

# Northwestern Lehigh

EDUCATIONAL FOUNDATION

NURTURE | GROW | PROSPER

## 2020 ANNUAL REPORT



## **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

## **WE BELIEVE**

Education Is an Investment,  
Not an Expense

## **WE BELIEVE**

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

## **BOARD OF DIRECTORS**

DJ Wolbert – President  
Daniel Macaulay – Vice-President  
Steve Prange – Treasurer  
Valerie Creitz – Secretary

Jayson Boushell  
Curran Dever  
Steve Feinour  
Kristen Grim  
Judy Henry  
Jill Krahwinkel  
Tim Lebrecht  
Daniel Metzger  
Michael Perinotti  
Erin Vermeulen  
Jeffrey Zellner

# Letter from the President

2020 has certainly been an interesting year in many ways for the Foundation, school district and community. Through all of this, our goal has been, and will continue to be, to do as much as possible to support the school district in their educational goals/needs for the students. That has included providing un-planned funds to the school district for distance learning needs, navigating the challenges of continuing to hold fundraisers (virtual 5K, golf tournament, sporting clay shoot) and hiring the Foundation's first employee, Amy Kinnon, our new Development Director.

The unexpected distance learning the school district switched to in the spring created many challenges for the school district. Thankfully, the school district had already implemented a Chromebook 1:1 program where every student had a laptop to utilize, which the Foundation largely funded in previous years. However, having laptops only provides some of the solutions necessary for remote learning. This year, the Foundation has funded audio and video equipment, software packages, as well as Smartboards which can interface with remote learning. You will learn more about these activities later in this report.

Although we feel very fortunate to have provided over \$1.6M of funding to the school district, the Foundation Board has ambitious goals to drastically increase annual funding to the school district moving forward. Having a Development Director is the first step in achieving these goals and we are very excited that Amy has joined our organization. Welcome Amy!!!

None of what we have accomplished with the school district would be possible without the wonderful support from people and organizations in our community. We greatly appreciate all who genuinely believe in providing the best educational opportunities for the community's children and support the Foundation to create those opportunities. There are many who have supported the Foundation over the years and we are excited to partner with more members of the community moving forward in helping make our school district the best educational environment for the students.

Sincerely,



DJ Wolbert  
NWLEF, President



# IN 2020 OUR MISSION CONTINUED

**\$70,000** IN EITC FUNDING

The Educational Improvement Tax Credit (EITC) Program authorizes tax credits for businesses that make contributions to Educational Improvement Organizations such as the NWLEF. The program is administered by the Pennsylvania Department of Community and Economic Development (DCED).

## 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. The unique circumstances of the school year expedited the need to replace nearly two dozen smartboards in the Elementary schools.



**\$45,000** FUNDED TO ASSIST ONLINE LEARNING



Each year the Foundation allocates a certain amount of funds to be awarded to teachers who apply for grants but due to the unprecedented times we adapted.

In August as the District administration made plans to embark on the 2020-2021 school year with four different potential education models, technology and software needs became evident. In a unanimous vote, the Foundation voted to match \$45,000 toward the purchase of a microphone and camera for every classroom, and educational software that would support the transition to online learning.





# \$4,000 FOR INVALUABLE LESSONS OUTSIDE OF THE CLASSROOM

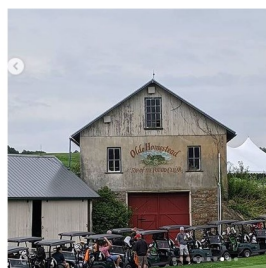
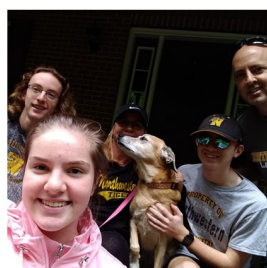
## RYAN'S STORY

In early 2020 the Foundation funded presentations by Mr. John Halligan, an international speaker and author at the middle school and high school, as well as a parent presentation. My Halligan shared the story of his son, Ryan, encouraged discussion and shared resources with students and families to reduce bullying, cyber-bullying and teen suicides.

# TOGETHER WE RAISED MORE THAN \$23,000



2020 was definitely the year that the Foundation adapted. The Tiger Run & Fun Walk went virtual (#NWLEFVIRTUAL5K), Senior Yard Signs were delivered, and our first 12 Days of Gifts online raffle was a huge success! Our resilience was evident and despite the hurdles we had a record year for yard sign sales, and participation at the Golf Tournament and Clay Shoot exceeded expectations.



## JOIN US NEXT YEAR

# 2021 events

**May 29** - Tiger Run and Fun Walk

**August 13** - Golf Tournament

**October 17** - Sporting Clay Shoot



# IN 2020 WE INVESTED IN GROWTH

## WELCOME AMY KINNON, DEVELOPMENT DIRECTOR

The NWLEF is pleased to announce that Amy Kinnon has been named Development Director, of the NWLEF effective August 24, 2020.

Amy's passion and commitment to the district and education, as well as her tactical skills and fundraising experience, made her the ideal candidate to propel the Foundation's growth.

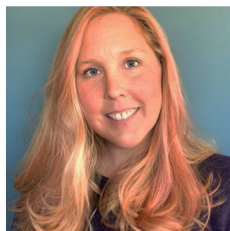
As the first employee of the the Foundation, Amy will focus efforts on building partnerships with sponsors, increasing fundraising revenue, and expanding the Foundation's grant and Educational Improvement Tax Credit (EITC) funding.



## 4 NEW BOARD MEMBERS

In 2020 we onboarded four new board members who bring expertise in higher education, psychology, finance and sales. As an all volunteer board each of the fifteen positions is vital to our success, and diversity among our board makes us stronger.

Join us in welcoming Daniel Metzger, Jill Krahwinkel, Curran Dever, and Michael Perinotti.



## ONLINE PRESENCE & TECHNOLOGY

As the world shifted online for work, school and fun, so did our focus. We grew our social platforms exponentially, increasing our community on Facebook by 20% and on Instagram by 75%! Reach, impressions, and engagement all grew more than 110% year over year.

In addition to growing our social presence we invested in Bloomerang, a donor management software that helps decrease donor attrition and increase revenue. This tool will also help our board and Development Director coordinate and track initiatives and goals.



# THANK YOU

Our success is only possible with the kind and generous business sponsors and donors listed below.

## EITC PARTNERS



## GENEROUS DONORS AND EVENT SPONSORS

AH Anderson Consulting  
Bath Supply Co Inc  
Comfortek  
Country Doctor Veterinary Hospital  
Dawn and Arthur Anderson  
Eastern Arms and Outfitters  
Eight Oaks Craft Distillers  
Feinour Automotive  
Glasbern  
Habby Fruit  
Hartman's Butcher Shop  
Highmark  
King Spry (King, Spry, Herman, Freund & Faul LLC)  
Krysta Hankee Memorial Fund  
Lincoln Learning  
M&S Hardware & Commerical Supply

Michael Crocco  
Nestle Waters  
New Tripoli Bank  
Nonnemaker Horseshoeing  
Olde Homestead Golf Club  
Pennsylvania Site Contractors, Inc  
Phillip Hickman  
Portnoff Law Associates, Ltd  
Seipstown Grange  
Shannon Smedstad  
TBL Inc (The Bottom Line)  
Terraform Engineering LLC  
Thunderhead Farm  
Wright Electric  
Yoder's Heating Service Inc.



# FINANCIALS

## For the 2019-2020 Fiscal Year

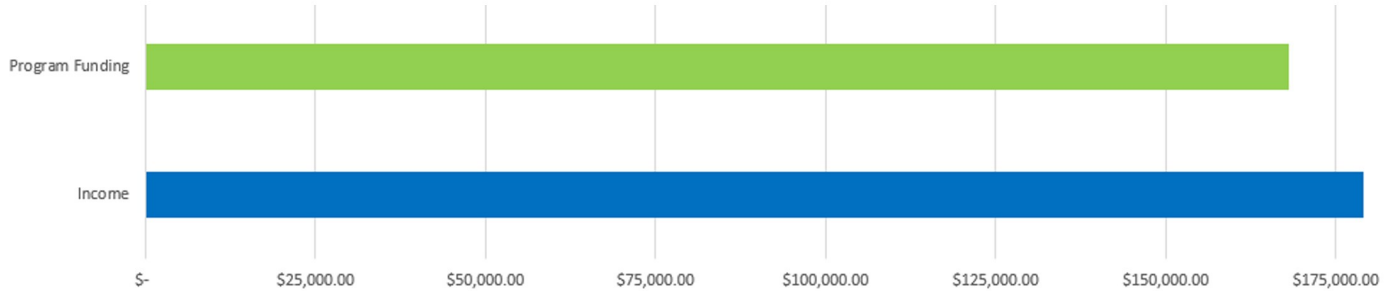
	Unrestricted	Temporary Restricted	Permanently Restricted	Total
<b>Public Support</b>				
Individual Support	\$ 15,487.37	\$ 0.00	\$ 0.00	\$ 15,487.37
Corporate Support	0.00	135,452.72	0.00	135,452.72
Mini Grants	<u>7,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>7,200.00</u>
<b>Total Public Support</b>	22,687.37	135,452.72	0.00	158,140.09
<b>Special Events</b>				
Golf Tournament	6,365.00	0.00	0.00	6,365.00
Sporting Clays	8,450.00	0.00	0.00	8,450.00
5k and Fun Run	1,945.00	0.00	0.00	1,945.00
Miscellaneous Fundraising	<u>3,305.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,305.00</u>
<b>Total Fundraising Income</b>	20,065.00	0.00	0.00	20,065.00
<b>Other Revenue</b>				
Interest	<u>479.48</u>	<u>0.00</u>	<u>0.00</u>	<u>479.48</u>
<b>Total Other Income</b>	<u>479.48</u>	<u>0.00</u>	<u>0.00</u>	<u>479.48</u>
<b>Total Revenue</b>	<u>43,231.85</u>	<u>135,452.72</u>	<u>0.00</u>	<u>178,684.57</u>
<b>Fundraising Expenses</b>				
Golf Tournament Expenses	6,618.52	0.00	0.00	6,618.52
Sporting Clays Expenses	4,895.33	0.00	0.00	4,895.33
5k and Fun Run Expenses	450.00	0.00	0.00	450.00
Miscellaneous Fundraising Expenses	<u>781.00</u>	<u>0.00</u>	<u>0.00</u>	<u>781.00</u>
<b>Total Fundraising Expenses</b>	12,744.85	0.00	0.00	12,744.85
<b>Program Expenses</b>				
Program Expenses	<u>26,401.51</u>	<u>135,452.72</u>	<u>0.00</u>	<u>161,854.23</u>
<b>Total Program Expenses</b>	26,401.51	135,452.72	0.00	161,854.23
<b>General &amp; Admin Expenses</b>				
PR/Marketing	50.00	0.00	0.00	50.00
Professional Fees	995.00	0.00	0.00	995.00
PR & Recruiting	7,042.35	0.00	0.00	7,042.35
Insurance	2,080.00	0.00	0.00	2,080.00
Credit Card Fees	<u>800.92</u>	<u>0.00</u>	<u>0.00</u>	<u>800.92</u>
<b>Total General &amp; Admin Expenses</b>	<u>10,968.27</u>	<u>0.00</u>	<u>0.00</u>	<u>10,968.27</u>
<b>Total Expenses</b>	<u>50,114.63</u>	<u>135,452.72</u>	<u>0.00</u>	<u>185,567.35</u>
<b>Change in Net Assets</b>	<u>(6,882.78)</u>	<u>0.00</u>	<u>0.00</u>	<u>(6,882.78)</u>
<b>Net Assets, Beginning</b>	\$ <u>122,649.77</u>	\$ <u>0.00</u>	\$ <u>0.00</u>	\$ <u>122,649.77</u>
<b>Net Assets, Ending</b>	\$ <u>115,766.99</u>	\$ <u>0.00</u>	\$ <u>0.00</u>	\$ <u>115,766.99</u>

The Foundation is proud to share that general & administrative expenses were just 6% of income in the latest fiscal year.

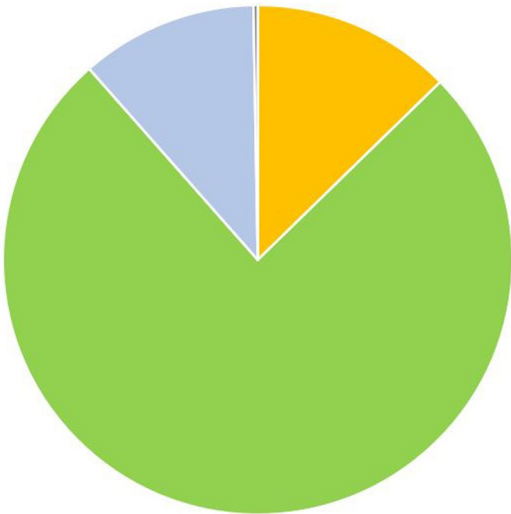
**We strive to make every dollar count.**



# Income VS. Program Funding



# Where The Dollars Came From

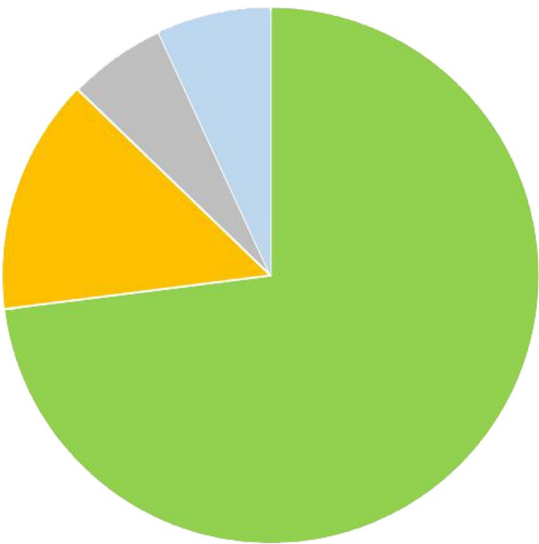


76% of funding comes from the EITC program, 13% from local businesses and community members, and 11% from NWLEF fundraisers. EITC funding grew by nearly 9% year over year however business/individual support and fundraising event income was down just over 38%.

- Sponsorships & Donations
- Events & Fundraising Sales
- EITC Funding
- Other Revenue

# Where The Dollars Went

73% of distributed funds went to EITC programs and 14% went to special project funding.



- Mini-Grant Programs
- Special Projects
- EITC Programs
- General & Administrative Expenses
- Fundraiser Expenses

