



Mequon – Thiensville Education Foundation

“Investing in the Advancement of Excellence”

August 2011

TO: MTSD Board of Education

**FROM: Marcia Schwager, President
Susan Malmquist, Executive Director**

SUBJECT: Mequon-Thiensville Education Foundation, Inc.

The Mequon-Thiensville Education Foundation (MTEF) is pleased to report another successful year of “Investing in the Advancement of Excellence” for the Mequon-Thiensville School District. Since its inception in 1998, the Foundation has awarded nearly \$2.3 million to MTSD, including \$300,000 granted for the 2011-2012 year.

MTEF is committed to finding ways to preserve the educational excellence that makes this community a desirable place to live, raise a family and retire. A core strategy for MTEF continues to be increasing awareness of the Foundation and expanding our giving circle. Whether families choose to participate financially, through volunteer hours, or by attending one of our events, we feel it is critical that everyone understand their value to the success of MTEF.

MTEF MISSION

The Mission of the Mequon-Thiensville Education Foundation is to develop community-wide private financial support for the Mequon-Thiensville School District, and through grants, to help support continued excellence in education.

STATEMENT OF PURPOSE

The Foundation is committed to helping address the budgetary shortfalls and to ensuring that the Mequon-Thiensville School District advances in technology, curriculum and personnel. Creation of strong private-public partnerships empowers supporters of public education to partner together to make a difference as we prepare our students for the 21st century global world.

GOALS

- To achieve a distinct, beneficial and clearly understood role in the community.
- To collaborate with school district personnel and other school support groups to identify ways to maintain the educational excellence our children deserve.
- To seek and support creative ways to ensure the school district advances in technology, curriculum and personnel.
- To expand our parent, staff and community donor base.

BOARD OF DIRECTORS

The Foundation is governed by a volunteer Board of 17 voting members and 2 ex-officio members. The Board operates independently yet in conjunction with the MTSD and the Board of Education. This is a working board with individuals involved in various aspects of operating the Foundation. It is a diverse group of people representing our Mequon-Thiensville community. This group of talented and committed individuals consistently supports the Foundation's efforts with their time and talent. Hundreds of volunteer hours come from board members, in addition to their thoughtful insights into policy and direction. A listing of board members is attached.

GRANTS

Most importantly are the grants that will be serviced by our fundraising efforts for the 2011-2012 school year.

- **Performing and Fine Arts:** Over \$100,000 to replace aging instruments, equipment and provide technology for art and music classrooms district-wide, upgrades to the Barr Auditorium at HHS for new acoustical shells, and audio and lighting equipment for all events.
- **Interactive Classrooms:** Over \$130,000 to develop and strengthen technology in interactive classrooms and complete the district-wide wireless infrastructure project.
- **Outdoor Learning Environment:** A \$5,000 grant will create a handicap accessible outdoor learning environment at Wilson.
- **Services for Students:** Grants will support the AVID program at Homestead High School which embeds writing, inquiry, collaboration and reading across content areas and continued support to the Writing Lab.
- **Continued Staff and Board Development and Training:** \$17,500 to be used in 2011-2012 for district-wide staff development and innovation opportunities otherwise not possible. An additional \$3,000 will be awarded for the Board of Education to study governance issues.

FUNDRAISING ACTIVITIES

In 2010-2011, funds for MTEF were raised primarily through our **four annual** initiatives:

1. **The Annual Campaign** direct mailing was sent to all M-T residents in October and generated nearly \$200,000 in donations. I would like to take this opportunity to publically thank and recognize some of our largest donors who have given over \$10,000 to the Foundation this past year. Namely, **Allen and Debbie Martin, and Roger and Judy Smith.**
2. **The 12th Annual Tartan Ball** raised approximately \$148,000 in profits, including over \$50,000 through the Fund-A-Grant Voice Auction for the district-wide Music and Fine Arts Program, and the Technology Fund. This community-wide fundraiser has truly become a highlight of winter for many of us, and we have already begun planning next year's 13th Annual Tartan Ball, scheduled for January 28, 2012 at The Pfister.
3. **The Spring Raffle** raised over \$6,100 this year. This event is particularly noteworthy in its ability to open the doors for **all** families to participate due to the low \$5 price point per ticket.

4. **The 5th Annual 5K Mequon-Thiensville Run/Walk** was once again, highly successful with nearly 600 participants, 21 sponsors and over \$17,800 in profits.

A new event this summer and kicking off our new fiscal year, the **Wine and Cheese Tasting at Shully's** in Thiensville, was a very nice low-key casual evening with 85 participants. This event was created in response to requests for a less expensive (\$30 per person) and more casual (yes, shorts were welcome) adult event local to Mequon –Thiensville.

In addition to the aforementioned events, we are thankful for the collaborative efforts of other organizations and businesses that have donated or raised money on behalf of the Foundation including:

1. The **Roundy's Foundation**, introducing the new Metro Market into Mequon, donated \$10,000 to the Foundation in recognition of our support of education and literacy in the schools.
2. The **Speaker Family Foundation** which donated \$10,000.
3. The **Nicholas Family Foundation** which donated \$10,000.
4. The **Sydney Lauren Tabakin Fund** which donated \$10,000.
5. **Sommer's Automotive** which donated \$6,000.
6. **Elite Fitness** which donated \$4,500.
7. **The Library League** (formerly the Weyenburg Library League) **Community-Wide Book Sale** at the Logemann Center in October with proceeds benefiting the MTEF, the Logemann Center and other local charitable organizations. The book sale was a collaborative effort with the MTEF sponsoring gently-used book donations in the community. MTEF will continue to partner with the Library League on future community-wide book sales. We are thankful for their donation of \$4,000 this year.
8. **The Leave a Legacy Campaign**, a collaborative effort between the Homestead PTSSO and the MTEF, donated \$1,600 this year. Parents of graduating seniors received a direct mail solicitation inviting them to "leave a legacy" in their child's honor.

COMMUNICATIONS

In our on-going effort to achieve a clearly understood role in the community, and to address the changing school funding paradigm, the following initiatives were implemented in 2010-2011:

- **Annual Report** - Our seventh annual report was mailed to all district families as well as business and community supporters in early October.
- **Press Releases** - On-going press releases are prepared to promote Foundation activities, to publicize its successes and to thank its volunteers and supporters.
- **Monthly MTEF Newsletters and/or flyers** – Information is sent to each of the six schools with the goal of keeping the families and administration aware of our activities.

- **Web Site** - The MTEF web site is continually updated to include recent news and photos of our events. Please visit us at www.mtef.org.
- **PTO/PTSO Liaisons** – Six parents serve as liaisons to each of the six school's PTOs. By attending the monthly meetings and communicating with the officers, our liaisons are able to keep each school abreast of Foundation initiatives and gain feedback from those groups.
- **Fun Before the 4th Parade** – Parents and students participated in the parade handing out informational flyers, pencils and freeze pops!
- **NEW FOR 2011-2012** – Our new logo and web site will be introduced. We are planning a marketing shift to focus more on our success stories and grants and less on the fundraising events themselves.

On behalf of the Mequon-Thiensville Education Foundation Board of Directors, we would like to thank you for your support of the Foundation and our commitment to “investing in the advancement of excellence.”

Mequon-Thiensville Education Foundation
Board of Directors
2010-2011

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