

Annual Report, FY05

Introduction

Since 1988, the non-profit corporation of the Champaign Urbana Schools Foundation has conducted business to forward its mission:

To enrich its community, the Champaign-Urbana Community Schools Foundation is committed to encouraging educational initiatives and facilitating excellence in education in the public elementary and secondary schools of Champaign Urbana, Illinois.

From Goals established in 1995, CUSF has made strategic decisions to attain these goals within the parameters of our mission.

Long-Range Goals (adopted 10/95)

- **To establish a means by which the community can improve the quality of education in the Champaign and Urbana public schools.**
- **To financially support enriching activities which are not currently financed through state and local taxation, but which are important to the future educational expectations of our community.**
- **To develop a financial base sufficient to support and sustain the efforts of the Foundation.**
- **To become the obvious choice for donations targeted to the public schools.**

I believe our substantial growth in unrestricted income over the past few years indicates the faith that the community has in our commitment to our mission. FY05 has been a year of stabilization for CUSF. We have maintained a 5% increase in our Annual Campaign, we completed a successful benefit luncheon – the proceeds of which have been directed to our General Endowment, cleaned-up our record keeping for our financials and audit preparation and have seen significant interest and growth in small endowment establishment and restricted giving.

CUSF experienced a serious decline in applications for our grants in FY05, continuing a downward trend over the past few years, despite an increase in available distribution dollars. As a response to this decline last year, a new program, Do It Again! Grants was established and implemented this year (05). A discussion was started at board level to begin to address this issue; and to investigate potential uses of our positive fund balance. The need to respond is apparent and is driving the pressure for the development of a Strategic Plan in FY06.

CUSF has increased its visibility in FY05 with multiple exposures via the media and positive conversations by all board members. This is evidenced by more interest in establishing restricted endowments with us by community members, calls requesting our participation in civic decision-making and our being named a recipient of the Stevick Foundation. It is important that we remain receptive to opportunities as they present themselves and evaluate them against our mission and goals.

It remains the duty of our Board of Directors to be stewards of our donor contributions and to further the mission of the organization. The board has continued to meet 6 times a year in the afternoons at different public schools throughout both districts. The 2004-2005 Board Members are as follows: Patrick B. Hayes, Chair; Scott MacAdam, Vice-chair; Robin Stimmel, Treasurer; Mindy Slack, Secretary; Gene Amberg, Unit 116 Superintendent; Arthur Culver, Unit 4 Superintendent; John Dimit, Unit 116 Board Member; Nathaniel Banks, Unit 4 Board Member; Brenda Foster, Unit 4 Teacher Representative; Meagan Welch, Unit 116 Teacher Representative; Maureen Banks; Tom Berns; Ken Beth; Tom Costello; Wes Curtis; Julia Guth; C.K. Gunsalus; Paul Hobbs; Pam Knox; Sharon Lash; Deena Noel-Horberg; Deborah Rugg; Phil Van Ness; and, with Lori Johnson, Unit 116 as Corresponding Secretary. At each meeting we have had a presentation by past grant awardees about their funded projects. Through a very successful partnership with the Champaign Park District, our main office remains in the Springer Cultural Center. We are entering our 4th year of this agreement. The Executive Committee has continued to serve both as the Nominating Committee this year to streamline our volunteer efforts.

The main emphasis in the Champaign Urbana Schools Foundation programming continues to be our financial support of innovative and creative project ideas for the classroom via distribution of grants to public educators. This year (FY05), the Project Selection Committee divided our grant applications into 3 different types of grants: The Master Grant, for amounts up to \$4000; the Stepping Stone Grant, for amounts up to \$500; and the Do It Again! Grant, which puts pre-packaged successful

Annual Report, FY05

ideas into the classroom. CUSF granted 19 awards for a total of \$30,074.80. (See attached list) In response to our concerns about declining applications and to our projected positive fund balance, a TeacherLink Summit will take place in June, 2005 with follow-up in FY06. The task of the educators appointed to serve on this committee will be to identify and develop project ideas that CUSF can support and can promote cross-district collaborations.

FY06 brings new challenges. With financial success both in the market and our fund raising, comes the expectation of continued success. The Board of Directors will take on additional responsibility to maintain its accountability with our CUSF donors. We must continue to explore ways to encourage and support excellence in education for all children in the CU public schools. We must continue to build our General Endowment and to encourage the development of our endowment funds. And, we must find effective ways to distribute our donor dollars. We must take advantage of the positive momentum that we have worked to hard to establish!

With a full volunteer board of community leaders, the hours spent on these efforts are truly significant. This report contains a summary of committee and board activities and includes motions passed this year that pertain to the governance of the organization.

Full Board Meetings

The CUSF Board of Directors met every other month beginning in September of 2005 with an orientation meeting with Alice Faron at the Springer Center and concluding with the Annual Meeting in June of 2005. These meetings were held in various schools in each district (116 and 4). All meetings established a quorum. A past recipient of grant money presented his/her project report at each meeting. To avoid long meetings, the Executive Committee actions, Committee reports, and the approval of prior minutes were contained to a consent agenda. Committee Reports, Governance discussions and policy work took place at each meeting.

Executive Committee Meetings

The Officers and Committee Chairs which make up the Executive Committee met monthly to discuss the workings of the organization: committee issues, governance issues, and the day-to-day running of the organization with the Executive Director. This year the Executive Committee again served as the Nominating Committee having monthly meetings from February through April at the end of each Executive Committee meeting.

Strategic Planning Committee

The Strategic Planning Committee did not hold meetings.

Fund Development Committee

This committee did not meet. A steering committee ran the Distinguished Alumni Luncheon (DAL). Our corporate underwriting for the DAL was very strong: 14K. Annual Fund income (line 4010, and including the Combined Charities Campaign) has done well with a record of over \$42,000.00. Pass-throughs and directed-giving has generated about \$4000.00 in fees – the majority of this from the Lawrence Fund, but increased because of endowment establishments. Our current endowments are: The Champaign Rotary, the Junior League of Champaign-Urbana and Carle Foundation – with restricted distributions from these going only to our projects; The Dan Perrino Urbana Bands Endowment; the Amberg Teaching Chair Endowment; the Hester Suggs Endowment for the Arts and Humanities; the Centennial High School Athletic Endowment; and the Orange Krush Endowment. The distributions from these endowments are restricted to various endeavors established by contract. We also manage the Lawrence fund for District 116 and receive management fees for such on a yearly basis. A new development of taking in the Alumni Development for Unit 4 will increase our potential Donor base with the addition of 30 – 40 thousand names to our mailing list. The structure for this venture calls for CUSF to be the fiscal agent with separate committees running the actual day to day activities of the alumni business. Central High School in Champaign has a complete committee with Chair and is planning their first fund raiser for the fall of 05. A grant applied for from the ECICF to purchase gift-tracking software was not given. We need to move forward on the purchase of this software to effectively manage our donor lists and to reduce office time managing our various campaigns.

The Foundation is also the receiving charity for the local Bed Bath and Beyond, Office Depot and JoAnn Fabrics. Discontinued items from these stores are distributed to both districts on an alternating basis.

The Executive Director joined the local chapter of the American Fundraising Professionals (AFP) and serves on its Board of Directors.

Annual Report, FY05

The Distinguished Alumni Luncheon is a benefit for the Foundation and honors outstanding graduates from both Urbana and Champaign public Schools. This year's goal of \$18,000 was almost reached with a profit of approximately \$12,000.00. Held in Urbana this year, our honorees were Archie Clemins, UHS 61 and Bonnie Blair, CCHS 82. 175 tickets were sold. 13 tables were sold for \$14,000.00. A private reception was held at the Hayes home in Champaign the night prior to the event.

Annual Campaign/revenue

The FY 2005 Annual Campaign began in October 2004 as a mailing of over 11,000 letters to 4 classes of donors: current, past (those we haven't heard from in 3 years), club (those who have given cumulatively over \$500.00) and new. The campaign surpassed its goal of \$38,000.00 by \$5,000.00 with more than 250 donors and gifts collected by 2 agencies – the United Way and the Combined Charitable Campaign of Champaign County). An additional 335 donations were received with designations; and, we managed, again, a raffle for the Champaign Central High School Athletic Boosters with over 300 donors; and handled several straight pass-throughs. We continue to use MC/Visa for the accept contributions. We also received limited income from memorials, interest earned and in-kind donations.

Project Selection Committee

This committee reviews grant proposals from February to the end of March. This year, the committee of 13 which included 3 community members at large, reviewed 23 applications using the grant criteria established in the applications. A total of \$30,074.80 was awarded to 18 proposals – including the Do It Again! Grants. The board has re-instituted its policy of reclaiming unused funds at the end of the fiscal year from each district. As a result, \$4000.00 of this year's distribution to Unit 4 is in unused funds recovered from previous years. This money has been identified and is currently being held by the district. Teacher recognition this year was held at the May board meetings for Urbana Unit 116 and Champaign Unit 4. Certificates suitable for displaying were given to each award recipient. Representing teachers and Grant titles are listed on the next page.

Marketing

The Marketing Committee did not meet this year as a committee. Our website has been marginally maintained by the Executive Director. I strongly recommend for the site to remain useful and effective that we find a volunteer to maintain the site. A 4th newsletter was created and mailed at the end of August 2004. The 5th edition will go out at the end of the summer of 2005.

Operations

The Executive Director has been maintaining the office procedures. The CUSF Board has completed a 3-year commitment with Bray Drake Richardson Liles accounting firm, to provide our yearly audit through 2005. We hold liability insurance policies with Brown Hobbs McMurray Insurance. Our investments at this time are all at Busey Financial Services. I recommend that with future investments we consider diversifying our institutions. We purchased a new computer, monitor and printer in FY05. Our high-speed internet and phone service is with SBC. I back-up all fund development docs every week on CDs and I back up all other documentation every couple of months. Our treasurer maintains the QuickBooks records and holds the file. I continue to try and separate accounting duties with our treasurer so that we can be as accountable as possible with a 1-person office. Several issues with our record-keeping have been identified and steps have been to clarify our procedures. A preliminary Operations Budget will be available at our Annual Meeting in June with final budgets for Board acceptance in September 2005. With our treasurer and Executive Committee reviewing expenditures on a regular basis, duplicate deposit slips and photocopying of all incoming checks, we have limited our liabilities to a reasonable degree.

Policy and Governance

The Board of Directors and the Executive Director have made it a priority to document decision-making and it is an ongoing effort. A body of Law has been created which contains our bylaws, policies and procedures. An effort has been made to consistently apply Robert's Rules and to record governing motions. (See attached list of 2004-2005 motions.)

Respectfully submitted by
Gail Glende Rost, Executive Director