

# CCEF LINK

California Consortium of Education Foundations

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We hope that you will contribute to this newsletter. If you have written, or would like to write, an article that would be of interest to the LEF Community please contact CCEF.

We would like to hear from our readers about what you like—and what you would change—about this or any other issue of CCEFLINK. Click [here](#) to send us your comments for publication in the next issue of CCEFLINK.



## CONFERENCE 2003 REPORT [\(TOP\)](#)



The 2003 California Consortium of Education Foundation's annual conference was held November 6 & 7 at the Doubletree Hotel in San Jose and was considered by all who attended a great success. Two days of intensive workshops, informative sessions, thought provoking keynotes and networking came to an end with members of the local education community heading back to their communities reinvigorated with new ideas and energy. Said one LEF leader, "I have attended four CCEF conferences and this was the best by far. It was so well organized. All of the presenters were excellent and totally on track with their subjects."

The record attendance resulted in an exciting energy and exchange of ideas. The registration area with displays and tables for casual groupings outside the meeting rooms offered ample networking opportunities. LEF leaders really want to meet with their peers, whether from district or single site foundations, elementary or high school. CCEF's first attempt to bring LEF leaders together based on student population served was very successful.

Veteran CCEF conference attendees judged the 2003 conference to be "the best ever." First timers also expressed favorable opinions. Mentioned with appreciation were:

- First day workshops on foundation operations, some designed for newcomers and others for the more experienced
- The variety of subjects covered in the second day workshops, the useful suggestions and stimulating ideas they presented

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Report Issue

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- State level perspective of California education, political and fiscal, provided in the general sessions
- Opportunities to meet and exchange knowledge with others developing a broader foundation network

The role of CCEF is to furnish information, instruction, and yes, inspiration that will enable LEFs to be educational partners in their local communities. That's what the CCEF conferences and publications are designed to do and CCEF wouldn't be the effective organization it is without it's conference cultivated networks, networks powered by the desires of individuals to help one another with their common goal of serving students and schools.



Foundation Executive Directors still talking and exchanging ideas after a session is over

## QUOTES AND PHOTOS—DAY ONE [\(TOP\)](#)



The sense of the participants in the Education Foundation Fundamentals Workshop was that of "urgency". Those initiating education foundations recognized they needed to do it with great rapidity, given the current state budget situation. Those who were trying to reinvigorate their foundations seemed to have recognized the "missed opportunities" for resource development they have experienced.

**Wayne Padover, The California AfterSchool Partnership**

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Education Foundation Fundamentals focused on raising funds and friends for foundations as well as developing programs.

Phil Sims of Sims and Layton addressed the legal issues in establishing an LEF and Terri Montgomery of Vavrinek, Trine, Day and Co., LLP provided financial information.



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It's been clear to me for some years that the emergence of local educational foundations is one of the most convincing signs that American democracy is still healthy, despite all the battering it's been taking in recent years. I have great admiration for those who band together to pool their own energy and financial resources to help shape a better future for their children and their children's children. No matter how modest any of your specific projects may be, that's the larger context in which it needs to be seen. I wish you all the very best of luck in all your endeavors.

**Mal Warwick**, *Chairman, Mal Warwick & Associates, Inc.*



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"Major gifts fundraising is about building relationships. Good cultivation means they learn more about your organization and you learn more about them and what they care about. Never forget that people give based on shared values...not because you need 'stuff'."

**Emily Hull Parsons**



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Lois Swanson and Susan Wittenberg presenting "Grants that Work"



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**QUOTES AND PHOTOS—DAY TWO** [\(TOP\)](#)



After the morning keynote a panel of foundation leaders, Joan Fauvre, Pasadena Education Foundation, Terri





Kevin Gordon's presentation about the financial crisis in California presented the best and worst, focusing on the important role of local education foundations in this environment. "The challenges each of you face as you help lead local foundations in supporting our public schools is directly impacted by the politics of public school funding at the state level. Our collective goals should include a commitment to activism in the statewide efforts to protect school funding and to band together when state leaders are looking to cut an already under funded system."

*From the Morning Keynote: "**Forecast of Budget & Politics Affecting Education Next Year**" Kevin Gordon, California Association of School Business Officials (CASBO)*



"Local educational foundations are doing far more than raising money for schools, at their best they are helping rebuild the civic fabric of California communities and creating new constituencies for our children's education."  
*From Luncheon Keynote: "**Improving Education Through Civic Engagement**" Chuck Supple, formerly of the Governor's Office on Service and Volunteerism*

Kent, Los Gatos Education Foundation and Muhammed Chaudhry, Franklin McKinley Education Foundation, discussed ways in which they had met the challenges of funding pressures on their foundations.

LEF leaders participated in a survey of the changing role of education foundations as part of the morning keynote session.



Chuck Supple talking with session participants after the keynote

Chuck Supple's perspective in his Luncheon Keynote came from his years as an advocate for voluntary action on the part of individuals. His current role on the Youthful Offender Parole Board gives him an understanding of what can happen when young people do not have community and parental support and fail in education.



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Michael Pinto, SCHOOLPOWER (Laguna Beach), Bill Dunkle, San Ramon Valley Education Foundation and Julie Switzky, Hillsborough Education Foundation, share ideas on stewardship and endowments.

"Creative new ideas as well as current successful programs were shared in an invigorating and stimulating venue. Also touched on were issues of equity between wealthy and poor school districts, a subject we might want to take a closer look at during next year's conference."

**Michael Pinto, Beyond the Basics Workshop**



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Schools do not have needs, rather than being needy they are the source of solutions which are important, locally and nationally, critical to every facet of the future. Prospective donors are the ones with needs, and the job of the case statement is to communicate to donors how their needs can be met by participating in the solutions which our schools present.

**David Lees, Making the Case for a Case Statement**



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**Caroline Boitano** moderated a lively session on **Approaching Business and Corporations** with **Randy Chun**, Wells Fargo Foundation, and **Karen Dibblee**, Kentfield Schools Foundation.



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Of the 20+ attendees, only two were from LEFs with a strategic plan. However, the remaining LEF leaders vowed to start the process when they returned on Monday. There is no question that LEF leaders needed this introduction to strategic thinking and planning.

***Carol Sigelman, Strategic Planning, The Road Map to Success***



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**Thank you to all day two workshop presenters:**

*Building and Retaining a Successful Board*  
Nice Alterman, Nice Alterman Consultants

*Successful LEF Fund Development Programs*  
Benedette Medrano, Santa Ana Education Foundation  
Trisha Garlock, Kiddo! (Mill Valley Schools Community Foundation)  
Susan Wittenberg, West Contra Costa Public Schools Fund

*Strategic Planning*  
Carol Sigelman, Keylink Consultancy

*Internet Technology & Local Education Foundations*  
Robin Gladstone, HIP Publishing Group

*Making the Case for the "Case Statement"*  
David Lees, consultant

*Approaching Business and Corporations*  
Randy Chun, Wells Fargo Foundation  
Karen Dibblee, Kentfield Schools Foundation  
Caroline Boitano, consultant

*Making A Difference*  
Ayanna Hudson, LA County Art Commission  
Richard Whitmore, Lafayette Arts & Science Foundation  
Diana Long, Newport Harbor High School Foundation  
Lois Swanson, St. Helena Endowment Trust  
Morgan Odell, Santa Ana Education Foundation

*Survey Presentation* – Christine Johnson, Culture Change Solutions

*Luncheon Table Discussions*  
Developing an Alumni Program – Elaine Woods-Martinez, Graduate Connection  
Working with Business – Trisha Garlock, Kiddo  
Foundations Focusing on the Arts – Ayanna Hudson, LA County Art Commission  
Executive Directors Round Table – Linda Gross, Santa Monica-Malibu Education Foundation  
Partnering with PTA – Pam Brady, California State PTA  
Advocacy and Public Policy – Sabrina Skinner, EdVoice  
Network of Rural LEFs – Denise Hitch, Oakdale Education Foundation



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**2003 APPLE AWARDS [\(TOP\)](#)**

**Irvine Public Schools Foundation (IPSF)** The award recognizes the IPSF School Site Ambassador program that was developed to improve the relationship and communication between IPSF and schools. Over the years, the Ambassador program has become instrumental in keeping schools connected both with the school district and foundation activities. School Site Ambassadors are representatives from individual schools who serve as liaison to enhance communication between IPSF and local school sites. For more information contact CEO Tim Shaw at [info@ipsf.net](mailto:info@ipsf.net)



(click the logo to go to the foundation web site)

**Menlo Park-Atherton Education Foundation (MPAEF)** The award recognizes the MPAEF's new community-building program of Foundation Ambassadors – one in every classroom – at the four schools in the Menlo Park City Elementary School District.

Foundation Ambassadors help to communicate the focus of the MPAEF this year to increase participation among parents in the mission of raising money for essential programs.

"Ambassadors help build understanding among parents and that understanding will help us build a stronger community," said June Flora, president of the MPAEF, who accepted the award at a special luncheon at the CCEF Conference in San Jose on November 7, 2003. "In the face of growing enrollment and continued economic uncertainty in our state, there is no more important time for parents to understand the integral role our Foundation plays in providing local funding for an excellent education for our children." Contact: [ambassador@mpaef.org](mailto:ambassador@mpaef.org)

**Palo Alto Foundation for Excellence (PAFE)** The award recognizes the PAFE Communication Campaign which used digital technology to create a DVD entitled "Magnifying Science" which became the centerpiece in the PAFE Science fundraising campaign.

Believing that the "experts," teachers in the classroom, would be the most persuasive advocates of the science departments' needs, but understanding that teachers are at their most effective in the classroom, not at myriad fundraising events, PAFE interviewed teachers on video as a way of giving them an opportunity to tell their stories to the widest possible audience of potential donors. Contact Ann Avis or Barb Mitchell at: [information@pafe.org](mailto:information@pafe.org)



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