

STRATEGIC PLAN

The Manhattan Beach Education Foundation was founded in 1983 by parents and community members committed to strengthening Manhattan Beach public schools.

At that time, school funding was at an all-time low and private donations were critical to providing an exceptional, well-rounded education to meet the needs of local students. Despite an increase in the state budget for education over the years, the need for local support to supplement the state funding that the Manhattan Beach Unified School District (MBUSD) receives remains critical.

In 2014, the Manhattan Beach Education Foundation (MBEF) and the Manhattan Beach Education Foundation Endowment Fund (the Endowment) developed a Strategic Plan to establish the organizational goals of MBEF and the Endowment (collectively the Foundation). The Plan was developed collaboratively with broad involvement and guidance from the MBEF and Endowment Board of Directors (the Board) and Staff and established the Foundation’s mission, core values and organizational priorities.

The Foundation periodically reviews the established Strategic Plan to ensure its continued viability for navigating the Foundation’s strategic direction. Under the governance board structure, the actions and tasks employed to successfully achieve these goals are initiated by the designated Board Committees and Staff.

MISSION STATEMENTS



The Manhattan Beach Education Foundation is a community driven fundraising organization, which supplements state funding for programs that inspire learning, enrich teaching, and promote innovation and academic excellence in the public schools of Manhattan Beach.



THE MBEF ENDOWMENT

The MBEF Endowment provides MBEF with a continuing and sustainable funding source that will expand and enhance the quality of public education in Manhattan Beach, now and for generations to come.

ORGANIZATIONAL VALUES

COLLABORATION

Partner with stakeholders – the parents, school district administration, PTAs, MBX and booster clubs, teachers, students, local businesses, and other members of the community – to make MBUSD schools a model for public education

EXCELLENCE

Consistently evaluate resources and expertise to ensure continuous improvement in advancing the mission

INTEGRITY

Conduct activities with honesty, accountability, and adherence to the highest degree of ethical standards

STEWARDSHIP

Commit to the objective and exemplary management of resources

TRANSPARENCY

Share information about Foundation performance and governance to ensure community trust

Organizational Priorities & Strategic Focus Areas

1

Development and Fundraising Optimize fundraising efforts for the Foundation to provide sustainable support for quality educational and enrichment programs for all MBUSD students

OBJECTIVES

- Develop a culture of giving among the Manhattan Beach school community
- Define and meet annual and multi-year goals for the Annual Appeal
- Grow participation rate and average gift size by student in the Annual Appeal
- Expand Community Partner Program and support from corporations and businesses
- Increase major and directed gifts to the Endowment
- Maximize profitability of the Manhattan Wine Auction and other fundraising events

STRATEGIES

- Focus on early conversion of new MBUSD families as MBEF donors
- Foster effective school site outreach through joint MBEF and PTA strategies at start of the academic year
- Maintain coordinated donor giving and acknowledgment activities to encourage growth in donations
- Maximize corporate and foundation grants for specific programs
- Increase Board of Director engagement in fundraising activities

2

Engagement and Stewardship Maintain established respect and community awareness by continuing to demonstrate transparency, integrity, and reliable stewardship of funds

OBJECTIVES

- Cultivate positive relationships with MBUSD leadership, teachers, parents, and all stakeholder groups
- Serve as an informed, reliable and objective source of information related to school funding and community priorities
- Uphold the highest level of transparency and trust with stakeholders

STRATEGIES

- Engage MBUSD leadership, PTAs and community organizations in MBEF activities to demonstrate a vital partnership and collaboration
- Engage teachers in all MBEF grants and encourage participation in site specific grant opportunities
- Track and bring awareness to state and local legislation that will potentially impact education funding
- Publish an Annual Report and Honor Roll detailing the funding and impact of MBEF grants, financial performance and recognition of donors

3

Communication and Outreach

Increase visibility and awareness of MBEF's mission, purpose and impact through effective communications to support a greater understanding, increased fundraising, and participation in efforts

OBJECTIVES

- Increase awareness through clear, compelling, and targeted communications
- Educate and engage potential donors in academic and enrichment programs funded by MBEF

STRATEGIES

- Implement a comprehensive and relevant marketing plan that utilizes pertinent communication platforms effectively
- Utilize stakeholder sources, such as MBUSD leadership, PTAs and Community Partners to serve as advocates for MBEF's mission
- Create consistent, comprehensive communications that can be segmented to address different perspectives as needed

4

Program Impact

Fund high-quality public education through grants to MBUSD for academic and enrichment programs based on district needs and community priorities

OBJECTIVES

- Support MBUSD as a model of exceptional TK – 12 public school district
- Collaborate with MBUSD on funding allocation priorities to support mission-oriented programs that donors value and are motivated to support
- Ensure the grant priorities represent parity among school sites and a meaningful cross-section of students and interests
- Increase impact of grantmaking through consistent data evaluation and objective analysis of program effectiveness

STRATEGIES

- Adhere to established grant guidelines and a transparent grant approval process
- Maintain a diverse Grants Committee that represents all school sites and a meaningful cross-section of students and interests
- Conduct regular surveys of all stakeholders to assess donor priorities and satisfaction
- Manage grant progress and ensure accountability by setting clear expectations for deliverables and adjusting or discontinuing grants when appropriate

5

Governance and Operations

Maintain internal policies and standards that increase efficiency, strengthen outcomes, and comply with applicable government regulations and sound nonprofit standards

OBJECTIVES

- Cultivate a Board of Directors willing to serve as informed ambassadors of the MBEF mission
- Attract and retain professional and effective staff dedicated to the MBEF mission and proficient in nonprofit management
- Maximize fundraising and operational effectiveness through technology, tools and practices
- Utilize nonprofit board governance structure to ensure the effective management of MBEF resources

STRATEGIES

- Increase effectiveness of Board of Directors through more engagement with the school community
- Implement board recruitment training and retention practices to cultivate diversity in perspective
- Maintain pertinent management procedures for the prudent stewardship of donations, including sound investment, reserve, and other operational policies
- Maintain high status with respected nonprofit assessment organizations

Scope of Responsibility



IN SCOPE

- Maintain and increase support for MBUSD schools by cultivating individuals, local business owners, corporations, and foundations as supporters
- Steward individual and local business donors
- Identify and advocate for MBUSD educational priorities that impact funding and academic enrichment
- Make grants supporting enhancement of existing academic programs, educational enrichment opportunities, and instructional innovation
- Identify, research and share innovative educational opportunities with MBUSD
- Ensure that MBEF grants to MBUSD are effectively implemented and meet expectations and benchmarks
- Ensure fiscal accountability of grant funds
- Advocate for public policies that benefit MBUSD funding and sustainability – no more than 2% of activities



OUT OF SCOPE

- Grant funding to maintain or enhance MBUSD facilities
- Grant funding to support MBUSD public safety
- Political candidate advocacy
- Fiscal accountability of MBUSD operating expenditures exclusive of MBEF grants
- Involvement in the selection or implementation of instructional programs or curricula
- Involvement in the hiring of MBUSD employees and other professional staffing decisions



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