

Northwestern Lehigh

EDUCATIONAL FOUNDATION

NURTURE | GROW | PROSPER

2021 ANNUAL REPORT



*PHOTOS TAKEN IN 2019

MISSION

The Northwestern Lehigh Educational Foundation (NWLEF) will provide partnership opportunities to enhance learning, promote academic excellence, and encourage community involvement for the students and staff of the Northwestern Lehigh School District.

WE BELIEVE

Education Changes Lives and Strengthens Communities.

Education Is an Investment, Not an Expense.

Students of Northwestern Lehigh School District Deserve a High-Quality Education.

BOARD OF DIRECTORS

DJ Wolbert – President
Valerie Kile – Vice-President
Michael Perinotti – Treasurer
Jill Krahwinkel – Secretary
Jayson Boushell
Curran Dever
Steve Feinour
Kristen Grim
Steve Prange
Erin Vermeulen
Jeffrey Zellner



LETTER FROM THE PRESIDENT

We are so excited for what the future holds with the education of the Northwestern Lehigh students. And our goal remains to support the school district by funding educational programs that make an impact for all students.

We are thankful for all of the support we have continued to receive from alumni, businesses and individuals in the area. A special thank you to those who have continued to support us repeatedly. With all of the challenges faced in the last 2 years, we are also very thankful for all of the NEW sponsors who have partnered with us this year. We had a record number of new partners in 2021 who have realized that the education of our youth is critical for our future.

Each year presents its own unique challenges in ensuring the students are provided the best opportunity to be successful, responsible members of the community. We will be there every step of the way with the school district administration to do everything we can to accomplish this. The Foundation has ambitious funding goals in the coming years and look forward to partnering with more members of the community.

Thank you again to all the Foundation's partners for your support!!!!

DJ WOLBERT

NWLEF, President

2021 GOALS & SUCCESSES

While the foundation's overarching goal is always fulfilling its mission through funding innovative learning and educational programs, we also practice annual goal setting. This year we focused on three areas.

01 **Goals & Measuring Success**

Together we outlined four primary fundraising goals, additional metrics of success such as funding vs. expenses, event attendance and more. We've tracked these goals and reported on them at our bi-monthly board meetings. This has inspired financial growth and mission success, internal accountability and transparency.

02 **Strengthening Relationships**

With the addition of Amy Kinnon, Development Director, the NWLEF now has a representative in the district building part-time every week. We've also invested in increasing community awareness for the foundation and have made concerted effort to help mobilize the Alumni and connect with the teachers and staff.

03 **Financial Health**

In 2021 we formalized budgeting and began researching software to support our financial needs. We held ourselves accountable for regular reporting on financial goals as applicable by each committee and continue to work toward reducing our year-end cash balance by funding accordingly.

FUNDING

The foundation's purpose is to enhance, supplement and enrich the learning experiences in the Northwestern Lehigh School District. Each funding possesses an opportunity to impact many of the district students and is outside of the mandated educational programs and district budget.

TEACHER MINI-GRANTS

Five mini-grants were awarded to Elementary Teachers for the following programs:

- Introduction to Coding in Full Day Kindergarten
- Flexible Seating/Classroom Makeover for Active Learners
- Osmo and iPads for Kindergarten
- Rubik's Cube Mosaic
- Read and Ride

CAPITAL FUNDING & PROJECTS

With receipt of grant funds and a comfortable cash balance, we were able to fund two additional initiatives including an app for digital learning and collaborative seating.

\$111K+

funded in 2021 for innovative learning in the NWLSD.



EITC PROJECTS

Thanks to our EITC partners, in 2021 EITC funds were used to fund three approved programs:

SMART BOARD PROJECT

The interactive smartboards in all grade level classrooms have the capacity to engage students in classroom activities that develop critical thinking and problem-solving.

BROADCASTING STUDIOS

The NWLSD broadcasting program enhances hands-on, multimedia learning experiences and integrates components of core curriculum with extra-curricular programs throughout the year.

MODEL-BASED INQUIRY

Model Based Inquiry (MBI) is designed to promote analytical skills and critical thinking through the application of the scientific method. Technology and software work together for real-life application of science and math lessons.

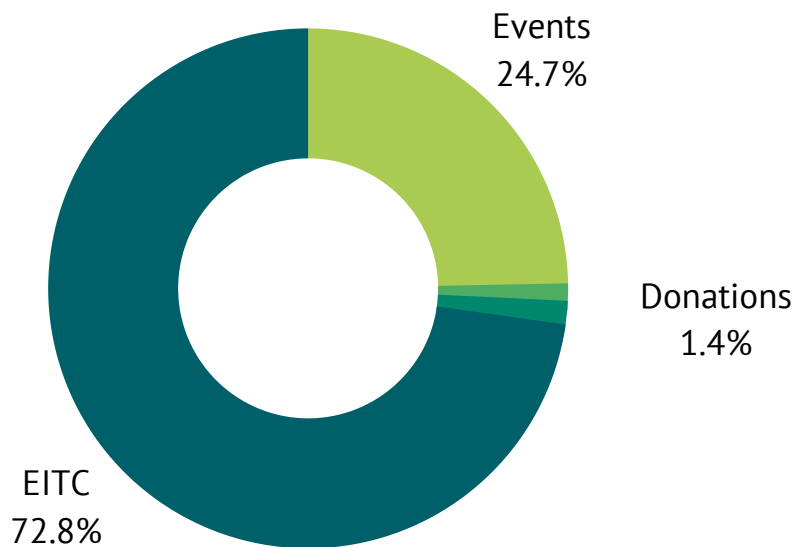
THANK YOU EITC PARTNERS



FUNDRAISING

Thanks to the generous support of local business sponsors, EITC partners, administration, teachers and support staff, alumni and community members, despite a challenging year the NWLEF was able to increase fundraising year over year.

35%
increase in fundraising through events, product sales, and donation campaigns.



SPONSORSHIPS & EITC

Thanks to the generous support of more than 50 local businesses, the NWLEF is able to fulfill its mission year after year and 2021 was no exception.

DONATIONS

Community members invested in education through direct donations, Amazon Smile, United Way and other employer sponsored giving.

As a foundation we are making strategic efforts at increasing visibility and asks for support. This remains a great opportunity for growth.

DONATE



SALES

The foundation continues to celebrate the class of graduating seniors and raise funds through the sale of custom yard signs. More than 100 yard signs were delivered to front yards across the district in 2021.

EVENTS

In 2021 in addition to our annual Tiger Run, Golf Tournament and Clay Shoot, we hosted an online raffle for summer and a social night at local favorite, 8 Oaks Farm Distillery.

Events as a fundraising source raised 135% more in 2021! Success that would not have been made possible without local business support.



THANK YOU

GOLD

New Tripoli Bank

SILVER

Feinour Automotive
Highmark Blue Shield
McClure Co.
Nestle Waters
Thunderhead Lodge

BRONZE

Core Structures Inc
Country Doctor Vet
Dellicker Strategies
DJI Insurance Agency
JHA Companies
JM Dirtworx LLC
King Spry
Kuhns & Anthony Paving
Lee Miller Used Cars
Olde Homestead
Orefield Vet Clinic
Seipstown Grange
Serfass Construction
Shawn Leh - State Farm
Transformation Rehabilitation

EVENT PARTNERS

AblePay
Alloy 5
Alvin H. Butz
Cetronia Ambulance
Grothouse Lumber
KCBA Architects
Krysta Hankee Memorial
M & S Hardware
MA Brightbill
Portnoff Law Offices
The Bottom Line
The Mill at Germansville
The Nutrition Group

EVENT SPONSORS

Christman Septic
Eastern Arms
Neff's Bank
Northwestern Territory Real Estate LLC

IN KIND SPONSORS

8 Oaks
Board & Brush Easton PA
Buttered Crumb
Cherry Orthodontics
Chick Fil A Lehigh Valley Mall
Comfortek Apparel

Curious Goods at Bake Oven Inn
Dorney Park
Jodi Chandler Photography
Thomson's Meat Market
Wegmans
Weis

FINANCIAL STATEMENT

FOR THE YEAR ENDED JUNE 30, 2021

	Unrestricted	Temporary Restricted	Permanently Restricted	Total
Public Support				
Individual Support	\$ 15,722.28	\$ 0.00	\$ 0.00	\$ 15,722.28
Corporate Support	0.00	121,000.00	0.00	121,000.00
Mini Grants	<u>29,381.50</u>	<u>0.00</u>	<u>0.00</u>	<u>29,381.50</u>
Total Public Support	45,103.78	121,000.00	0.00	166,103.78
Special Events				
Golf Tournament	14,236.70	0.00	0.00	14,236.70
Sporting Clays	14,372.00	0.00	0.00	14,372.00
5k and Fun Run	4,630.00	0.00	0.00	4,630.00
12 Days of Gifts Raffle	5,649.00	0.00	0.00	5,649.00
Countdown to Summer Raffle	3,329.00	0.00	0.00	3,329.00
Miscellaneous Fundraising	<u>2,695.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,695.00</u>
Total Fundraising Income	44,911.70	0.00	0.00	44,911.70
Other Revenue				
Interest	<u>239.06</u>	<u>0.00</u>	<u>0.00</u>	<u>239.06</u>
Total Other Income	239.06	0.00	0.00	239.06
Total Revenue	90,254.54	121,000.00	0.00	211,254.54
Fundraising Expenses				
Golf Tournament Expenses	6,124.15	0.00	0.00	6,124.15
Sporting Clays Expenses	8,506.50	0.00	0.00	8,506.50
5k and Fun Run Expenses	3,014.29	0.00	0.00	3,014.29
12 Days of Gifts Expense	3,165.27	0.00	0.00	3,165.27
Countdown to Summer Raffle Expenses	1,005.04	0.00	0.00	1,005.04
Miscellaneous Fundraising Expenses	<u>770.00</u>	<u>0.00</u>	<u>0.00</u>	<u>770.00</u>
Total Fundraising Expenses	22,585.25	0.00	0.00	22,585.25
Program Expenses				
Program Expenses	<u>23,262.00</u>	<u>116,000.00</u>	<u>0.00</u>	<u>139,262.00</u>
Total Program Expenses	23,262.00	116,000.00	0.00	139,262.00
General & Admin Expenses				
PR/Marketing	25.00	0.00	0.00	25.00
Donations	250.00	0.00	0.00	250.00
Professional Fees	1,895.00	0.00	0.00	1,895.00
PR & Recruiting	41,296.14	0.00	0.00	41,296.14
Insurance	2,275.00	0.00	0.00	2,275.00
Credit Card Fees	<u>4,054.25</u>	<u>0.00</u>	<u>0.00</u>	<u>4,054.25</u>
Total General & Admin Expenses	49,795.39	0.00	0.00	49,795.39
Total Expenses	95,642.64	116,000.00	0.00	211,642.64
Change in Net Assets	<u>(5,388.10)</u>	<u>5,000.00</u>	<u>0.00</u>	<u>(388.10)</u>
Net Assets, Beginning	\$ 115,766.99	\$ 0.00	\$ 0.00	\$ 115,766.99
Net Assets, Ending	\$ 110,378.89	\$ 5,000.00	\$ 0.00	\$ 115,378.89

FINANCIAL SNAPSHOT

\$211,254

INCOME

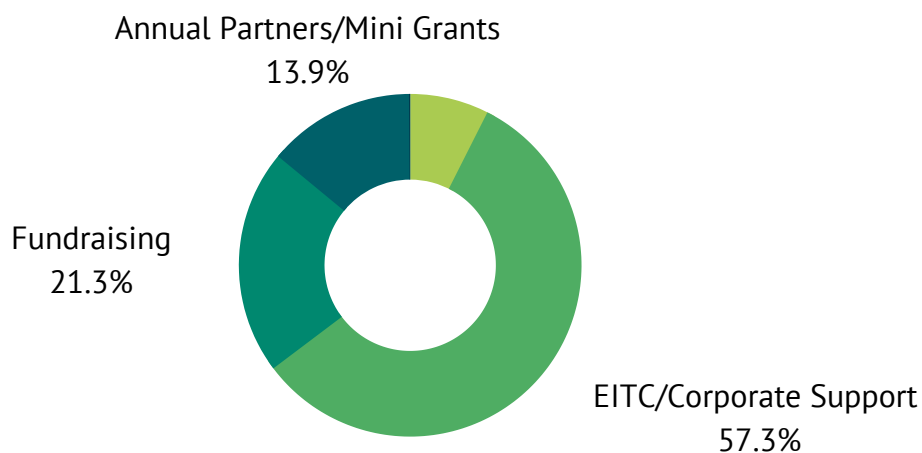
\$72,380

EXPENSES

\$139,262

FUNDING

INCOME SOURCES



EXPENSES & FUNDING

