

CUSF ANNUAL REPORT FY2010

Introduction

In FY2010, CUSF, the non-profit corporation serving the CU Community and Unit 4 and Unit 116 School Districts completed and celebrated its 22nd Anniversary. 2010 marks the fourth-year of our 5-year strategic plan implementation. The Foundation continues to embody the mission of the organization in its daily activities:

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

In our ongoing effort to be a responsive organization and to continue implementing our Strategic Plan we have continued to develop new ideas, mobilize resources, examine and revise current practices and solidify effective approaches to have an impact on our local P – 12 public education.

FY10 marks the 2-year anniversary of CUSF having additional staff. Although both positions, Associate Executive Director and Director of Programs remain part-time positions, the impact on the routine work of the office and the ability to take on extra projects remains significant. Efforts in collaboration, fund development, marketing and office management continue to pay off in community recognition, cash flow and stability and streamlining office procedures. Support in the office has allowed the Executive Director to continue to move freely in the community building relationships and partnerships which support the organization and our public schools. The CUSF moved to a new location in October of 2009 and signed a 5-year lease at 3358 Big Pine Trail, C in Champaign, 61822. This new space has given us a very public presence with an exterior sign and parking.

CUSF Boards of Directors

As in all previous years, it remains the duty of our CUSF Operating Board of Directors to be stewards of our fiscal health and to further the mission of the organization through effective fundraising and participation in CUSF activities. The board met 9 times this year in the afternoons at different public schools throughout both districts. 2 meetings did not reach a quorum for board action. The 2009-2010 Board Members were as follows: *Anne Broom, Chair; Kent Williamson, Vice-Chair; Jen Shelby, Secretary/Treasurer; Arthur Culver, Unit 4 Superintendent; Preston Williams, Unit 116 Superintendent; Tom Berns, Paul Faraci, Steve Gardner; Julia Guth; Barbara Mann; Alice McGinty; Victor, Mullins; James Quisenberry; Joan Walls; Brenda Wiggins; Ron Wilcox and David Wetherell.* At each meeting we had a presentation by past grant awardees about their previously funded projects. As part of the Strategic Plan, The CUSF Operating Board implemented the new stream-lined structure of governance. The new structure implemented a CUSF Advisory Board and a Teacher Advisory Board and eliminated the Executive Committee as a decision-making body. The two Advisory Boards met 2 times during FY10. (See attached minutes) The following civic leaders were members of the FY10 CAB: *Mr. Nathaniel Banks, Dir. Campus Community Interface Initiative, University of Illinois; Ms. Anne Broom, Board Chair, CUSF; Mr. Tom Brown, Principal, BHM; Dr. Lizanne DeStefano, College of Education, U of I Educational Research; Mr. John Dimit, Unit 116 School Board; Mr. Peter Fox, President, Fox Development; Senator Michael Frerichs, State of Illinois; Mr. Mike Haile, General Manager, WDWS/WHMS; Ms. Judy Ikenberry; Representative Naomi Jakobsson, State of Illinois; Ms. Mimi Krug, President, Metritech, Inc.; Ms. Sondra Libman; Mr. Scott MacAdam, Unit 4 School Board; Ms. Mary McGrath, Executive VP, Cozad Asset Management; Dr. Linda Moore, Vice President, Parkland College; Mr. Dan McCall, President, Bricklayers LU # 8; Ms. Gail Rost, Executive Director, CUSF; Ms. Roxann Bossenbroek, Assoc. Ex. Director CUSF. The FY10 Teacher Advisory members were *Ms. Lily Jimenez; Ms. Katy Plottner; Mr. Michael Pollock; Ms. Anne Roth; Ms. Christine Adrian; Ms. Amelia Rosenberg; Mr. Jay Hooper; and Ms. Laura Hlinka.**

Programs

In 2010 the primary 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. Currently, 2 programs are involved with annual disbursements: the Master Grant Program, which disburses amounts up to \$4000 to single or group of applicants, and the privately-funded SPLASH Grant Pass-through Program. This program, with its application process on-line, is a mini-grant program disbursing up to \$500 to a single applicant. CUSF passed-through almost \$280,000.00 to this fund since the beginning of FY09. Private support for this program has come from 36 corporate or individual donors. Major donors to the Splash Grant Program are Fox Development Corporation, The Atkins Group, Jimmy Johns, Inc., JSM Management and Flex-N-Gate, Inc., The Robeson Family Benefit Fund and MetriTech Inc. have also contributed significantly to the success of this program. (See attached report)

The Executive Director's has remained active on many community committees. Ms. Rost serves on the Provena Covenant Foundation Board, the IHotel Advisory Board, the Executive Directors Committee for the United Way and is incoming Vice-President for the Urbana Rotary. She is also a past board president and current member of the East Central Illinois Association of Fundraising Professionals. Many partnerships and collaborations have been explored.

As a result of a successful discussion with our school district superintendents in January 2009, CUSF has increased its partnerships with various school district projects. Both districts committed \$15,000.00 of operating support for the Foundation in FY10 and have recommitted again for FY11. The CUScholars Program – explored in FY09, continues to be developed and is currently proposed to become a signature project of the Foundation. This program, with CUSF as the convener, pulls together the entire community – the schools, Parkland, the U of I, business and citizens at-large to provide a comprehensive pathway to graduation for our CU public high school students. A Steering Committee of community members and under the co-leadership of board member Victor Mullins met throughout FY10 and culminated its efforts with a Business-Education Summit on May 5, 2010 at the IHotel and Conference Center. The Summit brought together over 100 educators and business members to discuss our schools, this program and how it can be implemented in Champaign Urbana. Speakers from the Tennessee State Scholars Program came to present at the Summit. CUSF hired subcontractor Nancy Ikenberry as a coordinator of the summit. A capital campaign will be needed to raise the funds necessary to get CUScholars off the ground for the first class to sign up in January 2011. (See attached Business Education Summit Proceedings)

The Foundation applied for 2 grants in FY10 and one was rejected. CUSF applied to the Lumpkin Family Foundation for support for the new Earned-Income Enterprise passed by the Board in April 2010: The IDEA Store. (More in Fund Development) and did not receive it. CUSF was asked to reapply in August 2010. CUSF also received a 2-year \$12,000.00 commitment from the United Way of Champaign for the Children's Emergency Services Fund which provides emergency support of the districts' homeless school children. This grant is in partnership with the ROE #9 and is tightly linked to the McKinny-Vento Federal block grant they are administering.

Through the Choose to ReUse, Pennies for Education Program as a partnership with Jerry's IGA, the Foundation received almost \$1500.00 – one nickel at a time for re-usable grocery bag used by customers at the checkout counter. The first 2 Choose to Re-Use grants are available to CU 5th grade educators now and will be awarded in September of 2010. CUSF was part of the GREEN EXPO in the spring 2010 as part of this new program.

The "Thank My Teacher" student-designed card program was eliminated.

The Foundation also eliminated its relationship with Gifts In Kind, Inc. which set up our receiving of goods from the local Bed Bath and Beyond, and Office Depot. This project effort shifted to the Junior League of CU and their League Locker Project which will distribute the GIK goods through their warehouse to teachers.

Unrestricted Revenue: Annual Fund

FY10 was again a difficult year for most non-profit organizations in the State of Illinois due to what is called the worst recession since the Great Depression and bankruptcy in the State of Illinois. Fortunately for CUSF, although we did not reach the amounts initially budgeted for the FY10 Annual Fund, we were able to raise enough to maintain the FY09 level of funding. CUSF systematically transferred undesignated quasi-endowment funds to support itself in FY10. Fundraising continues to be primarily focused on our Annual Campaign Funds and our Special Events.

We mailed one annual fund solicitation to over 5,600 households at the end of October, 2010 to encourage year-end giving. We also started 3 new campaigns this year – our Campaign\$100 for small business and our Vendor Initiative as well as our Gimme \$10 for our teachers. We have an ongoing electronic giving opportunity and links via our electronic newsletter. Our overall unaudited FY10 General Fund donations are approximately \$84,000.00 in pledges and receipts. Removing Special Events donations and ticket sales, our campaigns resulted in \$42,000.00 of unaudited funds. We are very pleased that we are also now part of the United Way campaign as a result of our grant and received almost \$15,000.00 in pledges through their various programs. (These payroll programs actually pay out their distributions during the current and following fiscal years.) We also have had %100 Board contribution participation. 545 donors contributed to the General Fund this fiscal year. Restricted Gifts came in large numbers this year as a result of memorials and Splash gifts. Total donors to CUSF this year are 1193 donors with over \$260,000.00 in donations.

The Foundation explored the prospect of holding the leases for the Unit 4 construction of its new facilities through Bond Agents Stifel Nicolaus. Much preparation was put into the review process, but it was ultimately determined that the Bond Companies rate all 501c3s as high risk and we did not move forward. Both the Attorney for the district and Stifel Nicolaus supported the Foundation's effort with \$1000.00 each in donations.

Unrestricted Revenue: Special Events

CUSF now has two fund-raising special events focused on bringing new money and widening our spheres of influence in the community: the Distinguished Alumni Luncheon and CU Punkin' Chuckin'. This year was the 6th luncheon. A record of 250 people attended in a sold out room. The celebrated alums were Stephen Van Arsdell, UHS 1968 and Scott F. Anderson, CHS 1977. The event was held at the IHotel on April 30th, 2010. The private reception was held at Tom and Jeannie Berns' home. We sold tickets for the luncheon at \$30 each, and also patron packages at \$125 and table underwriting at \$1000 each. We raised approx. \$20,000 – without a major \$5000.00 sponsor and netted approx. \$15,000. We noted that we did not have as many cash donations or package buyers this year but an increase in the individual \$30.00 ticket sales. Table sales were also down. The luncheon was organized by staff and a volunteer committee chaired by Penny Porter. The Board is planning a Gala next year instead of continuing on with the luncheon in this format.

CU Punkin'Chuckin' was initiated as a new fall event. Held on Sunday, Oct. 30, 2009 the event brought 1000 spectators to view the launching of pumpkins for distance to hit an MTD bus. The Nationally known Acme Catapult Company was hired to star in the event. Money was made by underwriting and selling of the "pumpkins" which were launched. This event attracted a new audience to the Foundation and is considered a success. The net was over \$4000.00. The 2010 event will include more features.

Two additional events were added this year as a celebration of SPLASH for our SPLASH donors, teachers and board members. Our first event was a bus tour of 4 of our schools to meet Splash Grant Award winners. We had 6 or 7 donors attend as well as board members and staff and culminated the tour with a dinner at Houlihans. In addition, we held a kick-off for year-three of SPLASH at the U of I President's House, hosted by Stan and Judy Ikenberry. We had over 100 attendees at this very lovely event. Donors were pleased to hear about the successes of the Splash Program from teacher presenters and Stan Ikenberry.

Rather than host its own run as planned in FY09, CUSF was also the beneficiary of the Illinois Marathon Busey Youth Run. In exchange for getting the word out to the schools and kids, CUSF received a \$1 for of each Youth Run ticket and random donations from the electronic run sign-up site. We are anticipating approx. \$1500 from this effort.

CUSF did not institute the Lamplighter awards. However, at the Distinguished Alumni Luncheon, we awarded the first ever Cupcake Award to Ms. Shauna Carey, Unit 4 Schools. Instead of serving dessert, a \$600.00 grant was given to Ms. Carey. We will continue this award as part of our special event and set it up as a peer nomination for next year.

Unrestricted Revenue: Earned-Income Enterprise

CUSF has embarked on a new effort to increase operating income for itself. A growing trend with non-profits, earned-income as part of the revenue stream begins to take the reliance off of the random generosity of the public. Consequently, a partnership has been formed with 3 ½-time volunteers to set up a retail store to sell reuse items. They are: *Carol Jo Morgan, Peter Woods, Claire Billing* along with *Craig Rost*. Executive Director Gail Rost is serving as Interim Store Manager. A business plan, exploratories, models and site visits determined the parameters of The I.D.E.A. Store scheduled to open in September 2010. A lease was signed with the Gallivan Bulding Fund with Coldwell Banker Commercial for 3 years at 28 E. Springfield, 8N in Champaign, IL 61820. The CUSF Financials have been reformatted to accommodate the store, insurance has been updated, and the process is moving forward. (See Attached.)

Restricted Revenue: Designated Gifts

Restricted contributions totaled approximately \$188,000.00 with an additional \$143,000.00 pledged. Two additional sub-funds were added to our restricted investments: The Keegan Bannon Memorial Fund with an initial investment of \$41,000.00 and the Clif Rocks! Fund with an initial investment of \$31,000.00. The status of the Clif Rocks! Fund is uncertain as the family is undecided on the final use of the designation for these donations. It is possible that CUSF will not retain these funds but pass them through to another non-profit. We hope to have this resolved by the end of FY10. Many of the restricted donations to the memorial funds this year were through our website.

We also continue to have our Management Fund which holds the Unit 116 Lawrence and Urbana Alumni Association Funds. The Lawrence Fund and the UAA sub-funds are not considered assets of the Foundation and a management fee is taken on a yearly basis. The FY10 Splash Grant donations totaled approximately \$125,000 and were maintained in the Designated Checking account. The Investment accounts have regained most of their losses from the FY09. Disbursements were made from the Perrino Fund, the Lawrence Fund, the Fred Green Fund and the Keegan Bannon Fund as well as the grant endowments: The Champaign Rotary Fund, the Carle Foundation Hospital Fund, the Junior League of CU Fund, and the Hester Suggs Fund.

An exciting partnership with the DonorsChoose.org has been developed. CUSF set up a \$250.00 matching grant opportunity for proposals posted on DonorsChoose.org by CU public school teachers. CUSF sent the remaining \$5000.00 unclaimed SPLASH funds from FY09 to the organization in August of 2009. All of the \$5000.00 was matched and the value back to the CU schools was over \$11,000.00. Matching funds came from all over the world to our schools. We anticipate doing the same again this year with unclaimed SPLASH allocations.

Restricted Revenue: Alumni Memberships

The Alumni Association partnerships continue to flounder and are not developed as a successful revenue stream for CUSF. The 3 local high school Alumni Associations are possible sources for more funding for the Foundation. Our relationships with these 3 groups are stagnant and in the same position as last year. Alumni members through the Foundation are added to the Foundation's mailing list. Some Central Alumni members have become regular donors to the CUSF Annual Fund.

Planned Giving

We are currently aware of 3 planned gifts to CUSF as actions in bequests. These 3 gifts will be restricted to specific uses and not available to the general fund.

CUSF Marketing

In FY10, CUSF eliminated the paper newsletters after the printed summer newsletter and moved to an electronic format in December. Collection of valid email addresses is an ongoing challenge. We currently have an automatic emailing system for current and past donors in our donor database software, Etapestry, and are poised to purchase an email service specifically for prospects at the beginning of FY11.

Regular duties of the Associate Executive Director and the Director of Programs include the monthly release of press releases to the local media and the webmaster about various events and activities of the foundation, "good news" items to the school district board meetings, email messages to local PTAs, link-ups with various fund development initiatives and the monthly SPLASH ads supported as an in-kind gift by the News Gazette. The website is updated weekly if not daily with new information about our programs, the schools and events in our community. CUSF has been exploring and using social media to get the message out. The Foundation is on Facebook and does a daily twitter highlighting our grant projects. In addition, PunkinChuckin had a regular web presence and the new The IDEA Store will be marketed aggressively online and through the media.

The Foundation office is maintaining a notebook with copies of all published articles and ads, etc. that have been produced.

Special Events have strategically placed the Foundation in front of the public eye – the DAL, Punkin'Chuckin', The Business-Education Summit, the Splash Parties, an Office-warming party for the new office in December all afforded wonderful awareness opportunities with several community groups. A record 250 people attended the Luncheon and Punkin'Chuckin' attracted 1000 spectators. Community response to the events was very positive.

The Splash Grant Program has created many opportunities to market CUSF and its missions. Teachers eagerly shared their appreciation of the Foundation and many parents became aware of CUSF. The Splash grant T-shirts, mugs and decals are effective marketing pieces. Billboards in both cities will go up in July 2010 to celebrate our donors and the project.

Splash Grant ads ran in the News-Gazette each month at no charge. 8 press releases were distributed to local media outlets. For Punkin'Chuckin', the News Gazette and WDWS gave us over \$5,000 of in-kind coverage including use of a DJ at the event and full-page ads to promote it. Raffles were held at every event to collect contact information of attendees for future use. We were referenced or featured in the News Gazette on 19 occasions, not including advertisements. Executive Director Rost was interviewed on WDWS, Comcast Newsmakers again (a 5 minute interview which has run over 400 times). In addition the PSAs created in FY09 continued to run on Fox, WAND and WICD.

The Committee summaries follow:

Full Board Meetings

The CUSF Board of Directors met every month beginning in September of 2009. Our year concluded with the Annual Meeting in June of 2010.. CUSF full board meetings were held in various schools in each district (116 and 4). All but one meeting established a quorum. A past recipient of grant money presented his/her project report at each meeting. Operations Management such as Budget and Strategic Plan decisions, Committee Reports, Governance discussions and policy work took place as action and information items at each meeting. Motions affecting organizational governance were recorded into the CUSF Body of Law.

Executive Committee Meetings

The Executive Committee was eliminated from the governance structure. In its place, Officer meetings were held once a month to set the agenda for the upcoming Operating Board Meeting and to provide day-

to-day input for the Executive Director. Members were the Chair, Vice-chair, the Sect/Treasurer and the Executive Director. It is recommended that the Immediate Past Chair also attend these meetings if possible.

Strategic Planning Committee

This committee met a few times to get the process rolling. A review of the current plan took place and a survey in conjunction with a graduate College of Business Class was completed. This information will help the 2010-2011 committee work on the new Strategic Plan.

Fund Development Committee

Many of the duties of the Fund Development Committee fell upon staff this year. Please see the Fund Development sections of this report.

Finance Committee

The Finance Committee met quarterly in FY10. The role of this committee is to review investments, review the Audit, and review and revise the Operations Budget while providing the Executive Director direction on day-to-day financial decisions

Task Force Committee, Grant Selection

This committee managed the Teacher Advisory Board, reviewed CUSF Disbursement programs and provided oversight to the Master Grant Program. Master Grant proposal review took place during February and March. This year, the committee of 11 which included 2 community members at large, reviewed 21 applications using the grant criteria established in the applications. A total of **\$16,701.52** was awarded to 6 Master Grant proposals. Two Master Grants were funded through the Lash Restricted Fund and the Hester Suggs Fund as well as from the Junior League, the Carle Foundation Hospital and the Champaign Rotary permanent endowments. In addition, the board has retained its policy of reclaiming unused funds at the end of the fiscal year from each district. As a result, approx. \$2,989.00 of this year's distribution to Unit 4 and Unit 116 is in unused funds recovered from previous FY09. Grant recipient 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 as an attachment to this report.

SPLASH Grant Program

The Splash Grant program has funded 471 teachers with mini grants of \$500 or less for 618 projects in years 1 and 2. (See attached.)

\$192,779.76 has been allocated to Unit 4 to date.

\$85,962.35 has been allocated to Unit 116 to date.

Total allocated to date: \$278,742.35

Year THREE funding from the Splash Grant Program will be released on August 1, 2010. Funding for Year 3 is uncertain. As a result, the program is being designed for \$100K of distributions and will be distributed in 2 semesters, with the Fall Semester priority going to teachers who have never received a Splash Grant before.

CUSF Operations

The Executive Director has been overseeing the office procedures. Russ Leigh and Associates continues to perform our Annual Audit within a 3-year contract expiring in 2010. In 2010 we sent out RFPs for a new

audit contract. We hold liability, D and O, special event insurance policies with Brown Hobbs McMurray Insurance. Our current leases are with The Atkins Group and the Gallivan Family Fund. Our investments at this time are all at Busey Wealth Management Corporation. I continue to recommend that with future investments we consider diversifying our institutions. We use Marjorie Harris, Meyer Capel Attorneys as our counsel. Our donor software, E-Tapestry, has performed as we hoped and has provided us a great deal of flexibility for an organization our size. Office Documents are now backed-up onto a memory stick on a regular basis. Our Assoc. Exec. Director, Roxann Bossenbroek maintains the books on Quickbooks. An Interim Operations Budget will be available at our Annual Meeting in June which conforms to our Chart of Accounts. A final budget will be available for Board acceptance in September 2010. The ED conducted a 1-year employee review for each employee using a self-rating and ED rating tool.

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.

CONCLUSION

Following a national trend for non-profits, FY10 has been challenging for fundraising for CUSF operating costs. Without a major sponsor for the Distinguished Alumni Luncheon, we were unable to meet our goal. We also failed to meet our original Annual Fund Goal and were forced to transfer funds from the General Endowment for the 2nd year in a row. However, District support, the increase of donor numbers and the development of the earned-income opportunity lay a foundation for us to move forward as the economy improves. CUSF must look at developing a planned giving program to create stability for our future. Challenges remain and as we move to finalizing our 2011-2016 Strategic Plan, capacity needs to be a major focus. It is also reasonable that there will be a change in the Executive Directorship/leadership in the next Strategic Plan cycle.

CUScholars and **The I.D.E.A.Store** as major initiatives will increase our visibility and our viability in the community. They also increase our “feet on the ground” board responsibilities and opportunities to work with the community and volunteers. Our BOD has been engaged this year and able to take on more leadership. This will be essential for fundraising for our projects and for running them as well. Our Strategic Planning must look at CUSF “after SPLASH”. Although we have been given a commitment of \$125,000 over 5 years for the grant program, additional money may not be as easily forthcoming to keep the program at its current intensity. In general, frequent and regular donor communication is essential.

Respectfully submitted by
Gail Glende Rost, Executive Director

See attached:

Operations Board Governance Motions Approved 2009-2010	Page 8
Community Advisory Board Minutes	Page 10
Teacher Advisory Board Minutes	Page 15
The I.D.E.A. Store Summary	Page 19
2010 Accepted Master Grant Proposal List	Page 28
SPLASH Grants 2010 Report	Page 30
Current Initiatives –06-05-10	Page 32
Business-Education Summit Proceedings	(to come)

ATTACHMENTS

Operations Board Governance Motions Approved 2009-2010

October 2009 Full Board

Motion 1: The Grant Selection Committee moves to continue the CUSF Master Grant Program in FY10 as an open category grant program without any theme requirement. The application will be revised as presented. (see attached) and be posted as of November 1, 2009.

Motion was amended as follows:

Delete: (see attached)

Addition: *include after theme requirement* “and will include weighted criteria on application.”

Motion was seconded and carried.

Motion 2: The Grant Selection Committee moves that for the FY10 Master Grant application cycle the current deadline dates of November 1, 2009 (application available), February 15, 2010 (application due) and June 1, 2010 (money distributed to districts) will remain the same and that beginning with the FY11 Master Grant cycle, the application will be posted on June 1, 2010 (application available), February 18, 2011 (application due), June 1, 2011 (money disbursed to districts).

Motion was seconded and carried.

December 2009 Full Board

3. Action Item: J

The CUSF Finance Committee recommends that the BOD of CUSF suspend the \$15K minimum balance requirement of CUSF Procedure 1.

Motion was approved.

February 2010 Full Board

Action Item:

I, Jen Shelby, move that the CUSF Board of Directors accept the Earned-Income development approach for the Foundation. The motion was seconded.

Motion was approved.

April 13, 2010 Email Board Vote

1. **As a result of the CUSF Board acceptance of the earned-income approach at the February 16, 2010 CUSF Board Meeting, I, Jen Shelby, move that the CUSF Board of Directors approve of the earned-income enterprise known as "The I.D.E.A. Store" as an entity of the Champaign Urbana Schools Foundation.**
2. **I, Jen Shelby move that the CUSF Board of Directors direct the Executive Director and the Officers of the CUSF to negotiate and enter into a lease for the location of The I.D.E.A. Store.**
3. **I, Jen Shelby move that the CUSF Board of Directors direct the Executive Director to employ volunteers and staff to conduct the day-to-day business of The I.D.E.A.Store as per the Business Plan and budget projections.**

Motions Pass – 11 ayes of 14 available. 3 no responses.

Champaign Urbana Schools Foundation
Community Advisory Board 2009 Summer Meeting
MINUTES
June 16, 2009
Noon – 1:30
Jim Gould's, downtown Champaign

Present: Tom Brown, John Dimit, Mike Haile, Naomi Jakobsson, Mimi Krug, Scott MacAdam, Dan McCall, Mary McGrath, Linda Moore, Phil Van Ness

Absent: Nathaniel Banks, Anne Broom, Lizanne DeStefano, Peter Fox, Michael Frerichs, Judy Ikenberry, Sondra Libman, Gail Rost

12:10 pm: Welcome and Introductions – Phil Van Ness, CUSF Board Chair

Minutes from January 09

Summary on specific inquiries from the CUSF CAB in January 09 – Phil Van Ness

1. ARRA Legislation and CU Public Schools

CUSF played an active role in writing an ARRA funding proposal for our local public schools. Phase one efforts are complete and Phase two efforts are ongoing.

2. Promotion of the organization and our Public Schools

As a result of CUSF restructuring and staff availability, CUSF is intentionally reaching out to the community, promoting our schools and the organization. CUSF maintains an up-to-date website, a blog with good news and sends out monthly press releases. CUSF completed 6 video public service announcements and distributed them to local radio and television outlets. The Distinguished Alumni Luncheon was a very successful event and afforded CUSF many public relations opportunities. Staff marketed the Splash Grant program via T-shirts, mugs, decals, complimentary News Gazette ads and most notably with teacher testimonials. CUSF produced 5 newsletters in FY09 for a total of 20,000 mailings.

CUSF FY2009 Financial Report – Roxann Bossenbroek

Current Programs/Issues – Phil Van Ness

Programs: Master Grants/Splash Grants

CUSF awarded approximately 375 Splash grants. Many teachers partnered to purchase more expensive items. The Splash program will continue to allow CUSF to give more grant money than the organization has historically granted. CUSF awarded 5 Master Grants this year.

Fitness Grant for Middle Schools – pending

This is an effort to put work-out equipment in all four middle schools. The facilities would be implemented into the physical education curriculum to address the problems of juvenile obesity. The federal grant would provide teacher training and equipment for all four middle schools.

CUScholars

CUScholars is a cross district effort to encourage all students to take required high school classes that will qualify them for any area college or trade school experience.

Illinois Marathon, grant pending

CUSF approached Kasmar events offering to take on the “kid” part of the Illinois Marathon next year. This would be a wonderful tie in to the Fitness for Life program and an additional fundraiser.

UW Homeless Public School Children Grant

This grant will provide emergency relief to Unit 4 and Unit 116 homeless kids. CUSF partnered with the Regional Office of Education for this grant.

Issues:

Grant-making strategies

CUSF requested input from advisory board members on grant-making strategies in order to be most effective with our dollars.

Sustainable fund development

Much of our fundraising efforts result in restricted contributions. How can CUSF effectively raise money for operations to continue services? Unit 4 and Unit 116 have been asked to increase their support for fiscal year 2010 to \$30,000 between both school districts. Member McGrath noted the necessity of going after planned giving via wills and life insurance disbursements.

Attracting young (under 40) donors

What is the most effective way to attract young donors under the age of 40?

Advisory Board Business – facilitated by Phil Van Ness

Question and Answer for Officers and Staff

1. Non-cash benefits/programs for school districts

Member Dimit proposed that CUSF provide more non-cash benefits or programs for the public schools. He mentioned the success of the Leadership Institutes for students provided by Washington Township Schools Foundation.

Advisory Board Members were invited to join CUSF to march in the Freedom Celebration Parade.

Next meeting (Winter 2010) Mimi Krug will make arrangements for us to meet at the Champaign Country Club. Gail Rost will send her potential dates.

Champaign Urbana Schools Foundation
Community Advisory Board 2010 Winter Meeting
MINUTES
Thursday, February 4, 2010
Champaign Country Club
Noon

Present: Nathaniel Banks, Tom Brown, Lizanne DeStefano, John Dimit, Mike Haile, Judy Ikenberry, Scott MacAdam, Mary McGrath, Gail Rost, Kent Williamson

Absent: Anne Broom, Peter Fox, Michael Frerichs, Naomi Jakobsson, Mimi Krug, Sondra Libman, Dan McCall, Linda Moore

Welcome and Introductions – Kent Williamson, CUSF 2009-2010 Vice-Chair

Minutes from June 09

CUSF FY2010 Financial Report/Independent Audit FY09 – Roxann Bossenbroek

The fair market value of CUSF's investments has increased \$57,548 this fiscal year. Unrestricted contributions are up \$21,877 over last year, largely due to a significant increase in support from both school districts. Unrestricted expenses are up \$3,000 over last year, due to an increase in Special Event and Marketing expenses. CUSF received a clean audit from Russell Leigh and Associates. 21% of total expenses are management, general and fundraising expenses. 79% of all expenses are for program services. Total assets were down \$104K in 2009 compared to 2008. \$96K of that was restricted and the majority of that was Splash funds.

CUSF 2010 Strategic Planning Process

The paradigm of not-for-profits is changing. 75% of all Executive Directors will be retiring in the next ten years. We will see consolidation and not-for-profit mergers. CUSF has accomplished its current strategic plan. This year the average size of our gifts is down, but the number of donors is up. This is encouraging and probably due to the visibility of CUSF's Splash Grant program.

Phase 1 of our Strategic Planning process is to conduct a community survey, to ascertain the community's opinion of CUSF's mission, the schools and what could and should be done with private dollars in our public education system. We are working with a group of University of Illinois Executive MBA students. During Phase 2 we will look at trends in the not-for-profit industry, determine how we would best dovetail with other organizations, look at our capacity to act to meet our mission and determine if we are taking care of what is most important. We will ask how we fit in the community.

Current Programs/Issues – Gail Rost

Programs/Development: **Master Grants/Splash Grants:** The majority of Splash grants have requested funds for technology followed by requests for Writing/Language Arts and Reading. We will make a huge impact by giving all of this semester's money to the teachers within six weeks. Over the last two years, CUSF has funded 618 Splash Grants, totaling \$280K to 43.5% of our teachers. We are highlighting these grants through daily Twitter feeds. CUSF's budget for Master Grants this year is \$20,000. The deadline for applications is coming up. We will be reviewing this program's effectiveness.

CUScholars, ARRA funding: The national model called the State Scholars Initiative, was in place for six years, but is now defunct. Some states are looking for funding to continue their programs and we will watch their efforts, to see if we can seek funding from those same sources. Brian Kelly from Tim Johnson's office is assisting us in looking for funding. There may be ARRA funding, but that will be scrappy.

The program encourages students to make a commitment to take more rigorous classes so they are prepared for the future. It also encourages civic engagement, physical fitness and will provide internship opportunities. There will be a scholarship piece and we will need donors for this. The first Business/Academic Summit will be in April where we will seek input from the business community and administrators. The program will need a coordinator to work with the school districts and get the high school counselors on board. This could be a signature project for CUSF.

Annual Fund: We are in almost exactly the same place as last year. There has been a 83% (nationwide this number is 69%) reduction in gift size from \$160.44 to \$113.80, but our number of donors has increased to offset the reduction in gift size.

CUPunkin'Chuckin': This was a fun event and gave CUSF contact with a whole new group of people. Next year we plan to involve high school students.

Christie Clinic Illinois Marathon: We are a charitable partner this year. We will receive \$1 for every registration for kids 18 and younger. We are benefiting from two other special events: 1. Shelby Motors sale promotion in December brought in \$500, 2. we will be a High Heels After Five beneficiary.

UW Emergency Services Grant: This school year 302 homeless students have been identified compared to 377 total for last year. We've granted \$4,744 to date through this program. Now we are affiliated with the United Way and are included as a charity in the U of I's Charitable Campaign.

Teacher Advisory Board: Our strategic plan called for a Teacher Advisory Board. We had our first meeting. The second one will be in April where we will seek input on our Splash Grant Program. We will also be asking them for input on our Strategic Plan.

Distinguished Alumni Luncheon: April 30, 2010 at the IHotel. Our honorees this year are Steve Van Arsdell, Deloitte, Class of 68, UHS and Scott Anderson, dentist, Class of 77, CHS. We are going to ramp this event up to a Gala event next year. There will be two honorees with a second tier of awards to local graduates working in our community.

Restricted Funds/Memorials and Major Gift Initiatives: CUSF is accepting donations for the Clif Rocks! Fund in memory of Clif Aldridge. The purpose of the fund has not been finalized. We are part of three planned gifts. It will be important to look at CUSF after SPLASH Grants which is coming into its final year of the 3-year program.

Issues:

Earned-Income, sustainable funding through CUSF IDEA Store, social enterprise: CUSF is working on an idea to create a sustainable source of income through an Earned-Income Venture. The CUSF I.D.E.A. Store would sell donated reusable materials to the community and region. There are many successful models, one being the Scrap Exchange in Durham, NC. Research shows that if a not-for-profit can cover

10% of its operating expenses with revenue from the venture, it is a success. We hope to dovetail CUScholars with this venture, by having students volunteer in the store. We need 20K to start and are applying for a Lumpkin Foundation Grant. They funded ReStore. Home Planet has 5K in assets.

Future of SPLASH Grants: Discuss at next meeting

Invitation to SPLASH Grant Party, March 4, President Stanley O. and Judy Ikenberry, hosts: We will thank donors and generate excitement for year three.

Question and Answer for Officers and Staff

Next meeting (Summer 2010)

CUSF Teacher Advisory Board 2009 Fall Meeting
September 17th, 2009
Minutes

In Attendance: Anne Broom, Brenda Wiggins, James Quisenberry, Michael Pollack, Christine Adrian, Katy Plotner, Amelia Rosenberg, Jay Hooper, Anne Roth, Lily Jimenez and Pat Dessen

I. Welcome

The meeting began at 4:05 pm. with Brenda Wiggins welcoming everyone to the new CUSF offices and thanking all for agreeing to serve on the board.

II. Introduction to CUSF and the mission

Anne Broom gave a short review of the background of CUSF and its mission.

III. Introductions

All committee members introduced themselves.

IV. Historical Perspective of CUSF Grant Disbursements

James gave a brief background talk about the Master Grant Program and how it has evolved over the years. The committee had seen a large increase in the number of requests for basic technology items instead of programming, as well as decline in the number and quality of applications and decided to seek feedback from teachers thus forming this committee.

A. Feedback

Feedback from the teachers revolved around several issues, including the deadline date, the dollar amount, themes versus no theme and staggering the funds throughout the year. Many teachers felt that the Feb. 1 deadline date was not a good time of the year for grants to be due because of ISAT's and other classroom concerns, thus possibly impacting the quality of grants. It was suggested that the application could be made available at the beginning of the summer so that teachers could have the summer to work on the grant. All of the teachers said that a grant workshop plus samples of well written grant applications on the website would be very helpful. In particular it was suggested that teachers could benefit from seeing samples of well crafted responses to each of the 10 different criteria sections of the application.

The majority of the teachers felt that themes would limit the pool of creative grants and felt that it would not be beneficial. However some suggested that donors might be given the option to have their donation fund particular curriculum areas such as arts, science, literacy or area of greatest need. There was also discussion about the amount of the grants and whether they should be made smaller or larger. General consensus was that the dollar amount was just about where it should be and didn't need to be changed. Also discussed was the possibility of staggering grant funding the same way that Splash Grants are currently staggered. Board members Broom, Wiggins and Quisenberry who have all been on the grant selection committee felt that this would put an undue burden on committee members, especially the community members to meet and read grants more than one cycle per year.

Gail gave a short virtual tour of the Foundation website and showed the teachers where to look for grant opportunities on the website as well as how to access the secure board section of the website.

V. Technology: What is its role in your classroom?

James asked the teachers to discuss their experiences with technology in their own classrooms, specifically how they have integrated it into their teaching and what sort of support they receive from the school.

A. Discussion

Discussion moved on to the issue of technology requests in our Master Grant applications. The vast majority of teachers stated that technology was integral to their teaching in the current environment and felt that technology went hand in hand with their everyday teaching in today's world. None of the teachers wanted to see technology limits in the grant application process. Funding in the various schools and districts for technology was not predictable so it was crucial that technology not be eliminated from the Master Grants as long as it accompanied a well written proposal. General consensus was that with more technology training for the teachers in the schools, a different timeframe for the Master Grants and more guidance with the grant writing process it should generate more integrated grant applications.

VI. Teacher Survey

The teachers were asked to participate in a survey that the Foundation would email them in the near future.

Meeting adjourned 5:30

The next meeting of the CUSF Teacher Advisory Board will be held at a yet to be determined date in Spring 2010.

CUSF Teacher Advisory Board 2009 Spring Meeting
April 1, 2010
Minutes

In attendance: James Quisenberry, Anne Broom, Lily Jimenez, Katie Plotner, Mark Pollack, Jay Hooper, Anne Roth and Pat Dessen

Review of Changes:

The changes to the Master Grant application were well received. Everyone seemed to think that the addition of a sample application on the website was helpful. The better defined criteria and the expanded scoring system were helpful to both the applicants and the scoring committee. The quality of the applications was better due to the more detailed criteria explanations. The application for the 2010-2011 year will be made available starting June 15th as per suggestion from the September meeting.

All liked the Splash Grant program divided into two release phases, one in the fall and one in the spring. All approved of the money being released immediately instead of being parceled out over several months.

Grant Program Discussions:

The major change that the group would like to see for the Splash Grant program for the 3rd year is the release date and time. The group felt strongly that the time needed to be changed to either 5 or 6 pm. They also felt that the date for fall should be roughly 3-4 weeks after the start of school. The reason for this is to give the schools a chance to get all of their staff hired which can take up until the last minute. They felt that most teachers would have a better idea of what the needs of their classrooms and students would be after the first four weeks of school when things have settled down more. For the spring semester the thought was that January 15th was a good release date because it gives everyone a chance to get back to work and settle down.

The teachers felt that it would be a good idea to set aside a certain number of grants for the upcoming year for teachers who have never applied for a Splash Grant. It was felt that a separate application period would just confuse everyone. They also suggested it would be useful for a teacher from each school who has received Splash Grants in the past to announce it at the first staff meeting of the year.

Post Splash:

The group addressed the issue of what to do after the third year of Splash. They felt that the smaller grants had a more far reaching impact and that we should weight the grants more towards the smaller grants. They felt that Master Grants should not go away but that we might want to limit those to a certain percentage of available funding, possibly even funding a specific building need. The smaller grants should remain in a simple format the way they are now with Splash Grants.

They suggested that we might make it an expectation of the Splash Grants for the upcoming year that every teacher who receives a Splash Grant sends in a Thank you note and/or photo/s of their purchase.

It was felt that this would help to promote the program. They all felt that a concerted effort should be made to make the community aware of the program and how people could support the program.

There was also discussion around Donor's Choose, how to better promote the use of it by teachers in order to augment our existing grant programs. Everyone liked the return on the investment that CUSF got with our initial \$5,000.00 investment and wanted to see that happen again. They thought that it would be helpful to have a link on the website to a tutorial on how to apply for a Donor's Choose grant.

IDEA Store:

A brief description of the IDEA Store was given. The concept was a little hard for everyone to understand at first but overall it was felt to be a good idea both for the teachers and the foundation. Teachers liked the educational component. Suggestions were to keep a current inventory on the website, a referral program and a frequent user card. Nobody thought it unreasonable that teachers would pay for product.

Board re-commitment:

Polled group to see who would be willing to serve again next year. Everyone said they would be willing to serve again.

Adjourn 5:30pm

The I.D.E.A. Store by CUSF
 Reusable Materials for the Community
A Social Enterprise/Earned-Income Venture Proposal

Summary

The Champaign-Urbana Schools Foundation will generate income for the Foundation through facilitating the re-use of safe, clean industrial, business and household by-products and discards. This will be accomplished by offering these donated materials at low cost through its **I.D.E.A. Store**. The Store will be a retail store and warehouse open to everyone, particularly serving art and general education teachers, community and church groups, families, and individuals who choose to use non-traditional materials for various activities. These include art projects, home and business applications and other unexpected outcomes of creative re-use. The I.D.E.A. Store will include a **“Gallery”** which promotes wider appreciation for and practice of resource conservation through the sale of art and designs made from reused materials. In addition, the structure of The I.D.E.A. Store will include student, teacher and general community education and volunteer components to further promote the mission and programs of the Foundation.

Mission Statement

The I.D.E.A. Store simultaneously supports and advances education, the arts, and natural resource conservation in our community while generating revenue for the Champaign-Urbana Schools Foundation.

Vision Statement

The I.D.E.A. Store will be recognized as the premier eco-edu-art reuse resource center in Central Illinois.

Goals for the Enterprise

- provide a clearinghouse/warehouse to **accept** “discarded reusable” materials
- provide community members of all ages with **access** to challenging materials and creative ideas for their re-use
- **generate** revenue for the Champaign-Urbana Schools Foundation
- **foster** new constituencies supporting the CUSF mission
- **educate** citizens about the value of waste reduction, non-toxic alternatives, and smart design
- provide **volunteer service for all ages** (including K -12 students)
- **promote** “green business” practices.

Benefits of The I.D.E.A. Store Re-use Premise

- Establishes re-use as preferable to recycling because used items have a “second life”
- Reduces the need for and use of new materials
- Reduces and delays the amount of still-useful material entering landfill space
- Saves energy through reductions in transportation and manufacturing
- Conserves natural resources like water, wood, ore, soil, and fossil fuels
- Establishes the value of used goods by rewarding donations with tax benefits to individuals, businesses, and manufacturers
- Reduces disposal costs to businesses
- Makes materials available to consumers at low or no cost
- Provides clearinghouse for the community, connecting materials with those who need them.

Project History

Carol Jo Morgan earned her Bachelor and Master's Degrees in Social Work (geriatric medical specialization) and a Master of Science in Natural Resources and Environmental Sciences (conservation behavior specialization) from the University of Illinois, and she is widely remembered as "The Bead Lady", owner of that popular Champaign shop. In 2006, she founded HomePlanet, Inc. and developed the idea of a creative re-use facility to support HomePlanet's environmental education programs. Her interests in the arts, love of teaching, and concern about the over-consumption of natural resources have merged in this project. HomePlanet, Inc. was dissolved in 2009 in anticipation of merging the creative re-use facility with an existing organization. Below is a list of efforts, with which Carol has recently been involved, that promote re-use.

Consumers served to date include

- CUSF is currently hosting a Giveaway Location in their office serving area teachers
- C-U public school art teachers, "Great Giveaway 2008"
- C-U public school teachers, "Great Giveaway 2009"
- Yard sale fundraisers for HomePlanet's Art ReSource Center in 2006, 2007 and 2008
- Mask-making at Market at the Square
- Leal Elementary Family night – make and take booth
- Junior League, display units, shelving and supplies, cash donation for League Locker Teacher Warehouse
- Community Center for the Arts shelving and materials
- Individuals for creative re-use: Leslie Kimble and Anna Barnes, who make monetary donations and give many hours of volunteer service
- 300+ K-5th graders of Vineyard Church for their Eco-Fair
- Erica Schneider, Educator at Anita Purves Nature Center
- Solar decathlon house architecture class at the University of Illinois

Donors to date include

- The Great Frame-Up
- Orpheum Children's Science Museum
- Karen Pope, Champaign Estates
- HomePlanet Board members
- Greeting card donors
- Hub and Green Observer article readers
- Community members aged 4-97 years: friends, neighbors, area residents

Volunteers to date include

- HomePlanet's five-member Board of Directors
- Numerous friends and neighbors
- Joe Niernberger (Carol Jo's husband)
- Vineyard Church's Earthworks team
- U of I students in Art and Design, and in Natural Resources and Environmental Sciences
- CUSF staff

Media, speaking engagements, and teaching

- Bratcher's Greener Living Expo 2010
- Workshop leader, Junior League "Renew" Conference (2010)
- "The News-Gazette" greeting card collection (2009-2010)
- Booth at "Environmental Horizons" conference, University of Illinois (2008)

- “World of Science” lecture at Parkland College: “Show Me the Green!” (2008)
- “Going Green” series at Parkland College (2008)
 - “Our Wonderful Water”, “E-Energy”, “Smart Shopping”, and “Getting There”
- Guest Speaker at area Rotaries (2007, 2008)
- Feature articles in “The “Hub” (2006) and “The Green Observer” (2007)
- Featured in the 2007 student produced DVD “Entrepreneurs in Champaign-Urbana” aired at Krannert Center for the Performing Arts
- Guest lectures on “Conservation Behavior” University of Illinois, Environmental Psychology (ongoing)

Research sources

- Site Visits to study different types of re-use centers
 - The Scrap Exchange (Durham, NC), www.scrapexchange.org
 - Recycle for the Arts (New Orleans, LA), www.recycle4thearts.org
 - ReUz Station for Arts and Crafts (Hammond, IN), www.lcswmd.com/brochure.htm
 - SCARCE: School and Community Assistance for Recycling and Composting Education (Glen Ellyn, IL), www.bookrescue.org
 - Teachers’ Warehouse (Bloomington, IN), www.bookrescue.org
 - Creative Reuse Center (Chicago, IL), www.resourcecenterchicago.org
- Internet
- Champaign Public Library
- SCORE workshop and counseling
- volunteering at local models like ReStore and The Scrap Exchange

Store Activity: Goods and Services

This project will entail collection and redistribution of safe, clean reusable materials for reuse. Core inventory will be based on the available supplies and demands of the market. See Appendices A, B and C for more detailed information about operations, use of space and budget.

Sources of Donated Materials (Goods)

Potential materials sources include product manufacturers and distributors, organizations, private businesses, medical service providers and labs, government entities, and individuals. Research has been done to identify potential materials donors in Central Illinois.

“Waste” types can come from these sources

- overstock, surplus, overruns, discards, scraps, “odds and ends,” remnants, leftovers
- “used but not used up”, obsolete, outdated, discontinued, cast-offs, throwaways
- imperfections, off-spec, irregulars, factory production mistakes, seconds, misprints, damaged, defunct
- “unwanted reusables”, samples
- byproducts like cutouts, punch-outs from die cutting, product packaging, displays, shipping materials

Scope of Services and Incentives to the Community

For Materials Donors

- On-site waste assessment to determine which materials can be accepted
- Marked containers for donations collection
- Materials pick-up by our organization, saving donors transport and disposal costs

- Tax credit for material and monetary donations
- Accept donations of clean, reusable materials
- Recycle whenever appropriate and possible

For Consumers

- Pre-screened and clean safe items for sale
- Wide variety of reusable items for purchase
- Wish list and procurement for consumer groups
- Refer potential donors to other area organizations as necessary for materials we cannot accept
- Special events/services throughout the year: consignment shop at holidays, KidArt Show
- In the GalleRE, promote and generate income for creative re-use art through consignment
- Host birthday parties, group events, and GalleRE openings

For Community

- Educate the community on “mainstreaming green”
- Offer student and adult volunteer opportunities
- Provide service learning opportunities to students, groups, and individuals
- Host guest speakers and artists
- Demonstrate research projects potential
- Build community partnerships
- Improve the local environment
- Reduce or delay landfill waste

Market Analysis

Target Audiences

We anticipate persons who want materials to make home, business, school arts/crafts and education projects will shop at the I.D.E.A. Store, including

- Teachers from pre-school through university levels, community arts classes (Parkland Community College’s Live and Learn programs, Urbana Adult Education, Champaign and Urbana Park Districts), home schools, churches, rehabilitation programs, etc.
- Students of all ages for school assignments
- Professional and amateur artists and crafters (Craft League members, Spinners and Weavers)
- Leaders of children’s groups and programs (churches, Scouts)
- Families who do projects for fun
- Anyone who wants low-cost, interesting and unexpected materials

Competitive & Complementary Businesses

Several local non-profit organizations accept and sell donated, used goods to generate revenue to support their missions.

- Habitat for Humanity’s ReStore
- Goodwill
- The Salvation Army’s Salvation Army Store
- Preservation and Conservation Association (architectural salvage)
- CWT’s Transitions

Profitable local retail businesses also resell goods.

- Carrie's Vintage Clothing, Dandelion Vintage & Used Clothing, Karen's Klose, LeShoppe, Plato's Closet, Frogs and Fairies, All Things Kids
- Furniture Lounge, Go Retro
- Classic Home Consignment
- The Estate Sale

Homeowners and associations have garage sales and estate sales

Art supply, craft and discount stores

- Art Coop
- Hobby Lobby
- Michael's
- Prairie Gardens
- Target, WalMart, Big Lots, Dollar Store

What sets the I.D.E.A. Store apart?

- Accepts non-traditional materials as well as traditional ones
- Has educational components: learning opportunities through signage, examples of reuse, using connectors
- Sponsors workshops/classes
- Hosts guest artists and speakers
- Focuses on a "sustainability" philosophy
- Provides a venue (GalleRE) for area artists to sell their "re-creations"
- Features a "ReC (ReCreation) Room" for parties, speakers and classes

APPENDIX A - Operations

Location

The I.D.E.A. Store could fare well initially for "destination shopping", where customers come with the intent to spend time as well as to shop. Convenience for donors is a consideration, but an off-the-beaten-path location can be offset by providing a collections booth at Market at the Square, for example, and doing collection drives.

Projected Facility Requirements (See Appendix B for Use of Space)

- Minimum 2000 square feet, with option to expand
- Centrally located for schools and university
- Well-lit, convenient parking
- A well-defined public entry
- Separate receiving area and warehouse area with large doors or an overhead door for convenient truck unloading
- Adjoining workroom space with water hook-up
- A retail area to house inventory - ideally a large open space
- GalleRE room
- An accessible bathroom
- Classroom/meeting room with sink
- 2-3 small offices or 1 larger room which can be partitioned

Optimum Staffing

- Store Manager to oversee daily operations and personnel; partners with CUSF Executive Director and reports directly to Board of Directors; to procure corporate and homeowner materials and services; to promote The I.D.E.A. Store with the CUSF Executive Director; to manage inventory and sales; to enforce policy and safety
- Environmental Educator partners with and reports to Store Manager to research and type goods available and to determine market potential; to develop strategies to market goods; to make or out-source examples; to coordinate Community Outreach; to schedule and lead calendar of educational events, workshops, booths and fairs; to serve as liaison with leaders and teachers in professional development
- Assistant Store Manager to coordinate the warehouse/store donations, sorting and sales; to organize and maintain displays and recycling; to oversee volunteer coordinator and determine pricing
- Volunteer coordinator to recruit, train, schedule, track hours, and thank them.

Volunteers

Individual and group volunteers are critical to the success of The I.D.E.A. Store. Volunteers will provide support in various tasks such as receiving, sorting, organizing and restocking, answering phones and questions from our shoppers, display set-up, off-site assistance, assembling kits and making samples. Consumer groups are potential volunteers who will be invested through their work at the store. In addition, this venture will serve as a connection for the CUSF CUScholars Program which requires high school student volunteer service as part of its programming.

Publicity/Marketing

HomePlanet, Inc. laid the groundwork as described in Project History. In addition, requests for future interviews have come from the News-Gazette and WILL Radio.

By partnering with the already established programs of the CUSF, the vehicle for getting the word out about The I.D.E.A. Store is ready.

- Talks will be scheduled with civic groups, educators, university students and other interested parties.
- Print media will be developed as needed
- A PPT will be created for these talks
- The internet domain www.The-IDEA-Store.com has been secured as well as complementary domains
- Twitter and Facebook accounts will be set up and a website designed. Links to the website will be sent to other relevant sites
- The I.D.E.A. Store will reserve booth space at various local festivals and fairs and be featured at CUSF events
- An Open House will be scheduled, with tours of the store facility offered on a regular basis
- Electronic inventory lists will be sent out regularly, along with an occasional newsletter

Funding Sources (See Appendix D for Budget Projections)

Because The I.D.E.A. Store has arts, education, and environmental components, funding can come from a wide variety of sources. Other similar programs nation-wide rely on store sales, grants from art and environmental foundations, state and county art and environmental agency grants, private donations,

sponsorships by individuals and corporations, memberships, special fundraisers and outreach activities. The Scrap Exchange in Durham, North Carolina, has diversified its income sources over its 19 years.

CURRENT Assets

Cash

- CUSF has no line item for this in the CUSF FY10 Operating Budget
- A pending \$4.5K gift is available for seed money
- CUSF is applying for a \$15K Lumpkin Family Foundation Grant – LOI due February 26, 2010
- Private potential donors and investors have been identified for matching start-up costs.
- The I.D.E.A. Store could benefit from a 4-year \$20K loan from the CUSF General Endowment

Hardware

- Dedicated computer/monitor/keyboard, cash drawer and receipt printer
- Specialized display fixtures, Point-of-sale counter, Loan of lighted, locking display case
- Scales for weighing goods,
- Reusable commercial signage
- Hand tools for displays assembly and for use in receiving area, ladder, stepstool
- Access to CUSF office equipment and materials

Staff

- CUSF staff hours to support bookkeeping and promotion

APPENDIX B – *Use of Space*

Receiving Area/Workroom space:

- Scale to weigh in materials
- Paperwork surface to hold copier or make carbon copies of donation sheets
- Janitor's sink and hose area
- Acceptance bins, shelves
- Sort area; worktables area for volunteers
- Trash, recycling, dumpster
- Storage cabinets for packaging and pricing materials

Warehouse Area:

- Overstock
- Extra bins, barrels
- Display storage: seasonal, special use

Public Entry:

- Check-out counter, post policies and how to
- Postings: workshops, events, information about resale, store set-up

Retail Sales Area:

- Organized into zones by material type (fabric, notions, paper) for individually-priced items

- Segregated area for by-the-bag items
- GalleRE room
- Ideas/ Inspiration Display

Bathroom (accessible and unisex)

Classroom:

- Sink
- Tables, chairs, shelves
- Predetermined materials to use classroom consumption
- Erasable board

Meeting Room, Staff/Volunteers Break Room:

- Microwave, fridge, notice/erasable board, sign-in/out book
- Lockers, coat rack

Office/Business Office(s):

- Commons area for copier and supplies
- Director's office
- Other staff members' office areas

Materials accepted from business and industry, manufacturers, and distributors:

Generally, we are interested in receiving clean, safe materials made of glass, metal, plastic, paper, or fabric that can be reused in art and general education projects, including...*overstock, surplus, overruns, scraps, ends, outdated or discontinued, off-spec, irregulars, factory production mistakes, seconds, misprints, samples, cutouts or punch-outs, packaging and shipping materials*. We offer a free, at-your-convenience, on-site assessment to determine what The I.D.E.A. Store can accept.

APPENDIX C – *Inventory Specifications and Parameters*

Donate traditional and non-traditional materials from your households, schools and offices
to The I.D.E.A. Store for reuse.

Yes, thank you!

All types of art, craft, school & office supplies
Art and craft books, children's hardcover books

Wooden toys, blocks, spools
Woodworking scraps (clean, dry)
Table legs, chair and staircase spindles

Crayon stubs
Writing and drawing utensils
Paint **

Fabric and sewing notions, ribbon
Costumes for dress-up and Halloween
Yarn, macramé twine, rope, chain
Paper & fabric gift bags, wrap, bows, tissue paper
Mesh vegetable bags, bread bag tabs, new twist-ties

Incomplete sets of puzzles, games, playing cards
Unusable-for-playing records, CDs

Leftover and adhesive-free ceramic tiles
Miscellaneous silverware, flatware, chipped dishes
"Retired" wreaths and baskets, silk flowers
Vases, lampshades, mirrors

Keys, cookie tins, wire, hardware (screws, hinges)
Scrap sheet metal
Small, nonfunctional appliances**

Greeting cards, lightly used calendars
Picture frames, mat board, maps
Duplicate and "dud" photos

Accessories including jewelry, belts, neckties, hats
Hand and craft tools of any vintage
Seashells, marbles, polished rock
Stained glass scrap, window glass

No, sorry...*

Personal care items
Used food containers
Furniture, mattresses
Sports equipment
Luggage
Plush and fabric toys
Large appliances
Clothing, shoes**
Encyclopedia sets**
Computers
Household garbage, yard waste
Household recyclables

*We cannot accept these items for health and safety reasons, or due to limited space. Please ask before you bring items not on the "yes, thanks" list.

**These may be accepted on a LIMITED BASIS.



CUSF Approved Master Grants 2010**\$2,928.38**

Grant Thomas

Making Visual Narratives

Funding for this grant will give third, fourth and fifth grade students' three meaningful works of art in which they explore different genres to convey a narrative. The art supplies and accompanying literature will be combined to teach traditional forms of visual narratives such as tapestries, story quilts, puppetry and comic books as well as newer forms of visual narratives using video and stop motion animation. The various art projects will be integrated with the social studies curriculum, touching on topics such as the History of Immigration, Medieval History and Eastern Cultures. This grant builds upon a grant that CUSF funded last year to purchase technology and art materials to launch this project.

This grant will serve approximately 216 students, estimated cost per student \$13.55.

Emphasis: Art, Social Studies

Bottenfield Elementary School

1801 S. Prospect Ave.

Champaign, IL 61821

\$3,322.55

Bryan Foli

Edison vs. Tesla – The History of Electricity

Funding for this grant will purchase historical texts, lab equipment and science kits in order to merge a social studies investigation of Thomas Edison and Nicola Tesla with hands-on laboratory based experiments of the electromagnetic principles they discovered. By actively connecting historical knowledge with lab experiences the expected result will be a marked improvement in participation, enthusiasm, understanding and achievement.

This grant will serve approximately 120 students in the first year, estimated cost per student \$27.68.

This grant has been partially funded by:

The CUSF Carle Foundation Hospital Endowment for Educational Excellence

Emphasis: Science, Social Studies

Edison Middle School

306 W. Green St.

Champaign, IL. 61820

\$4,000.00

Amos Lee

Interactive School Math: A Revolution in Teaching Mathematics

Funding for this grant will be used to create the first of its kind online course that allows students to learn math at their appropriate level of readiness through a 1 on 1 environment. The classroom will be outfitted with enough computers and N-Computing devices to allow 30 students to access the online course management system: Moodle. Differentiated curriculum as well as assessments will be developed by Jefferson staff to meet the needs of all math students regardless of their level.

This grant will serve approximately 150 students in the first year, estimated cost per student \$26.60.

This grant has been partially funded by:

The CUSF Champaign Rotary Endowment for Educational Excellence

Emphasis: Math, Technology

Jefferson Middle School

1115 S. Crescent Drive

Champaign, IL. 61821

\$1,007.59

Karinsa Moline

Fabulous Folktales Across the Arts

Funds for this grant will be used to create a cross curricular unit focusing on international folktales. This project will involve all students in K-5 and will culminate in a storytelling performance during South Side's International Month celebration. Each performance will include music, instruments, folk dancing, props and sets that the students have created with materials purchased from this grant. Teachers from different disciplines will collaborate on the literary, dramatic, music and art portions to make this a seamless project. This grant will serve approximately 280 students, estimated cost per student \$3.60.

This grant has been fully funded by:

The CUSF Junior League of Champaign-Urbana Endowment for Educational Excellence

Emphasis: Art, Music, Reading , Physical Education

South Side Elementary

712 S. Pine St.

Champaign, IL. 61820

\$1,443.00

Richard Geiger

Interactive Learning: UHS Science

Funds for this grant will be used to purchase four wireless writing slates to enhance Urbana High School's science curriculum. This grant ties in with a longer term initiative to bring more interactive technology to the science classroom. The wireless slates when connected to an LCD projector allow students and teachers to ask and answer questions in real time, allowing for more immediate sharing of ideas and knowledge. Additionally the projector and slate provide for more up-to-date content to be obtained electronically from textbook publishers and other web-based scientific sources.

This grant will serve approximately 600 students in the first year, estimated cost per student \$2.40.

This grant has been partially funded by:

The CUSF Junior League of Champaign-Urbana Endowment for Educational Excellence

Emphasis: Science, Technology

Urbana High School

1002 S. Race St.

Urbana, IL. 61801

\$4,000.00

Susan Gleason

iArt

Funding for this grant will be used to purchase 5 Apple i-Pads and 2 Apple Mac computer stations for the AP Studio Art classes at Urbana High School. The new technology will enhance an already existing culture of collaboration and self-directed learning by allowing the students to conceptualize, refine, research and discuss their artwork right at their fingertips with the i-Pads. The i-Pad with its many editing applications and art databases will become as integral a part of the art making process as colored pencils and paintbrushes.

This grant will serve approximately 110 students in the first year, estimated cost per student \$36.36.

Emphasis: Art, Technology

This grant has been partially funded by:

The Hester Suggs Endowment Fund for the Arts and Humanities

Urbana High School

1002 S. Race St.

Urbana, IL. 61801

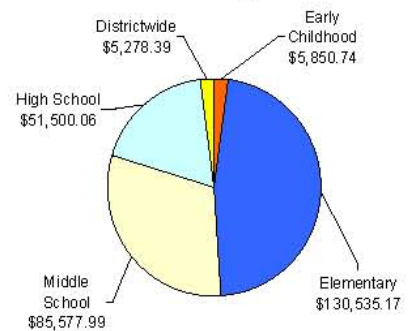
**SPLASH Grant Allocations
Years One and Two**

Funding By Grade Level and School

Unit 4	Year 1 # of Grants	Year 2 # of Grants	Years 1 & 2 Cumulative # of Grants	Year 1 \$ Amount Distributed	Year 2 \$ Amount Allocated	Years 1 & 2 Cumulative Funding Totals	Year 1 & 2 Cumulative # of Student Contacts
Champaign Early Childhood	2	3	5	\$553.44	\$1,291.40	\$1,844.84	505
B.T. Washington	10	4	14	\$3,821.18	\$2,000.00	\$5,821.18	1,026
Barkstall	10	4	14	\$3,944.28	\$1,939.00	\$5,883.28	2,215
Bottenfield	6	6	12	\$2,357.64	\$2,764.00	\$5,121.64	2,133
Carrie Busey	8	4	12	\$3,172.28	\$2,000.00	\$5,172.28	832
Dr. Howard	12	6	18	\$5,421.39	\$3,000.00	\$8,421.39	1,290
Garden Hills	7	6	13	\$3,019.70	\$2,967.80	\$5,987.50	1,138
Kenwood	8	2	10	\$3,142.73	\$800.00	\$3,942.73	1,200
Robeson	22	15	37	\$9,518.06	\$7,310.18	\$16,828.24	5,379
South Side	6	9	15	\$2,544.04	\$4,399.00	\$6,943.04	1,826
Stratton	22	16	38	\$10,300.41	\$7,999.00	\$18,299.41	2,562
Westview	4	5	9	\$1,719.36	\$2,235.00	\$3,954.36	1,079
Edison	20	28	48	\$8,003.95	\$13,834.50	\$21,838.45	6,630
Franklin	20	27	47	\$8,381.98	\$13,070.60	\$21,452.58	6,199
Jefferson	31	23	54	\$14,067.42	\$11,450.00	\$25,517.42	8,573
Academic Academy	1	3	4	\$500.00	\$1,133.79	\$1,633.79	220
Centennial	29	9	38	\$11,182.08	\$3,292.12	\$14,474.20	5,926
Columbia	1	0	1	\$486.78	\$0.00	\$486.78	60
Central	21	15	36	\$9,417.61	\$7,330.00	\$16,747.61	11,307
Champaign School District	5	1	6	\$1,909.04	\$500.00	\$2,409.04	4,857
Unit 4 Total	245	186	431	\$103,463.37	\$89,316.39	\$192,779.76	64,959
Unit 116	Year 1 # of Grants	Year 2 # of Grants	Years 1 & 2 Cumulative # of Grants	Year 1 \$ Amount Distributed	Year 2 \$ Amount Allocated	Years 1 & 2 Cumulative Funding Totals	Year 1 & 2 Cumulative # of Student Contacts
Washington Early Childhood	5	4	9	\$2,006.90	\$1,999.00	\$4,005.90	1,041
Leal	11	9	20	\$4,440.91	\$4,448.00	\$8,888.91	1,646
M.L. King	12	3	15	\$5,687.61	\$1,431.95	\$7,119.56	1,821
Prairie	17	15	32	\$7,450.55	\$7,104.25	\$14,554.80	2,177
Thomas Paine	8	3	11	\$3,244.72	\$1,500.00	\$4,744.72	1,189
Wiley	5	4	9	\$2,441.79	\$1,873.03	\$4,314.82	626
Yankee Ridge	9	1	10	\$4,037.31	\$500.00	\$4,537.31	1,438
Urbana Middle School	19	17	36	\$8,751.67	\$8,017.87	\$16,769.54	5,517
Urbana High School	23	16	39	\$10,311.57	\$7,846.11	\$18,157.68	6,887
Urbana School District	6	0	6	\$2,869.35	\$0.00	\$2,869.35	2,648
Total	115	72	187	\$51,242.38	\$34,720.21	\$85,962.59	24,990
Grand Total Both Districts	360	258	618	\$154,705.75	\$124,036.60	\$278,742.35	89,949



Total Fund Distribution by Grade Level

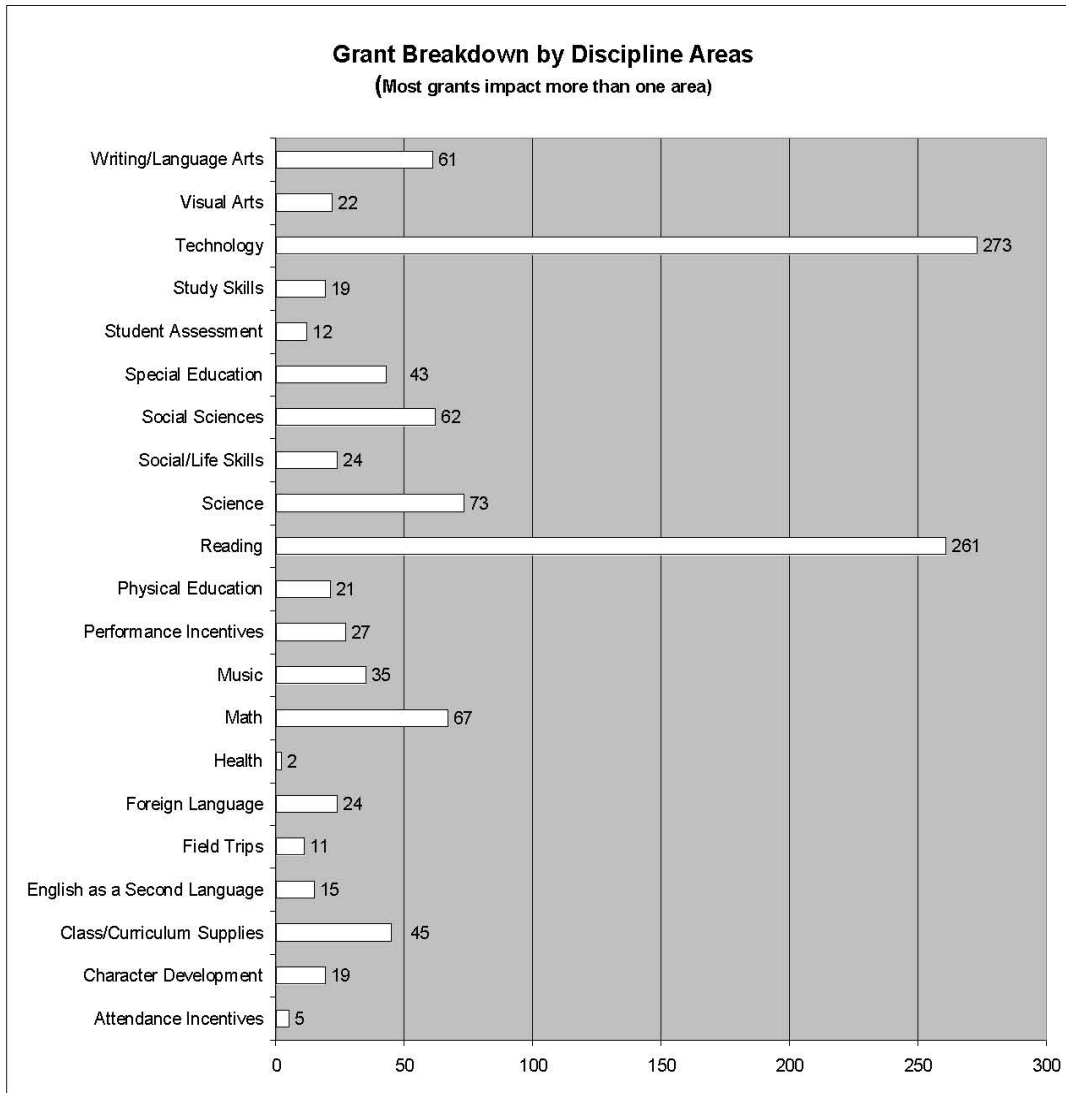


Grade Level	Total Funds Allocated	Total # of Student Contacts	Total # of students enrolled in each level	Avg. \$ Amount spent per Student
Early Childhood	\$5,850.74	1,546	662	\$8.84
Elementary	\$130,535.17	29,579	6,184	\$21.11
Middle School	\$85,577.99	26,918	2,781	\$30.77
High School	\$51,500.06	24,400	3,860	\$13.34
Districtwide	\$5,278.39	7,505	NA	NA
Totals	\$278,742.35	89,949	13,487	\$20.67

Ratio of Grant Recipients to total # of teachers in both districts	Percent of total teachers in both districts to receive a Splash Grant
471 out of 1180	40.00%
#'s Represent Year 1 and 2 combined	

*Represents the total # of potential contacts that students will have with a funded project

**SPLASH Grant Allocations
Years One and Two**



Thank you once again for your generous contribution to our class. The projector that was purchased will provide our class with many wonderful new and exciting learning opportunities. Michelle Bailey - 3rd Grade Teacher - Prairie Elementary School

Thank you for giving me the opportunity to thank the donors in person - they have stepped up and committed themselves when so many people just talk about good intentions. Margaret Mead said "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." I think that is so true about the CU Schools Foundation and the Splash Grant Donors. Carolyn Kodes-Atkinson - Honors Reading Teacher - Franklin Middle School

I want to thank the CU Schools Foundation for their kindness in funding this grant. We are already enjoying high quality sound and lots of outstanding science as a result of this generous gift to Edison 7th Graders. Kevin Kuppler - Edison Middle School

CUSF Current Initiatives 06-05-10

Programs

SPLASH Grants – Implementation: Design Year-3
Master Grants: Teacher Support, FY09 Final Reports
Green Grant – mini grant program, applications posted
CUScholars Program Launch
United Way Grant – Children’s Emergency Services Grant – serves our public school homeless students

Development

Annual Fund – Vendor Initiative, Gimme \$10, Campaign\$100 – small business
The IDEA Store: Earned-Income Venture, Social enterprise
Distinguished Alumni Luncheon – Underwriting support
CUPunkinchuckin II – October 2010
CUScholars – Program Development: Capital Campaign for \$500K
Restricted Funds, Pass-throughs, memorials (Bannon, Green and Aldridge)
Major Gift Initiatives, Splash Year 3 commitment
Retention visits, calls and contacts
Planned Gifts

Board Development

New board member training – summer 2010
Community Advisory Board
Teacher Advisory Board
CUScholars Steering Committee, design of CUSF Standing Committee and Advisory Committee
IDEA Store Team
CUSF Operations Board
Committee restructure – task forces
2011-2016 Strategic Planning

CUSF Promotion

Websites – interactive
Newsletters: print and web
Daily Twitter, Facebook
Video PSAs
Monthly Press Releases
Monthly Splash Ads
Targeted donor reports
Newspaper ads
IDEA Store Promotion/Opening in September

Office Procedures

Audit Bids
New accounts/books adjustment for The IDEA Store
Year-end closure, audit preparation
Database management/electronic newsletters/email lists