

## 1: CONTEXT + GOALS

Lumen High School

**Region:** *Spokane, Washington*

**Regional Fundraising Context:**

*Spokane County, has a high percentage of retirees, some with medium to high capacity. The current economy is based on a higher education industry with some corporate presence including oil, health care and tourism.*

**Overall goal:**

*Cover 10% of overall, annual budget with philanthropic support including major revenue streams of corporate sponsorship, individual donors and local and national grants.*

**Period: 5 Years, 2020- 2025**

*Phase 1 (Launch Year): Develop relationships and sustainable funding sources*

*Phase 2 (Fully Operating): Build upon our fundraising base. Differentiate between corporate sponsorship, individual donors and grants.*

*Phase 3 (Scale Years): Iterate and further develop key strategies and build upon most successful fundraising activities.*

## 2: PROSPECT RESEARCH STRATEGIES

### *National and regional institutional funders (foundations, corporations):*

- *Identify key funders funding charter public schools in Washington by researching other schools' funding streams*
- *Work with your current network of funders to identify new potential partners*
- *Research national and regional funders through publicly available databases and websites*
- *Consult WA Charters' grants database:*  
[https://docs.google.com/spreadsheets/u/3/d/18WtLgpQYoSZ0R80wgllv1JzaFaDbc6z\\_luQaR1p2Uo/edit?usp=sharing](https://docs.google.com/spreadsheets/u/3/d/18WtLgpQYoSZ0R80wgllv1JzaFaDbc6z_luQaR1p2Uo/edit?usp=sharing)

### *Major individual funders: \$10,000 + annually*

- *Work with Board to map out potential funder connections*
- *Research business executives in your region and find ways to connect with them through social network mapping*
- *Buy lists of good-fit donors from donor search databases (e.g., WealthEngine, DonorSearch)*
- *Coordinate an event that is of interest to donors and gather contact information for attendees*
- *Local foundations/ grant making organizations*

### *Consistent Donors*

- *Monthly or Annual contributions- Moment of the Month Community*
- *Local or connected to board of staff*
- *One time donations connected to event or campaign*

### 3: RELATIONSHIP BUILDING STRATEGIES

#### LUMEN HIGH SCHOOL EVENTS AND OPPORTUNITIES TO ENGAGE

*Engagement begins with connected the mission and people with relationship to the school. LHS has identified key groups who may be interested in the school and potential supporters: Retirees 50-80 in the Spokane area who believe in access to quality education and changing cycles of poverty, local business leaders, Parents ages 25-50 who are raising kids and resonate with the challenges of raising children and in- and out-of-region granting institutions. In-depth recruitment, qualification, and solicitation strategies for these groups are mapped out on the page following.*

#### PHASE 1 EVENTS AND OPPORTUNITIES TO ENGAGE

*Event 1: il-Lumen-ate the Night FallEvent*

*Event 2: Sip & Celebrate June 2023 (annual donors over 10,000): potential individual donors, community foundations, corporate sponsors, in kind donors*

#### ONGOING OPPORTUNITIES TO ENGAGE

- *Regular school events: Student Expo Nights, Annual Graduation Celebration, and Experience LHS tours*
- *Annual fundraiser*
- *School volunteerism*
- *Annual end-of-year email campaign*
- *Monthly newsletters*
- *Drives for Needs*

#### 4: SOLICITATION STRATEGIES: YEAR THREE

##### INDIVIDUAL AND LOCAL BUSINESS FUNDERS

Target Audience	Recruit + Cultivate	Solicit	Steward
<b>Community Donors &amp; Supporters</b>	<ol style="list-style-type: none"> <li>1. <i>Identify ambassadors in the community.</i></li> <li>2. <i>Create a piece of collateral to highlight:</i> <ul style="list-style-type: none"> <li>• <i>The Early Learning Center</i></li> <li>• <i>LHS</i></li> <li>• <i>Life Skills, Parenting coursework</i></li> </ul> </li> <li>3. <i>Donor Search prospect list, local contacts</i></li> <li>4. <i>Invite to Fall fundraiser</i></li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Fundraising Event in the Fall: Ask for Lumen Support/ Fund Needs</i> <ul style="list-style-type: none"> <li>• <i>First gift will be small step in a long-term partnership</i></li> <li>• <i>Highlight innovative nature of LHS and build the relationship</i></li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• <i>Thank you calls, letters, notes</i> <ol style="list-style-type: none"> <li>1. <i>Top 10% meeting</i></li> <li>2. <i>25% get calls</i></li> <li>3. <i>The rest get letters</i></li> </ol> </li> <li>• <i>Establish list for Sip &amp; Celebrate Donor TY</i></li> <li>• <i>Invite to Spring family event to hear the impact from teen parents.</i></li> <li>• <i>Start re-cultivation for next ask—thank you in person, talk about plan for the coming year, ask for advice</i></li> </ul>
<b>Local businesses who are interested in being partners to the school</b>	<ol style="list-style-type: none"> <li>1. <i>School leadership to join the rotary, chamber and develop relationships</i></li> <li>2. <i>Identify businesses aligned to our mission</i></li> <li>3. <i>Develop a list of business-oriented sponsorship opportunities.</i></li> <li>4. <i>Set up individual meetings.</i></li> </ol>	<p><i>Possible sponsorship pathways:</i></p> <ul style="list-style-type: none"> <li>• <i>Sponsor a student supplies &amp; baby needs</i></li> <li>• <i>Host a fundraiser at their local business</i></li> <li>• <i>Volunteer to bring people to an event/host a table</i></li> <li>• <i>Sponsor Staff Lunches</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Personal call from Board chair and/or principal to thank for the gift</i></li> <li>• <i>Ask how they'd like to stay involved</i></li> <li>• <i>Invite to tour the LHS campus</i></li> <li>• <i>Invite to annual event</i></li> </ul>

<b><i>Example: Canopy Bank</i></b>			
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## 5: SMART GOALS + INDICATORS OF SUCCESS

### YEAR THREE

#### DELIVERABLES

- *Completed 5-Year Development Plan with robust fundraising strategies*
- *1 piece of collateral describing LHS*

#### ENGAGEMENT

- *150 people at fall fundraiser*
- *Year End Giving Campaign*
- *100 people at the June Sip & Celebrate Event*

#### SOLICITATIONS

- *4 grant proposals*
- *5 face to face ask meetings, thank you's, and requests for feedback with donor prospects*

## INSTITUTIONAL FUNDERS

GRANT APPLICATION TRACKER					
Organization	Focus Area/Program	Grant Range	Application Amount	Deadline	Application Status
Innovia Foundation	Donor Advised Funds		\$20,000	10/10/22	Received Oct. 2022
Giddens Foundation	Healthy Families Fund	\$25,000	\$12,500	06/01/22	Received June 2022
WA Charters	Growth Grants	\$75,000	75,000	08/01/22	60,000 Received-ongoing
WA Charters	DEI Grant	\$5000	\$5000		In development
Department of Education	Charter School Program (CSP)		380,000	09/01/22	Received-ongoing
Women Helping Women Fund	Parenting focused resources	\$5,000-\$20,000	\$20,000	7/16/22	Received
Haggen Foundation	Attachment based parenting coursework	\$5,000-\$50,000	\$12,500	12/21/22	Received
Empire Health Foundation	Policy /Advocacy Grant		\$5000	12/22/2022	Received
WA Charter Association	Covid Relief Grant	25,000	25,000	5/15/22	Received
Believe In Me	Grant	\$10,000 -20,000	\$10,000	10/31/2022	Received
Innovia Foundation	Community Grant Program	\$20,000	\$15,000	1/30/2023	In Development



## 6: KEY TOOLS AND RESOURCES

### FUNDRAISING TEAM

#### FUNDRAISING LEAD

- *The Executive Director, Shauna Edward, will lead the fundraising efforts for LHS. With over 14 years of fundraising experience, she has raised over 1 million dollars and has built successful fundraising streams through grants, foundations, businesses, and private donors.*
- *The ED will lead the board in strategically planning for events to support LHS. She will select grants and apply for them on behalf of LHS. She will also build and maintain relationships with businesses and private donors for monthly and annual support.*

#### EVENT PLANNING

- *LHS will have an event committee chaired by an LHS board member. If necessary depending on the extent of an event, LHS will hire an event coordinator to provide organization and sponsorships of an event.*

#### CORPORATE PARTNERSHIPS

- *With the Board will develop key partnerships with corporations for possible funding streams and in-kind donations and bring in ED to develop further.*

#### GRANT DEVELOPMENT AND REPORTING

- *The ED will select and coordinate application for grants whose criteria include the populations served at LHS. The ED will also maintain relationships with the grant organizations and provide follow up to grants as requested.*

#### OTHER

- *LHS will use Greater Giving to provide donor management and tracking. The director of finance and operations will work with the ED and the administrative assistant to keep this system up to date.*



## CASE FOR SUPPORT

### The challenge and the opportunity

#### **REGION SPECIFIC:**

*Each year an average of 300 babies are born to teen parents ages 13-19 in Spokane County. Many find themselves homeless, lacking in resources, facing food insecurity, and with no access to educational opportunities for completing high school due to barrier with childcare.*

*LHS will be serving marginalized communities in Spokane County. Ensuring our most underserved students are prepared for and get access to post-secondary opportunities requires extra support and resources, which LHS will provide by supporting students through an innovative school model.*

*Our region is rich in the resource that students who are struggling most need: access to a caring adult. LHS is our solution to help students succeed by providing the individualized support each student deserves and investing time and attention in every scholar to make sure they can graduate from high school with strong pathways to opportunity.*

#### **Our Mission:**

Lumen High School (LHS) is a public charter school committed to providing top-tier educational opportunities in conjunction with a high-quality, on-site Early Learning Center. LHS parents are empowered by a passionate staff as well as a strategically designed curriculum in order to help them achieve their full potential.

#### **Our Vision:**

Building educational pathways where teen parents will be empowered with the skills needed to raise healthy children, graduate, and pursue higher education and future careers.

### **1. How you do your work/why you're different**

- *Students engage with learning based on their personal circumstances, needs, and interests, helping them succeed by making school meaningful.*
- *Civic and community engagement projects for each student links our scholars' experiences to our region and builds their community and leadership skills.*
- *Our school is focused on high supports coupled with individualized learning pathways and teachers act as mentors so all students feel connected and supported.*
- *Professional development and coaching for our staff is focused on increasing cultural intelligence, cultural inclusion, teacher efficacy, and creating a responsive and rigorous learning environment.*
- *The Early Learning Center on site not only meets a need for our students but also provides opportunities for learning, modeling and multigenerational growth.*

## 2. Why your school will work/your expertise

- *LHS Board members and subcommittee participants are experts in curriculum and instruction, experiential education, education research, social/emotional learning, special education, community health and wellness, community outreach, finance and fundraising, and facility acquisition,*
- *Shauna Edwards started and ran the local non- profit, Spokane YoungLives, now in its 11<sup>th</sup> year of operation.*
- *School leaders are experts in working with educators to align daily practice with short and long-term student outcomes including ensuring that underserved students get access to college opportunities, including Running Start and are prepared for acquiring living-wage careers.*
- *Educators are licensed experts in disciplinary learning and practices for engaging students in experiential learning.*
- *Staff are compassionate, trained in culturally relevant and inclusive practices.*

## 3. Expected outcomes + proof of impact

QUALITATIVE	QUANTITATIVE
<b><i>Academic Mastery:</i></b> <i>LHS will assess every student's academic strengths and challenges ensuring they get the necessary support to meet and exceed their learning goals and aspirations.</i>	<i>E.g.:</i> <ul style="list-style-type: none"><li>- <i>90% of LHS students will graduate within 5 years.</i></li><li>- <i>100% of LHS students will apply to a post-secondary option.</i></li><li>- <i>90% of children who attend the ELC for 2 or more years will start Kindergarten on track with their same age peers.</i></li></ul>
<b><i>Increased sense of belonging, strong sense of self, confidence in parenting and agency for building a just and sustainable world:</i></b> <i>LHS's culture and social/emotional focus is informed by all students, staff, and volunteers, increasing the community's racial/ethnic consciousness and students' confidence, collaboration and communication skills and</i>	<i>E.g.:</i> <ul style="list-style-type: none"><li>- <i>100% of LHS students will meet their social/emotional/cultural/behavioral competencies.</i></li><li>- <i>LHS will demonstrate the ability to create a culture with little to no suspensions/expulsions.</i></li><li>- <i>100% of LHS students will attend a lumen like skills parenting course and learning lab with their child in the ELC.</i></li></ul>

<p><b><i>Increased health and wellbeing:</i></b> All students at LHS get access to direct services and are supported by a team of Community Health Care Workers.</p>	<p><i>E.g.:</i></p> <ul style="list-style-type: none"> <li>- 100% of students will have access to on site Comprehensive Coordinated Care services including mental health, emotional health, physical health and oral health.</li> </ul>
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## DONOR DATABASE

*Lumen High School has generated a list of potential donors who have previously given to education or struggling young families in the area.*

*LHS will manage our database of donors and donor prospects via Greater Giving software, and update data on a monthly basis.*

*The following data will be collected and managed:*

- Donor contact information
- Donor contacts (emails, meetings, other touch points)
- Gifts and report due dates

*This database will be maintained privately to protect the donor's information (e.g., in a password-protected database, using software with a required login, etc.)*