



Celebrating 20 Years of Creatively Enhancing Education Helping AASD Schools Build Endowments

Goal

To celebrate our first 20 years, AEF, along with community partners, has agreed to match \$ for \$ funds raised by selected schools. Help build endowment funds to ensure an additional permanent, steady source of support for AASD schools.

What is an endowment?

An endowment is long-term way to support a favorite cause. Money deposited into the endowment fund is invested and no more than the interest is granted out, to ensure financial support will continue in perpetuity. An endowment at AEF must have assets of at least \$10,000 to make grants. A portion of this (currently 5%) is available for granting each year.

School Year	Fund Value	Cumulative Total Distributed to AASD School for its Use
2020-21	\$11,491	\$566
2025-26	\$12,338	\$3,523
2030-31	\$14,234	\$6,697
2035-36	\$15,285	\$10,359

Assumptions: First grant available from spending policy after 7/1/2020, 8% annual rate of return, 5% of fund value disbursed annually to AASD school, fund management and investment fees total 1.45% annually.

Why would a school want an endowment fund?

The AEF was founded with the belief that a good education could happen with tax dollars alone, but a great education required a public-private partnership. Gifts from hundreds of AEF donors helped build – and continue to grow – a large unrestricted endowment to support educators’ creative program and project ideas. When AASD educators receive “Choose Your Focus” or professional development grants from AEF, they are benefiting from the foresight of AEF’s early leaders in creating this fund.

Some AASD schools already have designated endowments within AEF. These schools have an additional way to support site needs and building priorities. AEF hopes this matching campaign will help more AASD schools to secure funding now in order to benefit future generations of students.

Endowment Matching Program Eligibility

Any AASD school that does not already have a designated endowment fund with a balance of \$15,000 or greater is eligible to apply for this endowment matching opportunity.

What does the school have to raise and how quickly?

Selected schools have from February 1, 2017, to March 31, 2018, to raise at least \$5,000, to receive a match of at least \$5,000. (Match not to exceed \$6,000.)

Initiative Timetable

Proposal deadline.....January 9, 2017
Selection Committee meeting.....by January 27, 2017
Announcement of selected schools.....January 30, 2017
Endowment fundraising begins.....February 1, 2017
Group and/or individual meetings/conversations with AEF staff, as needed
Endowment match deadline.....March 31, 2018
Matching grants awarded.....April 2018
First grants awarded from spending policy.....Fall 2020

How does a school do this?

A school’s leadership team should gather several people supportive of this idea. Discuss and strategize how you might reach out to people most likely to support your efforts: parents, former parents, alumni, current/former staff. AEF will provide you with handouts and gift forms for your campaign. Online giving platforms will be available. AEF staff members are always willing to be a sounding board for your ideas – we want to see you be successful!

Note: While events can be effective, in general, people give money to people who ask for it for worthy causes. In other words, one-on-one meetings with potential donors are likely to be more effective than an email or letter- writing campaign.

Application and Selection

Submit completed application to the AEF office by 4 p.m. on Friday, January 9, 2017. The selection committee (made up of representatives from matching grant partners) will meet the week of January 23. All applicants will be notified of the selection committee’s decision on Monday, January 30.



School Matching Endowment Fund Proposal

School: _____

Building Principal: _____

Email: _____ Phone: _____

Number of students in your school: _____

Name of person championing this initiative (if not principal): _____

Email: _____ Phone: _____

Does your school have an existing designated endowment fund? Yes No

Does your school have an existing future fund or spend down fund? Yes No

Answer the following questions in a separate Word document.

1. Describe how an endowment fund will benefit your school.
2. Provide a list of people (with affiliations) you have already contacted who are interested in serving in a leadership capacity for this initiative.
3. Describe how you will raise at least \$5,000 to qualify for the matching grant. Be as specific as possible.

As building principal, I understand and agree to the following:

If my school is selected, I will sign a fund agreement to establish the fund in the Appleton Education Foundation.

If our school community raises at least \$5,000 we will receive at least \$5,000 (not to exceed \$6,000) from the Appleton Education Foundation in the form of a matching grant to the fund. This will create a permanent, designated endowment in the AEF for our school.

After our school fund passes the \$10,000 endowment threshold, we will receive an annual grant according to AEF's current spending policy procedures.

All funds will be held and administered in accordance with AEF's articles and bylaws.

If we do not raise the minimum \$5,000 we will not receive any matching funds. The fund will remain in the Appleton Education Foundation as a future fund. Donors can still contribute to the fund in an effort to reach the endowment level, but it will no longer be eligible for the match.

If the fund does not reach \$10,000 by December 2022, it will be closed and the balance will be disbursed to our school.

Signed: _____ Date: _____
Principal

Questions? Please contact Lori Kaufman, development and communications coordinator.
920-832-1517 or LKaufman@cfoxvalley.org

*****Submit your completed application to the AEF office by 4 p.m. on Friday, January 9, 2017. Deliver hardcopies in person or email to LKaufman@cfoxvalley.org.*****