



Schools and Academy Webinar:
Getting Started With Your Development Plan
January 27, 2022



Futures in Education
FOR BROOKLYN AND QUEENS
Changing Lives Through The Gift Of Education

Agenda

Steps for Creating a
Development Plan

Model School Guest Speaker

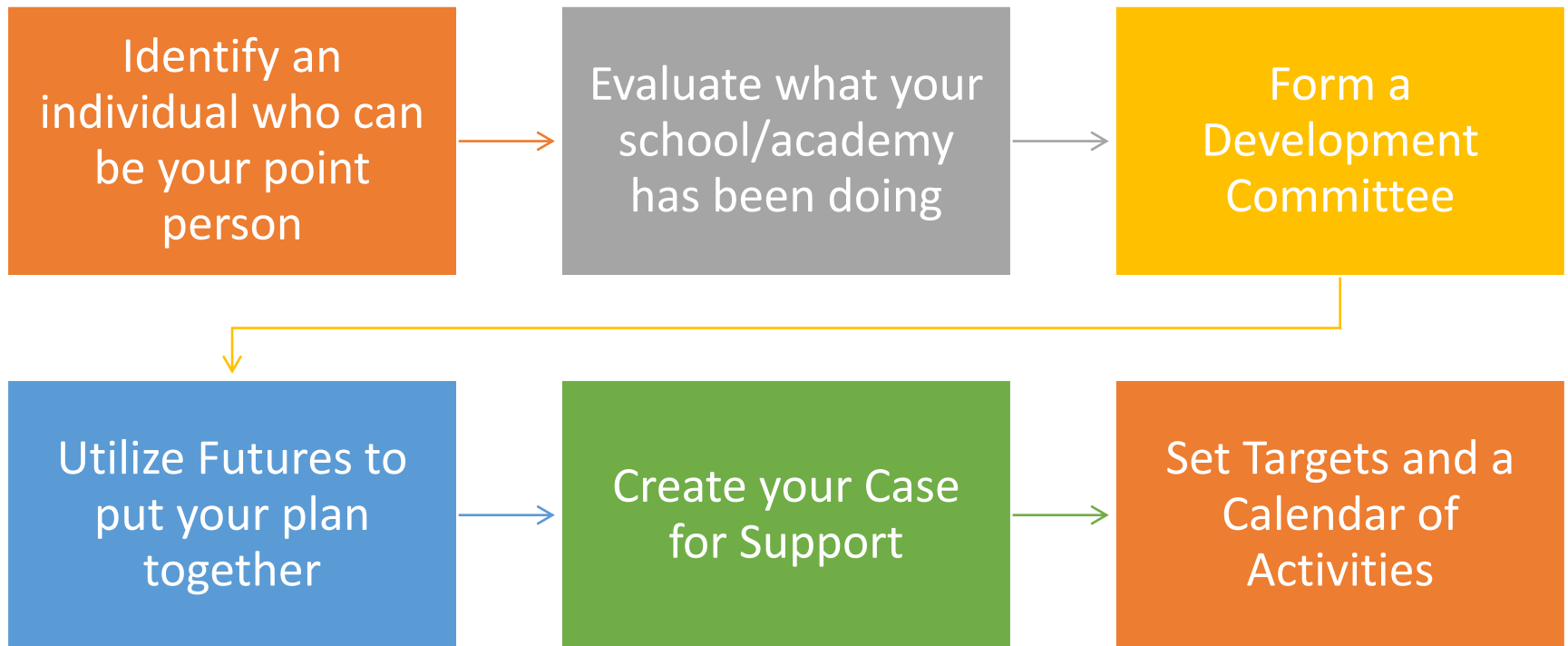
Q & A



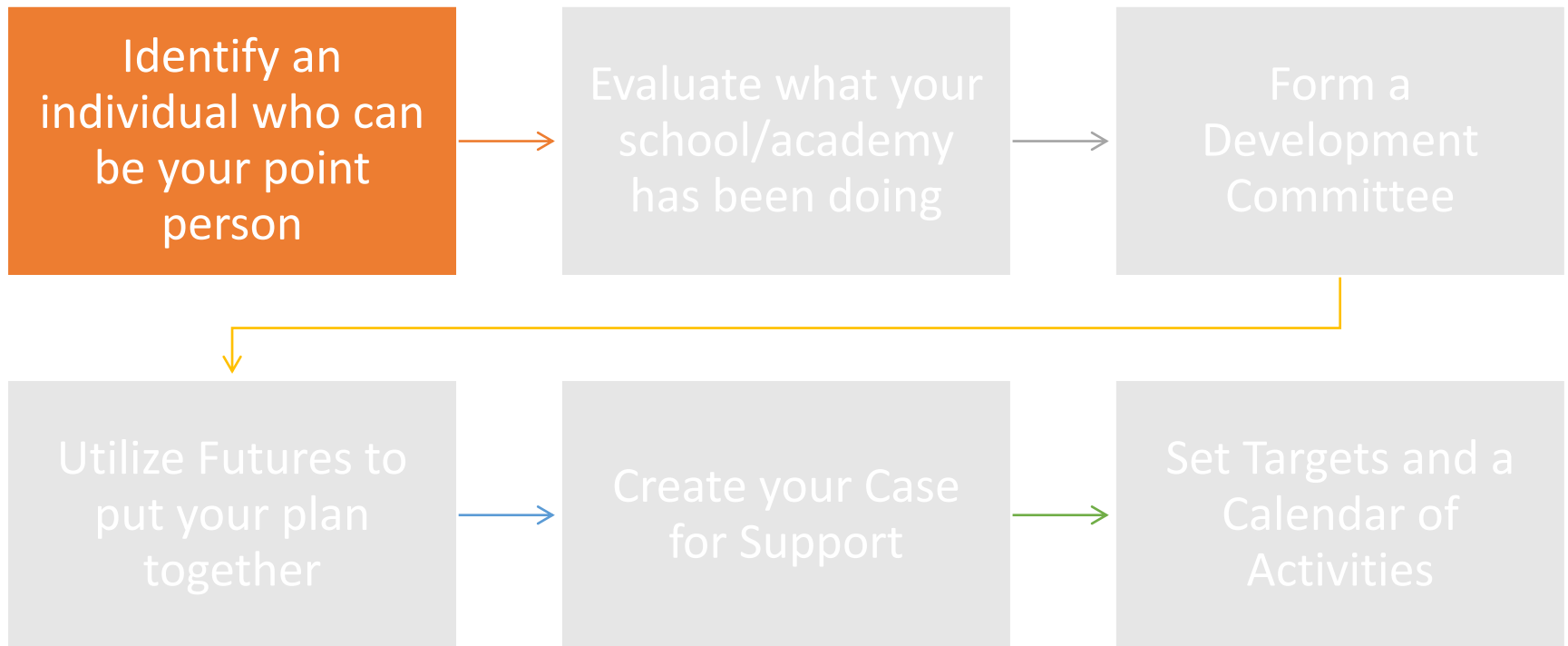


**Steps for
creating a
development
plan**

Steps for creating a development plan



Steps for creating a development plan



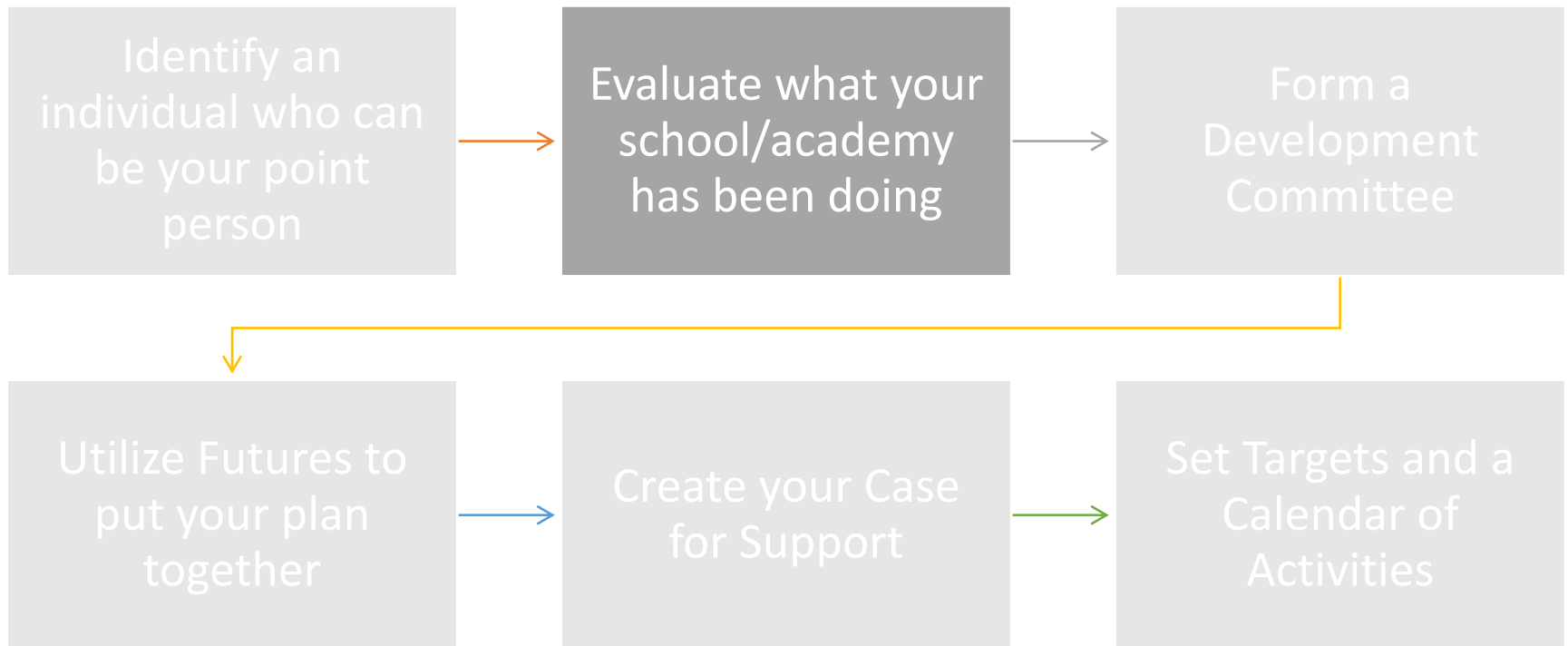
Identify an individual who can be your point person

Your point person will need to have access to your board chair and principal. This person will work with your chair, principal and they will be the one to build your committee. This person will essentially be the one taking on the most work involved with building your plan.

Make sure our team at Futures in Education knows who your point person is!



Steps for creating a development plan



**Where
are you
now?**

What fundraising
have you done
to this point?

What was
successful?

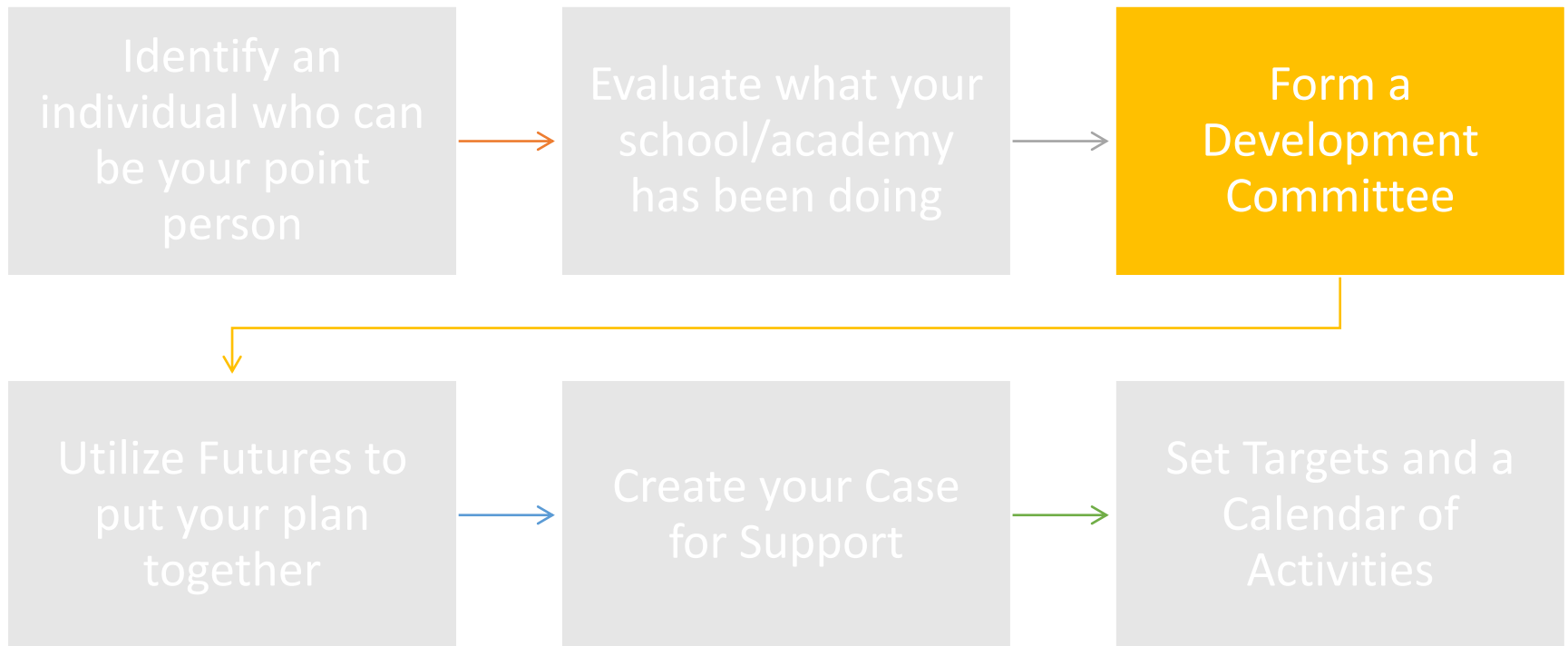
**Evaluate what
your
school/academy
has been doing**

Do you have a donation
page run by Futures in
Education?

Do you use Raiser's Edge
NXT?

Do participate in
mailings?

Steps for creating a development plan



Form a Development Committee

Members from your board

Home Academy Association (HAA)

Alumni

Parent volunteers

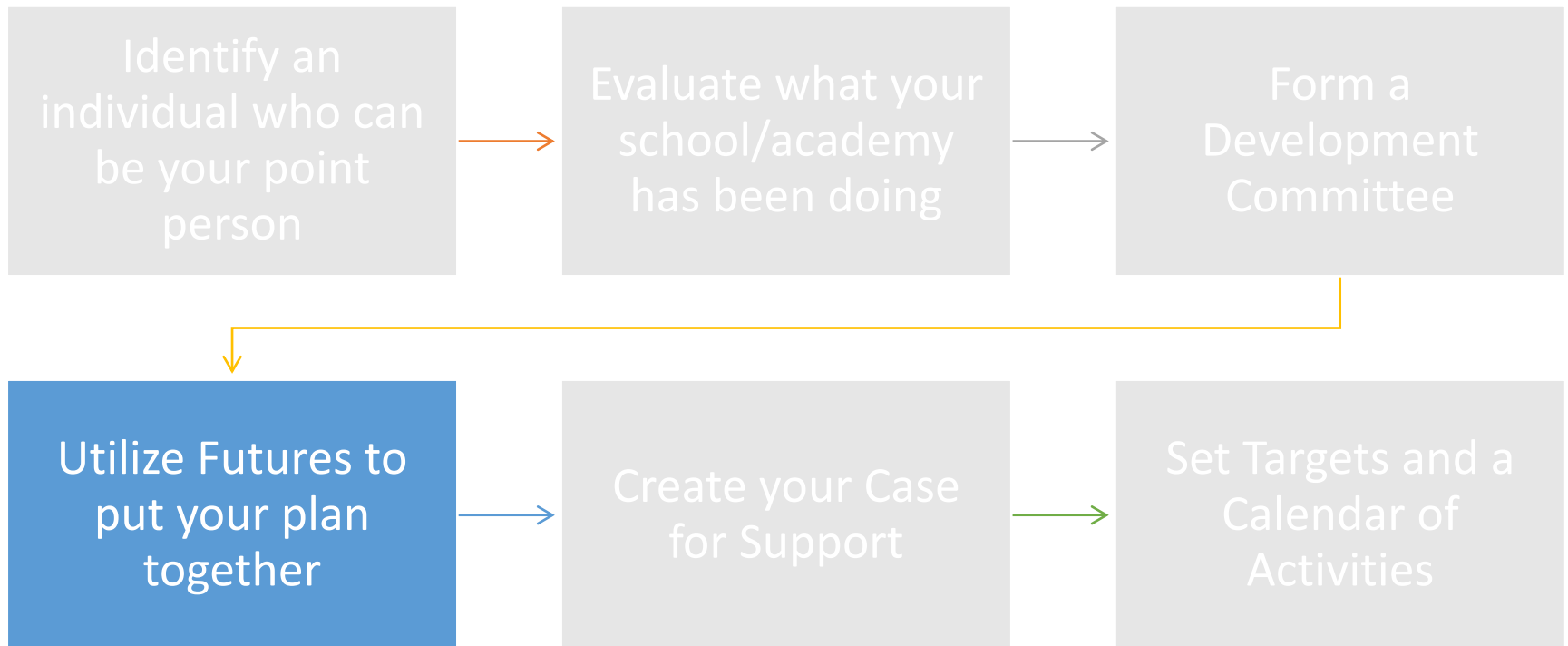
Teacher/Administration volunteers

Pastor

Parish lay leaders

Community/business leaders

Steps for creating a development plan



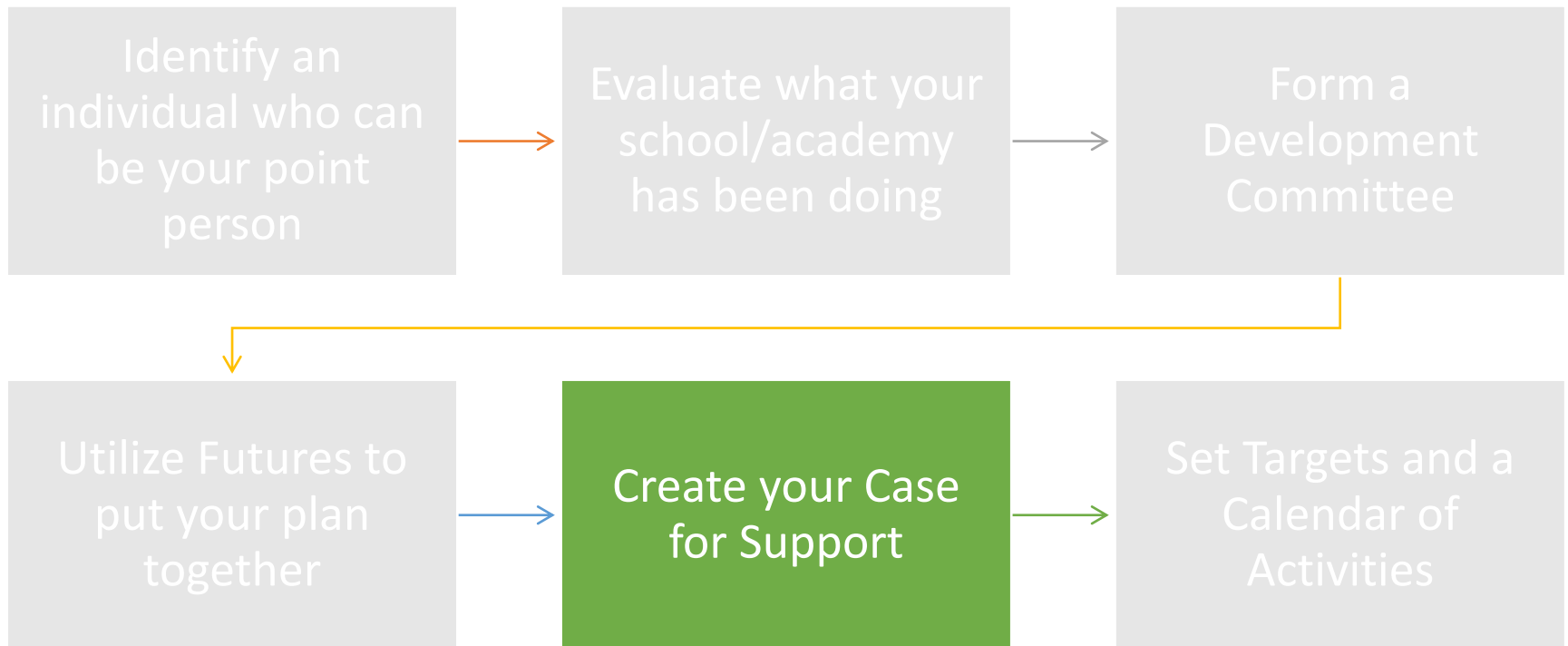
Utilize Futures to put your plan together

- You can contact us any time!
- Schedule a meeting with the Futures team to discuss next steps:
 - Building your Case for Support
 - Targets and Calendar of Activities

Utilize Futures to put your plan together

- Use the tools we make available to you!
 - Donation page
 - NXT Website
 - Mailings
 - www.catholicschoolsbq.org/mdrc

Steps for creating a development plan



Create your Case for Support

What is your
goal/your case for
support?

Create your Case for Support

Use this to emphasize the need for fundraising and major gifts.

Refer back to last year's webinar on the MDRC website.

Case for Support Examples





Immaculate Conception Catholic Academy - Astoria



Where a Lifetime Passion for Learning Begins!



Embarking Upon Our Next Century of Educating Young Astorians

The Immaculate Conception Catholic Academy – Astoria ("Immac") has been the cornerstone of childhood memories for thousands of young people over the past 95 years!

As we approach our 100th anniversary in 2024, we need your help in preserving our legacy of educating the "whole" child – mind, heart and spirit.

Our Academy is truly a gem within the Astoria community, welcoming families of all faiths!

If Immac made a difference in your life, now you can help make a difference in the life of a student!

Rich History:

Immigrants' Dreams and Strong Faith Serve as a Foundational Pillar of Immac

It started with a dream shared by a large population of new immigrants to the United States (Irish, German, Poles, Italians, Czechoslovakians) — the development of a church and school. The dream was realized when our doors opened in 1924 and almost a century later, Immac remains a highly sought-after educational institution by families in our multi-generational and multi-ethnic Astoria community.

Shaping the lives of our young children for many generations with devout dedication was our beloved religious community — including teachers and principals such as the Sisters of the Holy Union of Fall River Massachusetts (at Immac for 56 years), parish pastors and priests, such as the Reverend Monsignor Fernando Ferrarese, (at Immac since 2008) and continuing the tradition, our new Principal, Brother Joseph Rocco, sc, Edd., a member of the Brothers of the Sacred Heart, one of only 3 religious principals in the Diocese of Brooklyn/Queens.

Faith-filled, the religious community educated hearts, souls, and minds, and gave their students a superb foundation from which to grow and serve others. They opened eyes and opened doors to opportunities these children may never have known.



FAST FACT:

Educating students since 1924, Immaculate Conception School transitioned to an Academy in the Fall of 2017

Our Academy serves Nursery through 8th grade students of all faiths and reflects the rich diversity of our surrounding community

The Academy's mission is to provide every child with a safe and nurturing environment that facilitates a love of learning as well as a love for God, others, and self.

Imperative Mission:

Educating the Whole Child in a Challenging and Nurturing Environment

Immac's mission is to provide every child with a safe and nurturing environment that facilitates a love of learning as well as a love for God, others and self. Our objective is to educate the "whole child", by challenging them academically, deepening their faith in God and encouraging and supporting their personal growth.

Our Immac family of faculty and staff cultivates an environment where all students are challenged to reach their potential by celebrating their unique gifts and talents – while feeling safe and nurtured in a positive classroom environment.

Our Academy serves Nursery through 8th grade students of all faiths and reflects the rich diversity of our surrounding community.

Sustaining Vision:

Growing a Thriving Affordable Catholic Educational Institution

Our long-term goal is to promote, sustain and grow a primary education environment grounded in Catholic identity, where key stakeholders (including parents, teachers, administration, parish priests, the community, and alumni) partner to deliver support and encourage the academic, spiritual and personal growth of our students, preparing them for a successful transition to high school and life.

The Academy is blessed to be a part of the vibrant parish of the Immaculate Conception Church a diverse family united in our faith in Jesus Christ and reflective of Gospel values rooted in love, faith and prayer and committed to living the Gospel.



FAST FACT:

Our Academy promotes intellectual curiosity, creativity, personal growth and faith. Rooted in a tradition of high standards in academics, athletics, and service to others, students are challenged to excel by our dedicated teachers and competitive curriculum.

Early Childhood Programs: We offer a full or half-day Nursery program for 3-year olds and a full-day Pre-K for All program.

Classrooms are equipped with SmartBoards and students have access to Chrome Books and Google Classroom. Our new STEM Lab opened during 2018-19 school year.

Driving Objective:

Graduate Well-educated, Balanced and Happy Children

The sacrifices of many who make our Academy unique and special are rewarded by the success of our students:

- Graduating self-fulfilled, balanced young adults best prepared to take on the challenges of high school and life
- Transforming the student from early childhood to young adults with encouragement to respect self and others and be productive citizens and future leaders
- Graduates who attend top high schools (and receive monetary academic scholarships)

Immediate Challenges:

Family Employment Displacements and Rising Operating Costs

The immediate challenge we face is the need to support our families (current and prospective) who are faced with a variety of employment difficulties. During these uncertain times, many families are struggling financially, so obtaining the "whole" education of their child at a Catholic school is an aspirational dream.

- Family Challenges:** COVID-19 drove working parents to be furloughed and displaced permanently or for periods uncertain.
- Academy challenges:** Increases in operating budget due the unexpected expense of COVID-19 supplies/protocols to ensure our students, faculty and staff are in a safe and healthy environment along with the loss of essential in-person fund-raising events, limited due to COVID-19 restrictions.



FAST FACT:

Higher Order Thinking Skills: In addition to meeting the challenges of the Common Core Learning Standards, teachers are dedicated to ensuring that students develop the higher order thinking skills needed to succeed in the 21st century.

We also offer Spanish, Music, Art, Physical Education, Regents Test Prep and Before and After-School programs.

Performing Arts Program: Our dynamic partnership with Stages on the Sound encourages creativity through theater and the arts for students in grades 4, 6, and 8. Students engage their imaginations, study the process of theatre and work together as an ensemble to put on their own innovative production

Solutions:

Raise funds to Supplement Tuition of Financially-Challenged Families

The Immac family is embarking upon an effort to substantially increase the funds available in our **Immaculate Mary Award Program (IMAP)**

IMAP is an endowment-like fund created for the exclusive objective of helping families who are unable to afford Immac's full tuition commitment.

Funded by the generous support of patrons such as yourselves – Alumni and Friends of Immac – IMAP extends financial awards to families who have recently been financially challenged to maintain their current tuition payments. The Program also provides support to families of potential new students who without an Award would not be able to consider attending Immac.

Award amounts are based on financial need as evidenced by tax documents, unemployment letters, and the in-person testimony of our families. Our Academy expects the families to contribute some amount to the stated tuition amount.

During these unprecedented times, more families need help, therefore we turn to our Alumni and Friends of Immac to open their hearts and welcome the opportunity to support this life-changing Program. All gift amounts are welcome! Gifts over \$10,000 may be made in recognition of a living or deceased loved one, e.g., **The Immaculate Mary – John and Rose Jones Award.**



YOU CAN MAKE A DIFFERENCE

Make a dream become a reality for a child at Immac!

Your Role:

Consider a Gift to our Academy to Make a Difference in a Child's Life!

We remember with gratitude those early pioneers who had a dream for the future. We remember our religious sisters, and our lay teachers, and the great priests of our parish who guided us and did so much to shape us. How each of us has benefited from their vision, commitment and generosity!

The impact of our Academy on the lives of our young children is profound – if you are an alum, you'll certainly agree! In memory of and with gratitude for those early pioneers who realized their dream, let's celebrate and support the rich legacy and tradition that is Immac – truly a school like no other!

Please consider a gift to the **Immaculate Mary Award Program** and partner with us to ensure our legacy continues into the next generation and help families realize their dream of a Catholic education.

- Gifts to the General Fund – Visit our Website at icaastoria.org/Donate
- PayPal, Credit Cards or Check all Welcome as Payment Options
- Gifts in the name of a Loved One Living or Deceased – email dpsido@icaastoria.org



Our Lady of Hope Catholic Academy



THE ACADEMY AT-A-GLANCE



1963
Established



500
Students



52
Faculty & Staff



90%
Students Reside in
Queens



Auditorium, Gym, &
STEM Lab
Facilities

Foreign Language &

Our Lady of Hope Catholic Academy

Approaching Our Next Decade of Learning

An education from Our Lady of Hope focuses on the well being and development of the whole child in mind, body and soul. We believe that every child deserves the chance to receive a holistic education which is why we are committed to a tradition of providing a safe, caring and supportive environment.

Our Lady of Hope seeks to achieve:

- To facilitate the intellectual, social, and physical development of each child through a variety of instructional methods such as departmental classes, and formation.
- Personality by life and reverence for
- of his/her own



Our Philosophy

It is the consensus of the faculty that every human being has a right to pursue knowledge corresponding with his/her dignity and God-given ability, regardless of background or sex. In the early years, education is often of the utmost importance because through education and guidance the children of today become the Catholic citizens of tomorrow.

Our Recent Accomplishments

- Ranked as a Top 3 Catholic School of the Diocese
- OLOH achieved a 20% increase in NYS test scores since Sept. 2017.
- OLOH test scores surpass public schools in Middle Village and our surrounding neighborhood
- Embraced and successfully implemented the COVID-19 "Safe School" program
- Maintain a consistently low student to teacher ratio, to ensure students receive the proper attention they need
- Upgraded to Smart Board enabled classrooms
- Attained a 1:1 iPad to student ratio for Grades 1-5
- Attained a 1:1 Chromebook to student ratio for Grades 6-8
- Completed annual Wi-Fi upgrades



"These important investments will ensure the viability of the Academy for the next decade and beyond."

THE HOPE FUND

Our Lady of Hope Catholic Academy is approaching its seventh decade of providing Catholic education for the families of Middle Village and Maspeth. This is an occasion for us to celebrate our legacy of success while also planning for the future. In that spirit, we are happy to announce the creation of *The Hope Fund!* The fund is envisioned to provide crucial support for the advancement of our school and the assistance of our families. *The Hope Fund* will be under the direction of the Board of Trustees of Our Lady of Hope Catholic Academy. *The Hope Fund* has three components: Tuition Assistance, Emergency Relief, and Capital Improvements.

"Guided by our tradition of serving the families of Queens, we are continually seeking to provide the option of a Catholic education to our youth. We are Hope, and we will support all families who wish to give their children the gift of a Catholic education, no matter the challenges."

Tuition Assistance

The Hope Fund's Tuition Assistance is designed to provide financial assistance to families in need, ensuring that families seeking a Catholic education for their children will be assured of that opportunity despite economic hardship.

Emergency Relief

The Hope Fund's Emergency Relief reaffirms our belief that Our Lady of Hope Catholic Academy is more than a school, it is a community. The Emergency Relief program will enable the school community to support the children of families who may experience an unforeseen emergency situation. The access to emergency relief funds will ease the burden to families and maintain a routine and sense of normalcy for children who are living through a challenging time.

Capital Improvements

The Hope Fund's Capital Improvements program anticipates the urgent need to address the ongoing maintenance of the school building and the updating of the educational infrastructure. We anticipate significant infrastructure upgrades to our school building during the next decade, including the conversion of the boiler from oil to gas and the replacement



Our Lady of the Blessed Sacrament Catholic Academy



ACCOMPLISHMENTS

OUR LADY OF THE BLESSED SACRAMENT CATHOLIC ACADEMY THE ACADEMY AT-A-GLANCE

Our Lady of the Blessed Sacrament Catholic Academy

Approaching Our Next Decade of Learning

While holding on to everything that has made Our Lady of the Blessed Sacrament Catholic Academy so special, the school is poised to approach its 70th anniversary with a critical next step: an ambitious campaign to further improve its academic offerings, to improve the health & safety of its facility and to increase the financial aid opportunities for its students.

These important investments will ensure the viability of the Academy for the next decade and beyond.

Our Mission

The mission of Our Lady of the Blessed Sacrament Catholic Academy is to provide an inspiring and challenging educational experience that is college and career ready and grounded in Catholic values.

Our academic programs provide a quality Catholic education through the implementation of Diocesan and New York State Standards in an environment that challenges and encourages students to work to their full potential.

Accomplishments Since We Became an Academy in 2016

- New STEM Lab
- Upgraded Computer Lab
- Security Enhancements including cameras at each entrance
- LED Lighting Improvements in the Auditorium, Hallways, Cafeteria and Gym
- 1:1 assignment of iPads in Grades 4 through 8
- Automatic Faucets, Soap Dispensers and Towel Dispensers in every restroom
- Automatic Sanitizer Dispensers at every entrance and on every floor
- Air Filtration with MERV filters in every classroom
- In 2020, held a dedicated fundraiser to provide 60 students with financial aid

1951 Established	371 Students	40 Faculty & Staff
20 Communities represented – from Queens, the Bronx & Nassau Counties	Multi-purpose facility Auditorium, Gym, Cafeteria, STEM Lab, & Computer Lab	Foreign Language & Advanced courses offered
100% Those who applied were accepted to a Catholic or Specialized Public High School		



KEEPING CATHOLIC EDUCATION ATTAINABLE



We must continue to ask ourselves: how can we best serve our students and our community? How can we improve to make Our Lady of the Blessed Sacrament Catholic Academy a nurturing center of learning and excellence?

■ Expanded Enrichment Programs

An excellent educational program in a great school includes a dedicated staff and quality, current instructional materials. A great school also provides many educational enrichment opportunities for its students. OLBSCA would like to expand those opportunities. Enrichment programs are now offered after school at a cost averaging \$300/student. This limits the opportunity and availability to a small number of students. Through fundraising, we would like to schedule monthly enrichment assemblies that enhance and explore the Math, Science, Religion, History, Music, Reading and Art curricula available to all students. These grade appropriate assemblies would include hands on demonstrations, virtual presentations, concerts and live performances. These instructional programs are conducted by professional educators and live performers.

Our students would truly learn and be motivated by these outstanding memorable educational enrichment activities which could include visiting a portable planetarium, experiencing a live orchestra concert, observing a live theater production, attending a play on Christian values, or participating in exciting science experiments, all of which could be conducted on the OLBSCA quad. Approximate cost would be \$5,000 a month – \$50,000 annually.



To further improve on the safety of the students, and reduce the potential for the spread of germs, we are proposing to replace all the water fountains with water bottle filling stations. The estimate to replace the 5 stations is \$35,000.

■ Technology Upgrade

We are blessed to have obtained a 1:1 ration of iPads to students for the 4th through the 8th Grades. We do have a limited number of Chromebooks for the lower grades. Our goal is to have a 1:1 ratio for all grades from Kindergarten through the 8th Grade. We hope to achieve this by replacing those devices over 5 years of age and increasing the inventory to achieve the 1:1 ratio for the entire school to fully prepare us for future distance learning and enhance in-class instruction. This will require the purchase of 220 new Chromebooks and 8 charging carts for a total cost of \$78,000.

■ Health & Safety Improvement

Our Lady of the Blessed Sacrament Catholic Academy was prepared for distance learning at the beginning of the pandemic – (beginning March 15th and beginning distance learning on March 18th). Over the course of the summer, we diligently prepared to re-open for in-class instruction in the fall. Through many investments we were proud to open and began conducting both in-person and through a web cam streaming of the classes to those who chose distance learning.



Our Challenge

■ Keeping Catholic Education Attainable

The financial constraints placed upon our community, families and donors during the COVID-19 pandemic present unique difficulties for everyone. Those already enrolled in the Academy pray for the ability to continue and those who might seek to enroll are hindered by the uncertain economic times. We anticipate that the financial effects of this pandemic will continue for a number of years in the future. We hope to be able to provide financial aid moving forward to allow those families in need the opportunity to attend our Academy. Funding would only be provided to those with demonstrated financial need. Surplus funds, if any, would be rolled into subsequent years. The annual need is estimated at \$18,000.

Our Lady of the Blessed Sacrament Catholic Academy

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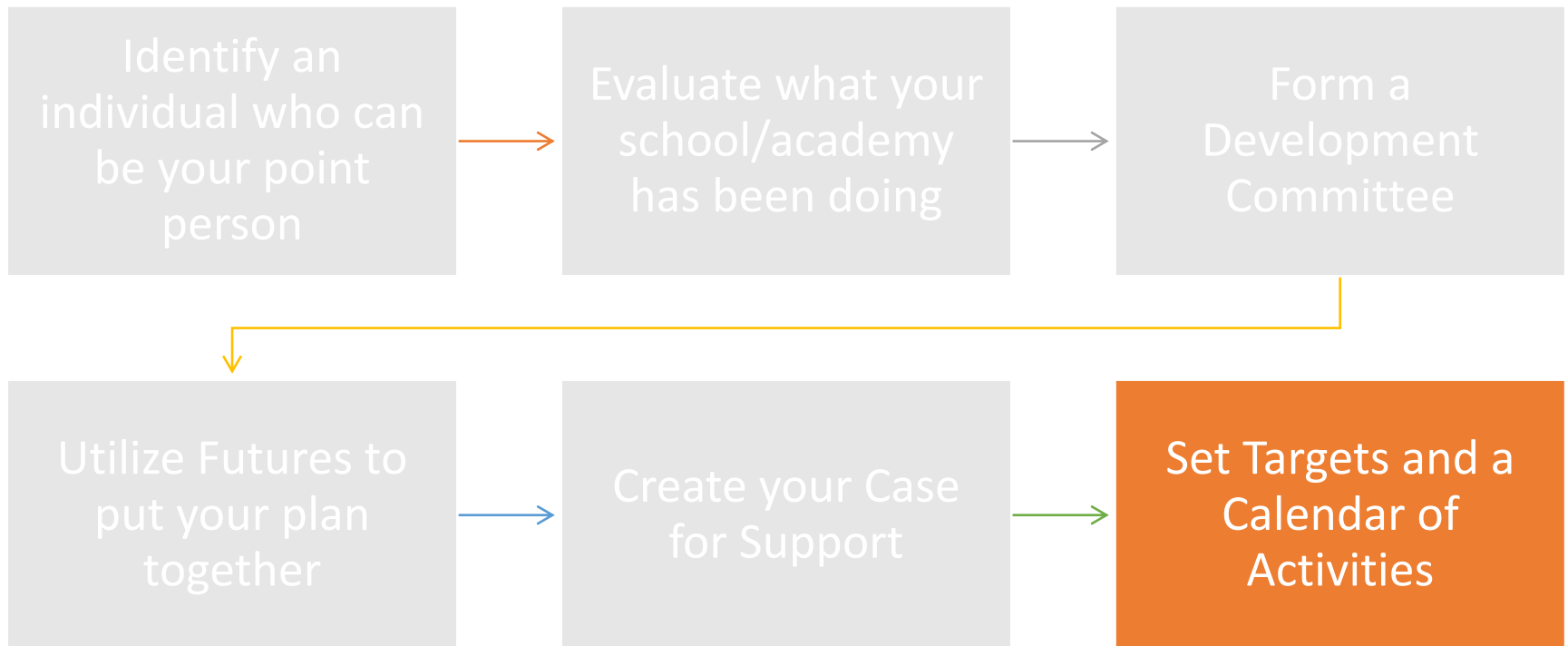
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Steps for creating a development plan



Set Targets and a Calendar of Activities

- Build your calendar into the calendar Futures provides

Set Targets and a Calendar of Activities

June '21						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
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July '21						
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31						

August '21						
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September '21						
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October '21						
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31						

November '21						
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December '21						
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January '22						
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February '22						
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March '22						
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April '22						
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May '22						
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June '22						
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**Model
School
Guest
Speaker:
Talana Bradley**



St. Catherine ~ St. Therese
Catholic Academy

2021-2022 Development Plan - SCSTL

Month	Personal Donor Outreach	Event Outreach	Event Target Audience	Phone Outreach	Mail Outreach	Email Outreach	Social Media	Website Content
July		Alumni Mixer						
August		Back to School Event (Community Building/ Welcome New Principal)	Current Parents, Students, Staff, Affiliate Pastors			Back to School Event (Target: Alumni & Parishioners Bulletin Blurb)	Back to School Event	
September		\$300 Fundraising Goal (Tentative) Back to School Mailing	Fundraising Goal: Current Parents Mailing: Alumni					
October		Popcorn Sale Picture Day? Feast of St. Therese Halloween Party	Popcorn: Parents, Alumni, Community, Board Halloween: Parents/Kids					
November		Pie Sale Giving Tuesday Holiday Mailing	Pie Sale: Everyone Giving Tuesday: Parents Matching & Alumni Holiday Mailing: Alumni					
December		Holiday Raffle Christmas Show Photos & Bfastw/ Santa (PTA Hosted)	Holiday Raffle: Parents/Kids Christmas Show: Community Phot/Bfastw/ Santa: School Community					3

2021-2022 Development Plan - SCSTL

Month	Personal Donor Outreach	Event Outreach	Target Audience	Phone Outreach	Mail Outreach	Email Outreach	Social Media	Website Content
January		Pizza Day (Monthly Event) Candy Sale* Confirm when this was	Pizza: School Community Candle Sale: School Community					
February		Mardi Gras Party Carnival	Mardi Grad: Families & Parish					
March		Paint Night Green Day Pastry Sale	Paint Night: School Community/ Families					
April		Gala Candle Sale Spring Show Spring Candy Sale	Gala: Alumni & Community Candle: Parents/Community Spring Show: Families Candy Sale: Families					
May		Walk-A-Thon Spring Concert	Walk-A-Thon: Community Spring Concert: Families					
June		Graduation Mailer Alumni Graduation Giving Campaign Father's Day Golf Outing	Graduation Mailer: Alumni Golf Outing: Parents & Community?			Grad Year Campaign	Grad Year Campaign	Grad Year Campaign

QUESTIONS & DISCUSSION



*This presentation will be uploaded to the
Virtual Library at
www.catholicschoolsbq.org/mdrc*

We can help!
Please reach out to
schoolsupport@futuresineducation.org

Ana Petruzzo at 718-965-7308 x1616



Futures in Education

FOR BROOKLYN AND QUEENS

Changing Lives Through The Gift Of Education