

## **Introduction**

Since its establishment in 1860, the Office of the Fresno County Superintendent of Schools (FCSS) continues to provide leadership, services and technical assistance to all of the county’s school districts and charter schools. FCSS strives to create a culture-rich society where the whole child is important by supporting strong academic programs, career technical education, and the arts, for over 195,000 students. FCSS has a history of developing programs, services and academic events that encourage development and achievement starting with the youngest learners in preschool, as well as students in grades K-12, and the most fragile – special needs and incarcerated youth. Over the past five years, FCSS has stepped into the responsibility of numerous social services as a partner to effect systems changes that lead to children starting kindergarten ready to learn, graduate high school successfully, and enter adulthood with a plan for their future. Advancing excellence, ensuring that young people realize their academic potential, and making a difference in the educational experience of Fresno County students are the fundamental reasons The Foundation @ FCSS was established in 2009. We believe education is everyone’s business and our mission is to engage the community in the shared responsibility of public education in Fresno County.

## **Organizational Background**

The Foundation @ FCOE is the fundraising arm of FCSS and seeks funding from private resources to support the educational programs, services and academic events of the Office of the Fresno County Superintendent of Schools. Since 2009, the Foundation has successfully secured grants from distinguished agencies such as Blue Meridian Partners, Kaiser Foundation Hospitals, The David and Lucile Packard Foundation, and The California Endowment. These grants funded FCSS programs that impacted the health and wellbeing of students, as well as increased opportunities for student development in the areas of academics, agriculture, the arts, athletics and beyond.

## **Mission**

The mission of The Foundation @ FCOE is to support students by providing exemplary educational programs and services through a shared community responsibility.

## **Belief Statement**

Guided by the belief that education is preparation for life, The Foundation @ FCOE pledges to promote excellence, access and innovation in education for all students.

## **Values**

The governing board of the Foundation and leadership team, in cooperation with FCSS, stands firm on the core values of: *Integrity, Transparency, Inclusion, Partnership, and Stewardship.*

This strategic plan outlines the direction of the Foundation as it continues to obtain resources that will grow and sustain FCSS programs, services and academic events that further the objective of stewardship.

### **Areas of Emphasis**

*Excellence:* To support Office of the Fresno County Superintendent of Schools academic and co-curricular sponsored events whereby students participate in events such as Academic Decathlon, Mock Trial Science Fair, Spell Off, and Young Authors' Faire.

*Access:* To fund programs that promote opportunities for student success, such as early care and education, empowerment and equity supports throughout the grades, graduation rate improvement, college and career-tech readiness, libraries, technology and more.

*Innovation:* To provide grants to school programs across the county that demonstrate innovation and improve student educational success.

*Planned giving and Endowment Growth:* To seek future-minded contributors that will provide bequests, endowments, or contribute to our existing endowment with the intention to build toward stability for foundation funding in the future.

### **Strategic Area ONE – Build Capacity**

1. Initiate collaboration with partners.
2. Identify sources and develop business relationships that will increase earned income.
3. Build public advocacy through effective messaging, positioning, and public relations in order to enhance the image of the Foundation and FCSS.
4. Develop an infrastructure to withstand organizational growth or leadership change by cross-training FCSS managers that may fulfill roles in fundraising and community relations.

### **Strategic Area TWO – Community Building**

1. Establish an internal process in which FCSS works with the Foundation Board to promote understanding and support for programs.
2. Increase the Foundation Board's participation in and knowledge of all programs and FCSS services.
3. Establish a process in which the Foundation will work with businesses and Fresno County's communities to build relationships and support for the Foundation.
4. Identify the specific needs of schools that directly impact students and fall within the academic initiatives identified by FCSS.
5. Coordinate calendar of events with community calendars and FCSS events.

### **Strategic Area THREE – Fundraising Growth**

1. The Board and FCSS will assist the Foundation in cultivating an environment that will increase private support especially in the role of identifying viable prospects.
2. The Foundation will host fundraising events as a means of generating revenue for specific programs or unrestricted revenue.
3. The Foundation Executive Committee will develop plans for fundraising through:
  - a. Endowment
  - b. Major Gifts
  - c. Grants
  - d. In-Kind
  - e. Event Sponsorship
  - f. Planned Giving
4. The Foundation will engage the following groups in fundraising activities:
  - a. FCSS Employees-current and retirees
  - b. Business leaders/owners:
  - c. Foundations
  - d. Well-resourced Individuals
  - e. Other

### **Strategic Area FOUR – Funding Priorities**

1. The superintendent of schools will regularly provide the Foundation with a priority listing of funding needs, which staff will then utilize to solicit contributions.
2. The Foundation Executive Director will manage requests for funding that meet the following criteria:
  - a. Proposal is within the Foundation's *Areas of Emphasis* and the academic initiatives identified by FCSS.
  - b. Proposal follows the Guidelines for Expenditures as approved by the Board.

### **Strategic Area FIVE – Board Development**

The board will:

1. build knowledge about FCSS and the Foundation.
2. increase effectiveness of board membership.
3. provide fiduciary oversight for assets.
4. ensure diversity of the Board, inclusive of varied backgrounds and a broad range of perspectives, experience and skills.
5. assist Foundation leadership in the primary goal of fundraising.
6. advocate for special projects, programs and initiatives of FCSS and the Foundation.

## **Beneficiaries**

Foundation funds will be used to support the projects and programs benefitting districts, schools and teachers for the benefit Fresno County students in the areas of excellence, access and innovation. Most donations will be solicited for specific or “restricted” projects. Unrestricted foundation funds will be made available for projects and/or programs with exceptional merit that fulfill complimentary objectives of excellence, access and innovation and meet the priorities of FCSS. In most cases, requests for funding from outside community-based organizations will not be considered.

## **Implementation**

With the leadership of the Board of Directors, the Foundation will continue to promote awareness that encourages additional contributions, and regular, dependable donations from businesses in the community. Additionally, the employee campaign and the retirees appeal will become an annual effort. All contributions will undergo careful consideration of conditions of acceptance so as to not create on-going costs to the Foundation or FCSS. Finally, the Foundation acts in accordance with its bylaws and Articles of Incorporation, which clearly outline the details of acceptance of gifts on the part of the Foundation.

## **Conclusion**

The Foundation promises to succeed, to continue to generate donations from the community to benefit students, because of the commitment and dedication by the Board of Directors, the positive relationships of FCSS within Fresno County, and the generosity of all beneficiaries.

The Foundation @ FCSS  
Office of the Fresno County Superintendent of Schools  
1111 Van Ness, Third Floor  
Fresno, CA 93721  
559-265-4036

[www.FCSSfoundation.org](http://www.FCSSfoundation.org)