limited to annual giving, planned giving, class reunions, and alumni-centered events. Attendees will learn how to efficiently evaluate and enhance alumni engagement in order to bring alumni into the education foundation's donor family and how to establish and execute alumni-centered events that support the mission of the education foundation. There will be a PowerPoint, Q&A interaction and handouts/samples of alumni materials.



Thursday, April 18 Schedule

Prepare to Partner - Push Your Grant to the TOP of the Corporate Ladder

Milam

Cameka Crawford, Executive Director - The Richardson ISD Education Foundation

Discover how to skyrocket your grant proposals to corporate success! In this session, we will uncover insider tips for securing funding and building lasting partnerships that align with your education foundation's mission while diving into interactive case studies and hands-on exercises. After this session, participants will gain insights into the written and unwritten rules corporate partners use when evaluating funding requests. Attendees will also receive a template to help them evaluate whether a corporate partner is the right partner for their organization. Attendees will review and provide feedback on case studies that are real-world examples of how to and how not to secure corporate funding. Session participants will also apply the techniques learned by using technology to research and complete an assessment of their education foundation and a potential corporate partner.

5:30 - 7:00 NETWORKING RECEPTION & DINNER

Pecan Court

TEFN proudly thanks our host



Friday, April 19 Schedule

8:00 - 11:45 CONFERENCE REGISTRATION

Baron's Ballroom Foyer

8:00 - 11:45 CONFERENCE LOUNGE OPEN

Dewitt

8:00 - 9:00 GENERAL BREAKFAST SESSION

Baron's Ballroom

Why We Serve, Why We Lead

Charles Dupre, Deputy Executive Director, Member Engagement & Support - Texas Association of School Administrators (TASA)

9:15 - 10:15 AWARD APPLICANT SHOWCASE Navarro Y Bangs, Houston AB, Robertson-Leftwich, Austin, Milam

Grab your trail map and go on an adventure! Tour the TEFN Achievement Award applicants and learn about all the exciting activities of your peers. Attendees will select their favorite applicant for the Campers' Choice Awards at the end of the conference and will also enter for a chance to win a free hotel stay for next year's conference!

10:30 - 11:30 GENERAL SESSION

Baron's Ballroom

Unpacking Your Camp Trunk

Pamela Benson Owens, CEO - Edge of Your Seat Consulting/Six Square Black Cultural Arts District

11:30 - 11:45 CLOSING REMARKS

Baron's Ballroom

Campers' Choice Awards, Trail Map Drawing & Committee Closing Remarks

Campers' Choice Award Voting



Tell us your favorite! Visit the 2024 Awards Showcase. You will be provided with a stamp card that is an entry form for a free hotel stay at the Hyatt Regency Lost Pines Resort for the 2025 TEFN Annual Conference! When you visit an award showcase, you will receive a stamp. Fill your card with a minimum of 6 (six) stamps to enter the drawing for the hotel stay.

On the bottom of your stamp sheet, write in your vote for your **favorite** award showcase! Drop your stamped form and your vote in the container. The winner of the drawing and Campers' Choice Award will be announced at the end of the conference! You must be present to win!



2024 Speaker Directory

Speaker	Organization	Title	Email	Phone
Ally Surface	EMS Education Foundation	Director	asurface@ems-isd.net	(817) 232-0880
Alyssa Pry	Northwest ISD Education Foundation	Director of Communications and PR	alyssa.pry@nisdtx.org	(817) 715-9393
Ana Cardenas	SAISD Foundation	Data & Impact Manager	acardenas5@saisd.net	(210) 554-2235
Bhavani Kola	TCC	Dept Chair - CS/IT	bhavani.kola@tccd.edu	(817) 515-8304
Brian Brandt	CoreInsights	President	briane@coreinsightsleadership.com	(903) 316-2540
Briana Estrada	Judson ISD	Multimedia Specialist	bestrada@judsonisd.org	(210) 945-5411
Cameka Crawford	The Richardson ISD Foundation	Executive Director	cameka.crawford@risd.org	(469) 593-0241
Carrie Smith	SAISD Foundation	Alumni & Community Engagement Manager	csmith@saisd.net	(210) 554-2235
Charles Dupre	Texas Association of School Administrators	Deputy Executive Director, Member Engagement + Support	cdupre@tasanet.org	(512) 852-2114
Coleen Brighton	Leander Educational Excellence Foundation	Executive Director	coleen@leeftx.org	(512) 570-0027
Crystal Scanio	Irving Schools Foundation	President and CEO	cscanio@irvingisd.net	(972) 600-5018
Deanna Jackson	SCUC ISD	Director of Communications	ddjackson@scuc.txed.net	(210) 945-6065
Geny White	TCISD Foundation for the Future	Executive Director	gwhite@tcisd.org	(409) 916-0108
Heather McFarland	Alamo Heights School Foundation	Executive Director	hmcfarland@ahisd.net	(210) 832-5957
Janet Bubert	Underwood Law Firm	Attorney	janet.bubert@uwlw.com	(817) 885-7529
Jennifer Burton	Northwest ISD Education Foundation	Executive Director	jennifer.burton@nisdtx.org	(817) 215-0190
Jerri Monbaron	Humble ISD Education Foundation	Executive Director	jerri.monbaron@humbleisd.net	(281) 641-8143
Jessica Kelley Almaraz	Alamo Heights School Foundation	Executive Director	jalmaraz@ahisd.net	(210) 832-5957
Judy Geelhoed	SAISD Foundation	Executive Director	jgeelhoed@saisd.net	(210) 554-2235
July Shannan	Big Mission Consulting	Chief Executive Officer	julie@mybigmission.com	(512) 633-9569
Justin Eatherly	Forney Education Foundation	Executive Director	jdeatherly@forneyisd.net	(972) 533-0756
Kenny Sigler	Sigler Crist Agency	Partner	kenny@siglercrist.com	(903) 954-0105
Marianne Reap	Round Rock ISD Partners in Education Foundation	Executive Director	marianne_reap@rrisdeducationfoundation.org	(512) 970-4322
Michel Hudson	501(c)onsulting	Owner/Founder	mhudson@501consulting.com	(512) 565-0142
Natalie Guzman	Judson ISD	Publication Specialist	nguzman@judsonisd.org	(210) 945-5415
Pamela Benson Owens	Edge of Your Seat Consulting/Six Square Black Cultural Arts District	CEO	powens@edgeoys.com	(512) 736-0493
Rachel Muir	Nonprofit Consultant, Speaker & Trainer	CFRE	rachelmuir@gmail.com	(512) 970-7983
Sandra Scott	Spring ISD Education Foundation	Executive Director	slscott55@yahoo.com	(832) 922-0830
Shawn Callaway	Foundation Innovation LLC	President & Owner	shawne@foundationinnovation.com	(512) 535-2046



2024 Speaker Directory

Speaker	Organization	Title	Email	Phone
Suzi Pagel	Foundation Innovation LLC	CFRE	suzieefoundationinnovation.com	(512) 535-2046
Tyeshia 'Ty' Wilson	Philanthropy Together	Senior Director of Community	tyeshia@philanthropytogether.org	(469) 951-0579
Valerie Foster	The Sanger Education Foundation	Executive Director	vfoster@sangereducationfoundation.org	(940) 600-8890
Veronica Goldthorn	SCUC ISD	Board Member	veronicagoldhorneyahoo.com	(210) 945-6065

For Complete Speaker Bio's Visit



Thank you for attending the 2024 TEFN Annual Conference!



Session Evaluations

Be sure to scan the QR code and locate each session you attend. Your feedback helps the conference committee create a better conference!



Board2Board Location Survey

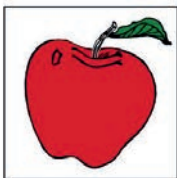
TEFN, in partnership with Foundation Innovation LLC, is looking for new locations to host the 2024-2025 Board2Board Workshops. Board2Board is a day-long, regional training workshop designed specifically for education foundation board members, staff and administrators to learn and network! Board2Board is your chance to learn the latest trends for education nonprofits, network with peers and share best practices! Complete the survey to help bring Board2Board to a location near you!



2024 Outstanding Achievement Award Finalists



The Friendswood ISD Education Foundation (FEF) Adopt-A-Grant program allows educators across Friendswood ISD the opportunity to submit grant applications for innovative and engaging tools, resources, and experiences they would like to bring to life for their students. FEF takes all the grant applications received each Fall and puts them online for the community to go "online shopping" for learning. Every year the online campaign is open to the public from GivingTuesday until the Friday before Spring Break. Parents or grandparents often fund grants submitted by their child's teachers, or companies will fund grants submitted by a particular program they are passionate about. After the online campaign closes, the Foundation takes the funds that we have raised at our annual fundraising events and picks up as many of the grants that are still available as possible. While the online Adopt-A-Grant campaign is open, the FEF hosts an annual Gala each February and grants are available and promoted for guests to purchase at the event.



PARTNERS IN EDUCATION
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Round Rock ISD

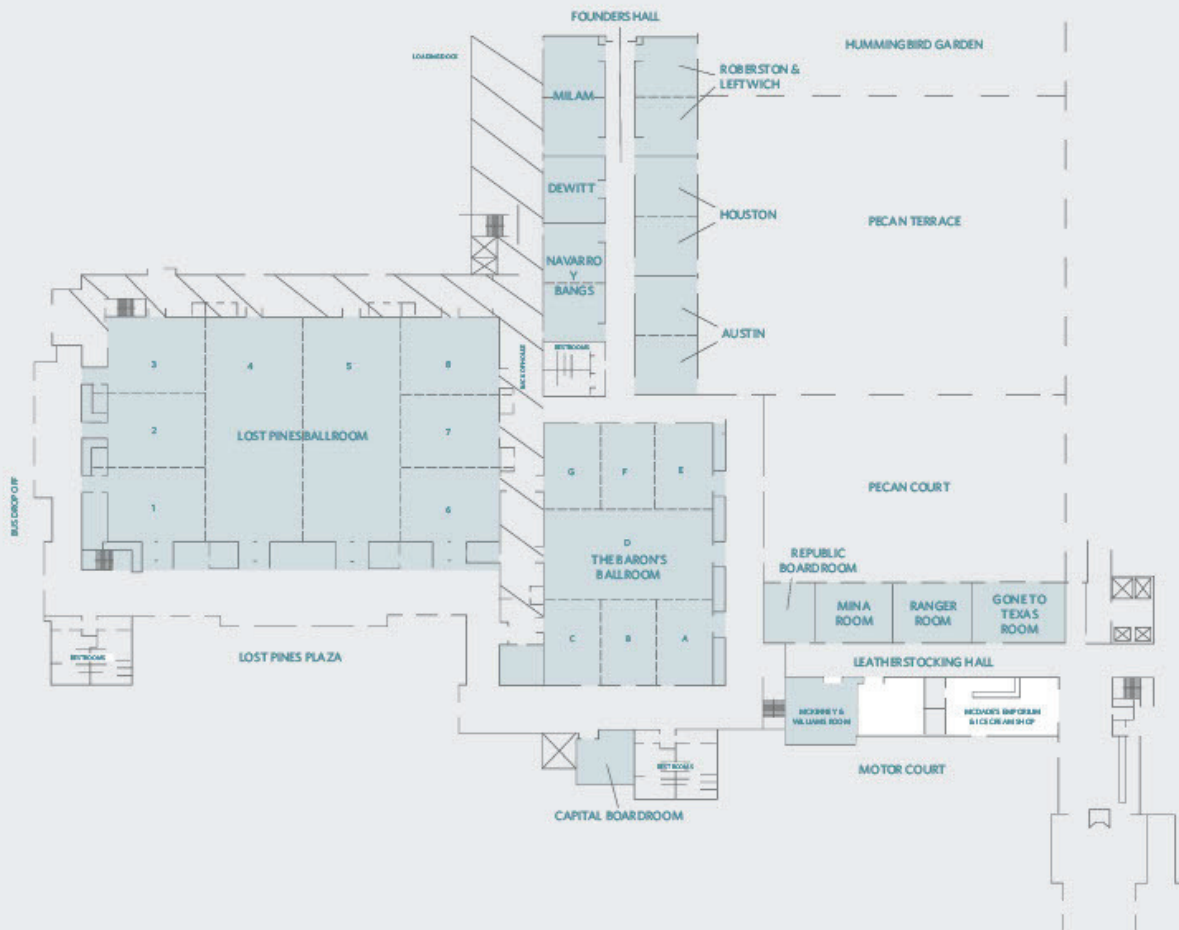
The Round Rock ISD Partner in Education Foundation secured a \$100,000 grant for professional development in providing a one day district-wide Connect5 Conference for every teacher in the district. The day-long event focused on these primary areas and goals: Innovative Teaching Strategies and Collaborative Practices--educators shared unique and effective teaching methods that CULTIVATE engagement and enhance learning outcomes. Creative Ideas: Inspire creativity and enthusiasm among students and colleagues; CREATE connections among audiences or build something new. Community, Purpose, and Sense of Belonging: educators presented strategies and initiatives designed to improve COMMUNITY relationships, and a sense of belonging. Wellbeing and Fun: ISD staff invited colleagues to join them in the COURTYARD to have some fun or get CENTERED by focusing on health and wellbeing. The result was 3,700 teachers and staff were in attendance for a hugely successful training day.



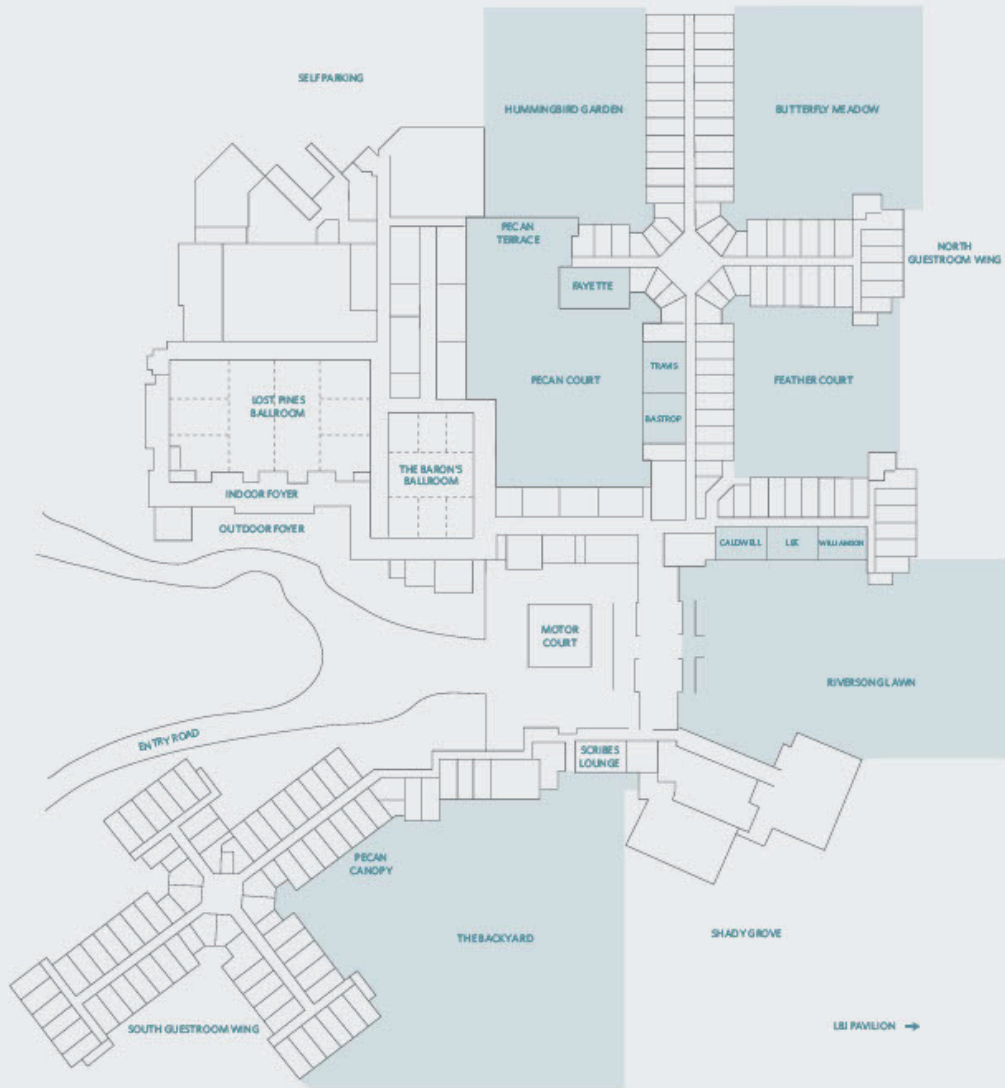
The SAISD Foundation Book Buddies program served over 3,000 students in fall 2023 alone and facilitated the delivery of 20,000 books which students take home to build their home libraries. More than 800 volunteers provide thousands of students with easy access to books. The program brings in volunteers from local colleges, high schools, businesses and associations. Every Saturday, 20-50 volunteers sort, clean and prep new and gently-loved books to load on the Book Buddies Bus. The bus itself was built by volunteers from a donated district school bus and the SAISD Transportation Department has since dedicated a driver and assistant to bring the bus for weekly loading and school deliveries.



FLOOR PLANS
Indoor Function Space



FLOOR PLAN
Outdoor Function Space



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