

NEF 2006 in Review

The Newburyport Education Foundation launched 2006 with several new board members including alumni and parents, and a focus on the final year of our 2004-2006 campaign. Most exciting was using the Institution for Savings' \$500,000 grant in addition to major contributions by many other generous donors to fully renovate the Nock Middle School's 30+-year old science labs – and being featured in the New York Times and filmed by a Canadian documentary crew about it! At the end of 2006, the NEF lost one of its founding members and tireless supporter, Mr. George Cashman, NHS Class of 1942.

Our 2006 Fundraisers

SPELLING BEE

The NEF started off 2006 with its second annual Adult Team Spelling Bee. The winning team this year was comprised of three middle school teachers including Renee Ames, NEF board member. The Middle School team was sponsored by NEF board member Marlen Clark and her family. The Spelling Bee netted over \$17,000.

ED AWARD CELEBRATION

Our second big event of the year was the Ed Award Celebration, held this year at Maudslay State Park. The winners of the award was the board of trustees of the Institution for Savings, not only for their \$500,000 renovation grant but for the \$10,000 per year for 10 years for maintenance and the Institution for Saving Science Speaker Series.

ALUMNI

2006 saw a sharp increase in our Alumni contributions largely due to the efforts of Ruth Garvey and John Elwell creating an Alumni Class Agent program where a member of each class acts as a fundraiser and liaison for the NEF. Several individuals and classes made gifts and several classes invited NEF members to be speakers at their reunions. We ended the year with well over 30 class agents and had a thank you party at alumni chairperson John Elwell's home in November as a recognition and thank you for their efforts.

In addition to the class agent program, the NEF was named a beneficiary in the will of an NHS alum.

TEACHER TRIBUTE

The NEF held the Teacher Tribute drive to coincide with Teacher Appreciation week in May throughout the school system and also at the end of the school year and for the holidays. Many parents honored special teachers with generous donations to the NEF.

ADVERTISING

To simplify event planning and budget/forecast more accurately, the NEF attempted to create an advertising subscription program for both the Spelling Bee and the Ed Award

Celebration this year. There were only a few takers and we hope to have more board support to re-launch this in 2008.

NAMING OPPORTUNITIES

Besides the naming of the high school gym as a part of the Institution for Savings gift, The Zampell Foundation pledged a three-year gift of \$5000 for a naming opportunity. In addition, the Class of 1942 is collecting money with hopes of naming the vice principal's office in time for their 65th reunion in October 2007.

MAJOR GIFTS

Members of the NEF and NEBC worked together to raise additional funds for the science labs, specifically the computers that comprised the "wall of technology" in each room. The efforts were very successful, particularly in the industrial park, to the benefit of both organizations.

As this was the final year for the three banks' three-year pledge, new asks were made to all three. The Institution will wait for a project not focused on the middle school after their generous gift this year. The Newburyport Bank again pledged \$50k over three years and the Provident made a one-year gift of \$10k.

MISCELLANEOUS FUNDRAISING

The NEF posted proposals on numerous nation-wide websites including Hamburger Helper which depends on community support and votes.

The NEF also registered for GoodSearch.com, a search engine that rewards non-profits with a penny per search.

Allocation focus

All efforts and resources were focused on the Nock Science Labs. The intention and reality was to start on the labs the day after school was out in June and have them completed by the start of school in September. There were preliminary concerns regarding funding from the city for the badly-leaking middle school roof to be repaired. In addition, cost estimates made in 2004 went up substantially due to the delayed start of the labs and Hurricane Katrina's effect on building materials. Plans for the renovation needed to be scaled back and additional funds raised.

In 2006 we learned that we were to receive a planned gift from an alumnus. In anticipation of the gift and in planning for the future of the NEF, an endowment exploratory committee was formed which led to the formation of an investment committee. Because the rules around endowments are very restrictive, the NEF instead created a "board-designated fund" and asked an external investment committee to create a plan to best represent current and future needs.

Due to a nearly-entirely new administrative leadership staff for the system and the schools, it was determined to continue with a part of the 2004-2006 campaign, specifically working to update the rest of the classrooms at the middle school. The

campaign, entitled, “Classrooms of the 21st Century”, will equip all 40+ classrooms in the building with an electronic white board, teacher PC and lcd projector. The campaign will require fundraising of over \$200k. Technology from the Nock will then “trickle down” to the elementary schools to upgrade their technology. It was decided to focus on the middle school as the state of the elementary schools was subject to (and did) change radically.