

# Northwestern Lehigh

EDUCATIONAL FOUNDATION

NURTURE | GROW | PROSPER

## 2021 ANNUAL REPORT



\*PHOTOS TAKEN IN 2019

# MISSION

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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

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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

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DJ Wolbert – President  
Valerie Kile – Vice-President  
Michael Perinotti – Treasurer  
Jill Krahwinkel – Secretary  
Jayson Boushell  
Curran Dever  
Steve Feinour  
Kristen Grim  
Daniel Macaulay  
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

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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

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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

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

## SMART BOARD PROJECT

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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

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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

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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

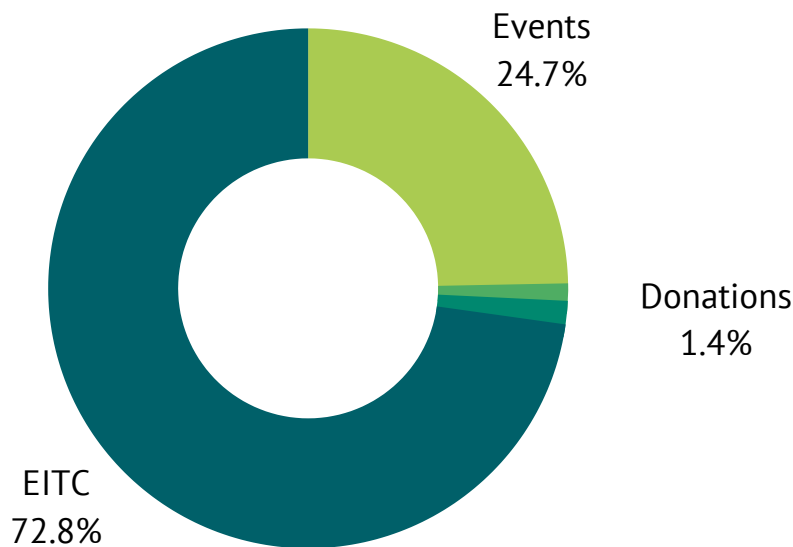


# FUNDRAISING

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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

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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.

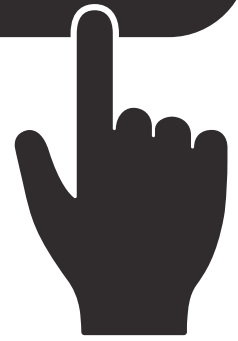
## DONATIONS

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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

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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

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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
<b>Public Support</b>				
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>
<b>Total Public Support</b>	<b>45,103.78</b>	<b>121,000.00</b>	<b>0.00</b>	<b>166,103.78</b>
<b>Special Events</b>				
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>
<b>Total Fundraising Income</b>	<b>44,911.70</b>	<b>0.00</b>	<b>0.00</b>	<b>44,911.70</b>
<b>Other Revenue</b>				
Interest	<u>239.06</u>	<u>0.00</u>	<u>0.00</u>	<u>239.06</u>
<b>Total Other Income</b>	<b>239.06</b>	<b>0.00</b>	<b>0.00</b>	<b>239.06</b>
<b>Total Revenue</b>	<b>90,254.54</b>	<b>121,000.00</b>	<b>0.00</b>	<b>211,254.54</b>
<b>Fundraising Expenses</b>				
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>
<b>Total Fundraising Expenses</b>	<b>22,585.25</b>	<b>0.00</b>	<b>0.00</b>	<b>22,585.25</b>
<b>Program Expenses</b>				
Program Expenses	<u>23,262.00</u>	<u>116,000.00</u>	<u>0.00</u>	<u>139,262.00</u>
<b>Total Program Expenses</b>	<b>23,262.00</b>	<b>116,000.00</b>	<b>0.00</b>	<b>139,262.00</b>
<b>General &amp; Admin Expenses</b>				
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>
<b>Total General &amp; Admin Expenses</b>	<b>49,795.39</b>	<b>0.00</b>	<b>0.00</b>	<b>49,795.39</b>
<b>Total Expenses</b>	<b>95,642.64</b>	<b>116,000.00</b>	<b>0.00</b>	<b>211,642.64</b>
<b>Change in Net Assets</b>	<b>(5,388.10)</b>	<b>5,000.00</b>	<b>0.00</b>	<b>(388.10)</b>
<b>Net Assets, Beginning</b>	<b>\$ 115,766.99</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 115,766.99</b>
<b>Net Assets, Ending</b>	<b>\$ 110,378.89</b>	<b>\$ 5,000.00</b>	<b>\$ 0.00</b>	<b>\$ 115,378.89</b>

# FINANCIAL SNAPSHOT

**\$211,254**

INCOME

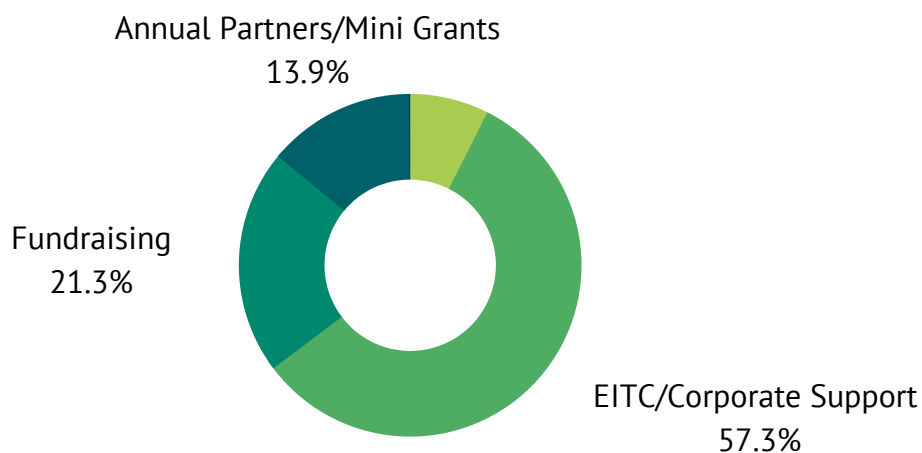
**\$72,380**

EXPENSES

**\$139,262**

FUNDING

## INCOME SOURCES



## EXPENSES & FUNDING

