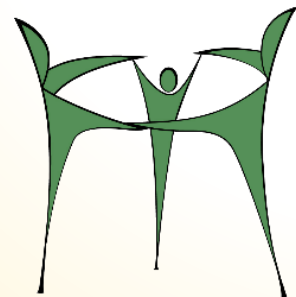


Welcome!

Grantee Conference

September 22, 2020



PASCALE SYKES
FOUNDATION

Today's Agenda

- 9:00-9:10 Welcome/Introductions/Agenda Review – Richelle Todd-Yamoah
- 9:10-9:45 Update on the Foundation – Fran Sykes
Masterpiece Advertising – Phyllis Lacca
- 9:45-10:30 How to Talk to Donors
Andy Carroll, Sheena Solomon, Caroline Brown Wertz
- 10:30-10:40 Break
- 10:40-11:10 How to Use a One-pager
Michelle Hunsberger, Rachel Kassenbrock
- 11:10-11:50 How to Pivot in Fundraising
Jackie Edwards, Vidhya Kelly, Tamanna Vaswani, Cori Solomon
- 11:50-11:55 Break
- 11:55-12:35 How to Get on a Donor's Radar
Jeanie Lazerov, Michael Gower, Andy Fraizer
- 12:35-12:50 Next Steps – Richelle Todd-Yamoah

Fran Sykes, President
Pascale Sykes Foundation

Congratulations!

Saint Michael the Archangel Regional School District

Saint Michael Family Center

Kate Riggio, Guidance

KRiggio@smrsonline.com

Principal Philip Gianfortune

Principal@smrsonline.com

Congratulations!

Child Connection Center

Route 54/40 Community Shuttle

Congratulations!

**COVID-19 studies by Walter Rand Institute and
University of Pennsylvania**

Walter Rand Institute evaluation of SJ collaborations

**University of Pennsylvania evaluation of
Families for Literacy and Familia Adelante/Family Forward**

Pascale Sykes Foundation News

Sunseting is on track

2020

December – Grantee reports and 2nd grant installments paid

2021

Winter/Spring - Possible Grantor Roundups in South Jersey and Manhattan

May - Final grants awarded

December - Grantee reports and final payments

Pascale Sykes Foundation News

2022

January - Foundation closes:

Skeleton staff

NJHeartland and Whole Family Approach websites continue

Spring - Walter Rand Institute and UPenn will present their final evaluation report for the Whole Family Approach

April 15 - Reports due, evaluated by trustees

May 31 - Foundation completely closed

2027

May - Whole Family Approach, NJ Heartland websites closed

Pascale Sykes Foundation News

Whole Family Approach website

NJ Heartland

Grantees as good examples of Whole Family Approach into the future

One pagers

Photos

Video links

Phyllis Lacca, President
Masterpiece Advertising



PASCALE SYKES FOUNDATION



SUNSETTING VIDEO GOALS

- Explain how each collaboration uses the Whole Family Approach to service its target population, how its implementation sets itself apart, and why that's beneficial.
- Highlight families' accomplishments directly resulting from the Whole Family Approach.
- Generate potential funders to support the collaboration and partner with the foundation.



SUNSETTING VIDEO DESCRIPTION

- Every video will open with the collaboration mission statement and the foundation's Whole Family Approach message.
- Your individual two-minute video — using a combination of interviews, video clips and photos — will explain your mission and showcase your family success stories.
- Masterpiece will create all scripts and storyboards, while input and approval will be provided from both the grantee and foundation.



SUNSETTING VIDEO TIMELINE

- Weeks of September 28 & October 5 – Each grantee will provide Masterpiece with a contact person’s information and availability dates. Masterpiece will then coordinate the grantee site visit with our team. This ensures updated photography and video, as needed, with families (following Covid-19 guidelines).
- October 12 - October 30 – Masterpiece will begin video production (scheduling will be based on grantee’s and participants’ availability).
- November 2 - November 9 – Masterpiece will begin editing all of the grantee videos and provide proofs to each grantee and the foundation.
- November 16 - November 30 – Masterpiece will consolidate feedback and work to secure final approval and delivery of videos to each grantee and the foundation.





WHOLE FAMILY
APPROACH

WholeFamilyApproach.org

PascaleSykesFoundation.com



How to Talk to Donors

Andy Carroll, Moderator

Sheena Solomon, Executive Director
The Gifford Foundation

Caroline Brown Wertz, Senior Director of Foundation Programs
The Scheidel Foundation



We will start again in 10 minutes

How To Use a One-pager

Michelle Hunsberger, Account Director
Fenton Communications

Rachel Kassenbrock, Senior Account Executive
Fenton Communications

How To Use Your One Pager

NOI NEFF



What We'll Cover

- Purpose of a one-pager
- Case studies of one-pagers
- How to use a one-pager
- Tips for donor engagement
- Next Steps
- Q&A
- Additional resources

Purpose of a One-Pager

- Short introduction to your work for donors and partners
- Capture your audience's' attention, invite them to learn more
- Distinguish your work from others
- Show your impact in numbers and short story
- Be relevant
- Make your ask
- Not meant to attract families to participate in your programs

Case Study: Joyce Foundation



The Joyce Foundation

Programs



Culture

Supporting diversity, inclusion and racial equity in the arts.



Democracy

Building a strong and inclusive democracy working in the public interest.



Education

Ensuring quality public education for all children, starting early.



Employment

Empowering underprepared adults to succeed in family-supporting jobs.



Environment

Promoting vitality of the Great Lakes region by supporting clean water and clean energy.



Gun Violence Prevention

Building safer communities through sensible gun violence prevention policies.

Evidence-Based Policy

In advancing social and economic change, we invest in research to evaluate promising strategies. We learn from research findings to support advocacy that translates insights into policy – betting on good ideas, taking risks, and testing innovative solutions.

About Us

Based in Chicago, the Joyce Foundation focuses much of its grant making in a six-state Great Lakes region – Minnesota, Wisconsin, Illinois, Indiana, Michigan, and Ohio. We also collaborate with government, advocates, and other funders to achieve policy impact beyond our home region. As of December 2015, the Foundation had assets of more than \$950 million and made annual charitable distributions of approximately \$45 million.

www.joycefdn.org

@JoyceFdn



Gun Violence Prevention



Gun violence is a serious public health and safety challenge, with more than 100,000 Americans injured or killed by guns every year.

The Joyce Foundation approaches gun violence reduction from a public health perspective: we seek to prevent gun violence before it occurs. We address gun violence in all its forms, including homicide, suicide, accidental shootings, nonfatal shootings, and mass shootings.

We support three essential building blocks for comprehensive and effective firearms policies:

Public education to achieve stronger state gun laws

Grantee Spotlight: The Wisconsin Anti-Violence Effort (WAVE) has engaged in policy advocacy to strengthen laws that protect against domestic violence with firearms.



Building coalitions of law enforcement; communities of color and others impacted by gun violence

Grantee Spotlight: Police Executive Research Firm (PERF) convenes law enforcement officials about best practices for implementation of gun violence prevention policies, such as state background check requirements.



Research to inform evidence-based gun violence prevention policy

Grantee Spotlight: American College of Preventive Medicine works to build awareness of the National Violent Death Reporting System (NVRDS), a national data system to inform violence prevention efforts.



American College of Preventive Medicine
physicians dedicated to prevention

The Joyce Foundation chairs the Fund for a Safer Future (FSF), a national donor collaborative founded in 2011 in the aftermath of the tragic shooting of 19 people including congresswoman Gabrielle Giffords. The Fund supports efforts to reduce gun violence by advancing rational, evidence based, effective policies – at the state and federal levels – to reduce gun injuries and deaths. The Fund for a Safer Future is a project of the New Venture Fund.

www.joycefdn.org

@JoyceFdn



Case Study: The Reading League



Who We Are

The Reading League is a 501(c)(3) non-profit organization comprised of stakeholders vested in improving reading instruction (e.g., educators, parents, specialists, school leaders, researchers). We are united to advance evidence-based practices in education.

Our **mission** is to increase the **awareness, understanding, and use** of evidence-aligned reading instruction.

Our **vision** is that all educators who teach reading will have the knowledge to implement highly effective practices that will lead to successful reading outcomes for all learners.

What We Do

The primary objective of The Reading League is to build a knowledge base among educational professionals about the scientific research findings regarding typical reading development as well as the nature and underlying causes of reading difficulties and disabilities. The goal of developing this knowledge base is for educational professionals to become confident and capable in the selection and use of effective teaching approaches, programs, assessments, and other tools to prevent and/or remediate reading difficulties and disabilities.

"My firm conviction is that every teacher should have some notion of how reading operates in the child's brain... Although pedagogy will never be an exact science, some ways of feeding the brain with written words are more effective than others."

—Dehaene, 2009, p. 232-233



Lives are **CHANGED** when children learn to **READ**.

Programming & Resources

Our Professional Development Resources

The Reading League provides educators with an array of professional development opportunities.



Live Events:

Held every other month in Central New York, The Reading League offers free, in-person events where over 200 educators learn about topics related to reading, such as Understanding Reading Development and Difficulties, Dyslexia, Effective vs. Ineffective Interventions, and Types of Texts Used in Reading Instruction. These events are filmed and uploaded to The Reading League's YouTube Channel, where videos of past live events can be found.



Website Materials:

The scientific evidence on how we learn to read and how to best teach reading has been growing and converging for over 40 years. Our website provides resources that make this knowledge more accessible.



School-Based Professional Development:

The Reading League offers specifically tailored school-site professional development sessions as well as follow-up support and coaching.



Annual Conference:

The Reading League holds an annual conference to provide attendees concentrated opportunities to learn about evidence-based practices related to reading from experts from around the world. Our conference attracts national and international reading experts and provides new opportunities for dialogue and collaboration. It is our goal to develop a united voice for advancing highly effective reading instruction into practice.



The Reading League Journal:

TRLJ is a much-needed and long-awaited source of trusted information to guide educators as they become aware of and use evidence-aligned instructional practices. The journal, which has been years in the making, is dedicated to the educators who are responsible for ensuring that all students (children and adults) learn to read. TRLJ features articles that translate the scientific evidence about reading in ways that are digestible and useful to practitioners in the field. It also includes articles showing how school systems and individual educators have successfully translated and implemented these teachings in the classroom.



Social Media:

The Reading League's interactive social media channels offer frequent posts of timely articles and discussions about effective reading instruction.

Keystone Principles of The Reading League

- Children's current and future lives are heavily influenced by their ability to read.
- All teachers need to be adequately prepared to teach all children to read.
- Effective instruction and curricula are two controllable factors that positively influence reading outcomes.
- Decades of research provide evidence about effective reading instruction that needs to be made available to teachers.
- Effective reading instruction requires expertise and ongoing support.
- All children can learn to read and all teachers can teach them.



Case Study: PAYA



PROGRESS FROM LAUNCH: BUILDING MORE INCLUSIVE ECONOMIES THROUGH YOUTH APPRENTICESHIP

Youth apprenticeship is a proven education and workforce strategy that connects the learning needs of students with the talent needs of industry. Launched by New America in 2018, the Partnership to Advance Youth Apprenticeship (PAYA) is leading the movement to expand high-quality youth apprenticeship programs in communities and states across the U.S. to restore the link between American education and economic mobility.

With support from a growing collaborative of national funders, PAYA galvanizes the expertise, experience, networks, and resources of our Partnership to develop innovative youth apprenticeship programs that deliver equitable outcomes for students and meaningful results for employers. Through a combination of place-based investments and national field-building activities, PAYA supports the growth and sustainability of youth apprenticeship with the goal of mainstreaming it as a post secondary option for students across the U.S.

What is Youth Apprenticeship?

Designed to start when apprentices are in high school, youth apprenticeship combines paid, structured on-the-job learning with related, debt-free postsecondary coursework and credentials. High-quality youth apprenticeship programs are built on partnerships that include employers, high schools, and colleges.

PHOTO CREDIT: CAREERWISE



PAYA is delivering results for:



STUDENTS
Equipping them with debt-free postsecondary credentials and the paid work experience, mentorship, and networks they need to thrive in a rapidly changing economy.



EMPLOYERS
Helping to build sustainable talent pipelines in critical fields such as healthcare, tech, manufacturing, transportation, education, and finance.



COMMUNITIES
Mobilizing public-private partnerships that strengthen communities by aligning resources to develop homegrown talent and connect young people to pathways for economic mobility.



PAYA by the numbers:



PAYA has laid a foundation for the rapid scale and sustainability of youth apprenticeship by:

- Accelerating progress by networking leaders in 45 communities across the U.S. working to start and grow programs aligned to PAYA's national vision and principles for high-quality youth apprenticeship.
- Seeding innovation through investment and technical support to place-based partnerships that include 78 colleges and universities, 600+ employers across 11 industries, and 74 school districts serving more than 1.7 million students.
- Advancing systems change priorities by building the evidence base and helping local, state, and federal policymakers align systems for scale and sustainability.

Toward Scale & Impact: 10,000 Youth Apprentices Enrolled by 2025

PAYA will continue to expand and strengthen the field of youth apprenticeship through strategic investments in additional partnerships across the U.S. through ongoing research, technical assistance, and capacity building efforts. By 2025, PAYA will transform how we prepare young people for adulthood by supporting the creation of 10,000 new youth apprenticeships in communities across the U.S.

PAYA National Partners:



PAYA's work has been made possible through the generous support of a partnership of funders, including the Annie E. Casey Foundation, Ballmer Group, Bloomberg Philanthropies, the Carnegie Corporation of New York, Joyce Foundation, JP Morgan Chase & Co., and the Siemens Foundation.



How To Use a One-Pager

1. Upload to your website
2. Share in your online newsletter
3. Send in an email as a follow up to a meeting with prospective donors/partners
4. Print and leave behind following a meeting with prospective donors/partners
5. Send to media when initiating or responding to media outreach
6. Distribute at conferences and events (not intended for families)
7. Repurpose language for other communication efforts, like social media

Tips for Donor Engagement

10 Tips for Donor Engagement

- 1. Build your donor strategy** to set clear targets, then use communications as a tool.
- 2. Identify your primary target audience**, prioritize your lowest hanging fruit to make the most of your resources (high net worth individuals, policymakers, issue specific, regionally specific, etc.)
- 3. Establish a shared vision** with prospective donors. What does the world look like when you achieve your mission? What is the exciting end goal that donors can expect to be a part of?
- 4. Research what donors care most about** and show how your work can help them achieve their goals. Ladder back to your shared vision.

10 Tips for Donor Engagement (*cont.*)

- 5. Map out your donor journey:** identify all the touchpoints to reach donors and stay top of mind (track outreach to avoid duplicating efforts and not miss a chance for a follow up)
- 6. Regularly update existing and prospective donors** on your progress towards your vision, impact and call to action (website, email newsletter, education/networking/volunteer events, social media, thank you messages, etc.)
- 7. Understand where donors get their information** and insert yourself with human stories of your impact and expertise (how did you respond to COVID-19?)

10 Tips for Donor Engagement (*cont.*)

8. **Combine data and family successes stories** to bring your impact to life in relatable ways and tie them back to your overall vision. Target the head and the heart.
9. **Use the one-pager and case for support** as tools to introduce your organization.
10. **Always include a clear call to action and follow up:** give, attend, volunteer, visit, share, etc. Making the ask can be a hard but a follow-through is a necessary. Communicate clear next steps to cultivate your relationships.

Next Steps

Next Steps

- **Sept-Oct:** Continue to support development of one-pagers
- **Oct-Feb:** Develop cases for support for those requested

Q&A



How to Pivot in Fundraising

Jackie Edwards, Moderator

Vidhya Kelly, Executive Director
Bigs & Littles NYC Mentoring

Tamanna Vaswani, Chief Development Officer
Bigs & Littles NYC Mentoring

Cori Solomon, Executive Director
Appel Farm Arts & Music Center

Big & Littles NYC Mentoring

How we Pivoted to Virtual Fundraising

Vidhya Kelly, CEO/Executive Director

Tamanna Vaswani, Chief Development Officer

Strengthening Children and Families Since 1902



Agency Priorities and how we adapted when COVID-19 Surfaced

- I. Respond to families in crisis
- II. Re-evaluate programming, ensuring continued success
- III. Communicate with all constituents: How the agency is adapting and immediate needs

Leverage a Collaborative Agency Culture

- “All hands on deck”
- Pivotal collaboration between Development, Administration and Program team
- Balanced a “24/7” work week mentality with flexibility for staff



Keep Supporters in the Loop

- Communications and storytelling
- Communications focused on the “*why*” – the need and the impact
- Continuously inform supporters on status of adapting programs to meet the need



**A Message from our CEO/Executive Director
Vidhya Kelly, LMSW**



Be alert to prospective donors and new ways to engage current supporters

- Leverage emerging trends
- Creation of the Covid 19 Emergency Fund
- Pivotal Follow up and Cultivation

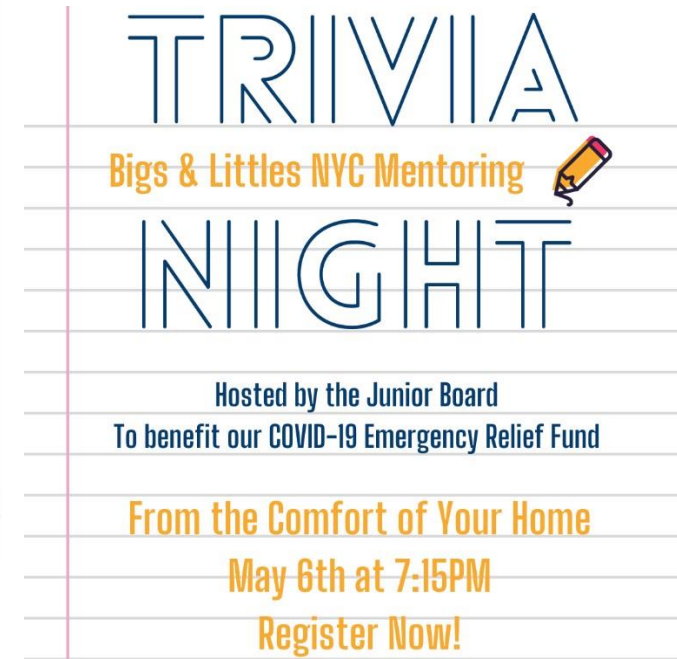
Embrace technology and new learning resources: moving from in-person to virtual and adapting to a new world

- Zoom, Google Forms, and MS Excel were utilized for our first online event, Virtual Trivia Night
- Success and key learnings led to our Virtual Gala
- Do the best you can to prepare staff and attendees for technology glitches/hiccups
- Add to the fun by pairing the virtual experience with something tangible



Harness the Power of Peer to Peer

- Our virtual fundraisers have involved fewer logistics to manage and have been more cost effective
- Find ways for your ambassadors to easily loop in their friends, family and colleagues





Strengthening Children and Families Since 1902



OUR COVID CRISIS

Managing Finances & Caring for Our Community

- Programming Canceled
- Fundraising Appeal Paused
- Community Isolated, Anxious
- Learning Loss



FAMILIES TO COLLEGE

Appel
Farm

Arts & Music Campus

Camp
\$1.7 Million
Loss

Other
Programs
\$95 K
Loss

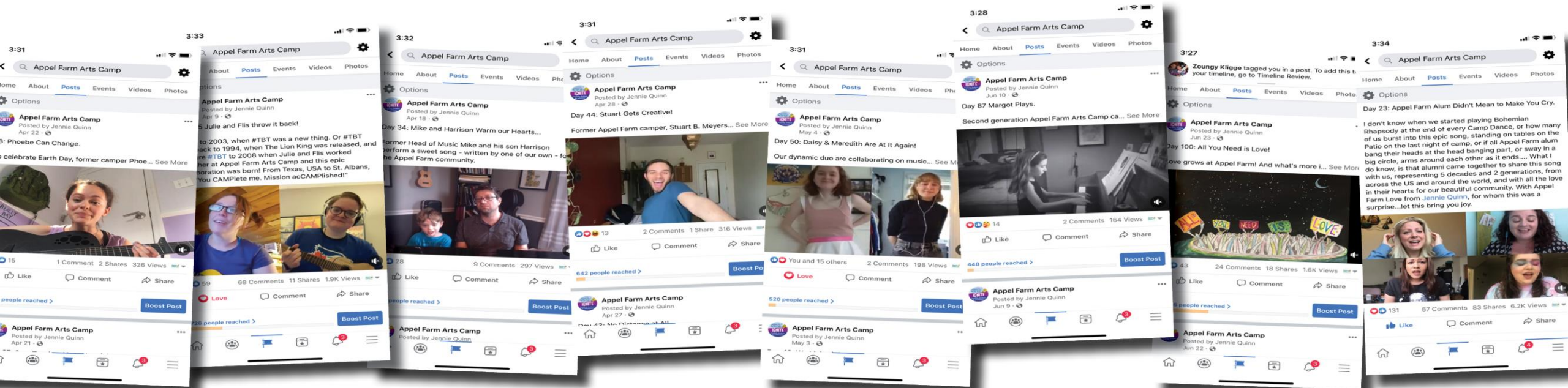
State
Funding
\$311 K
Loss



CONNECTED & CREATIVE

100 Days of Social Distance Arts & Learning

- 49,551 people reached, up 280%
- Daily videos, weekly live concerts on social media



WHAT CAN WE DO? WHO WILL FUND IT?

Summer Programming

- Virtual Summer Camp
- Private & Small Group Lessons
- New SEL Arts Ed Program
- 8,000 meals served to local families
- 4,000lbs of fresh produce from our garden

Funding

- Applied for 36 grants with 86% success since March
- \$215,200 in grants secured from **16 new funders**, plus \$533,200 in grants from **15 previous funders**
- \$176,000 of new funding specifically for COVID-responsive summer programming



GATHER & IGNITE

The Sunflower Series & Summer Fundraising Appeal

- \$17,280 raised through Live Online Concerts
- \$177,927 raised through a summer appeal, up from \$5,000



SURVIVING THE PANDEMIC

A young girl with glasses and a party hat is jumping joyfully in the air, her arms and one leg raised. She is wearing a white t-shirt with colorful splatters and light blue jeans. Behind her, a group of other children are standing and watching her. The background is dark, suggesting an indoor event or stage.

Individual Donors

- \$357,958 raised in individual donations
- 893 individual donors, up from 280
- 66% of new donors in June, July, August
- \$5,000 in Facebook Birthday Fundraisers
- Camp Tuition Donations
- Family Foundations

PAUSE



We will start again in 5 minutes

How To Get on a Donor's Radar

Jeanie Lazerov, Moderator

Michael Gower, Executive Director
United Way of Gloucester County

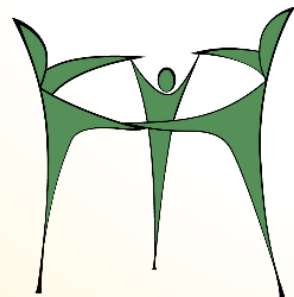
Andy Fraizer, Executive Director
Community Foundation of South Jersey

Next Steps

Thank You!

PascaleSykesFoundation.com

732-747-2807



PASCALE SYKES
FOUNDATION