

Crimson Tide Foundation

2019 Strategic Plan

We live in challenging times. The fiscal pressure on local school districts is likely the toughest it has been in many years. That pressure makes it difficult to prepare students for life in 21st Century America and to sustain the fantastic school buildings and other District facilities. At the same time there is a grand opportunity for a cooperative relationship between the Crimson Tide Foundation and the Pottsville Area School District that will help the District survive these tough financial times and thrive into the future.

With these thoughts in mind the Crimson Tide Foundation proudly presents the following strategic plan to guide our efforts to support the District now and in the future. We submit this plan as a first step in a systematic and transparent approach to the execution of our mission. Before we address how we plan to move ahead it is important to understand *why* the Foundation exists, *where* we plan to go in the future, and *what* are the values that will guide us during the process. These thoughts are articulated in our Mission, Vision and Values statements.

OUR MISSION

The Crimson Tide Foundation is a non-profit educational organization committed to enriching the educational experiences of current and future students in the Pottsville Area School District by providing financial support for those projects which exceed the normal resources of the District.

OUR VISION

It is the Vision of the Crimson Tide Foundation that every student in the Pottsville Area School District will have the chance to experience educational opportunities that are beyond the resources of the normal School District budget.

OUR VALUES

1. We believe our Foundation provides a great service to the alumni, students, and residents of the Pottsville Area School District community.
2. We care about the quality of the enhanced education that District students receive.
3. We collaborate our fundraising efforts with alumni, friends and businesses.
4. We strive to be open and accountable with the funds we solicit and distribute.
5. We coordinate our disbursements with the needs of the District.
6. We volunteer our efforts to the Crimson Tide Foundation with pride and enthusiasm.

“SMART” GOALS

With clear knowledge of the purpose and direction of this Foundation we set the following goals for the years ahead. These goals contain elements that are critical to

creating opportunities to succeed. Specifically, these goals are **Specific, Measurable, Achievable, Relevant, and Timely**. By working toward **SMART** goals we can demonstrate accountability and at the same time understand where we are succeeding or falling short of our mission.

Goal #1 Develop our designation as an Educational Improvement Organization (EIO)

Background: In March of 2018 after a lengthy application process the Foundation was approved as an EIO. This provides approved corporations with Educational Improvement Tax Credits (EITC) if their donation is used by the District for its “innovative educational program in digital media”.

Key actions: The Foundation will continue its interactions with Mid Penn Bank to secure EIO funding. It will expand its list of potential corporate donors. It will prepare the re-application for the EIO designation. In addition the Foundation will prepare language and seek approval to receive Educational Improvement Organization funding in areas other than the “innovative educational program in digital media”.

Measures of success: Success will be measured in successfully secured funding.

Long term objectives: The Foundation will continue its efforts to expand the number of areas it can accept EIO funding, educate potential corporate partners about EITC, and will expand its search for approved corporations willing to donate for EITC.

Goal #2 Continue working with Schuylkill Grant Works

Background: In 2018 the Board of Directors emphasized that grants are a potential source of funding and retained Schuylkill Grant Works to help the Foundation prepare and submit professional grant applications.

Key actions: In the near future the Foundation will complete work on the six phases of the proposal of Schuylkill Grant Works

Measures of success: Success will be measured by the submission and successful approval of our grant applications.

Long term objectives: The Foundation will continue to pursue new sources of grant funding while maintaining a favorable relationship with existing sources.

Goal #3 Update the Foundation website

Background: In 2012 a website was created primarily to establish the existence of the Foundation and to publicize happenings in the District. By 2017 improved software and hardware made it possible to update the site but its purpose remained unchanged. Since we retained Schuylkill Grant Works we learned that a good website contains new and updated information that will increase accountability and awareness of the Foundation.

Key actions: As soon as possible new and updated policies will be approved by the Foundation Board of Directors. These policies and other existing information will then be posted on our website. The Foundation will then use the website to promote the Foundation with the general public and demonstrate the accountability of the Foundation for potential donors.

Measures of success: Success will be measured by the number of times the site has been accessed, by feedback from persons accessing the site, and by increased favorable awareness of the Crimson Tide Foundation.

Long term objectives: The Foundation will continue to use the website to demonstrate its accountability to potential donors and to publicize happenings in the District.

Goal #4 Maintain and expand the Teacher Venture Grant program

Background: In August of 2013 the Foundation donated \$3100 to fund the enhanced educational projects of seven District teachers. Since that time 3 additional sets of teacher projects have been approved and funded by the Foundation.

Key actions: The Foundation will accept project applications, approve those applications with the assistance of the District administration, and make the necessary funds available to the teachers.

Measures of success: The success of each grant will be measured by an enthusiastic response of the students to the enhanced educational opportunity.

Long term objectives: The Foundation will maintain and even expand the amount of funds available for this program.

Conclusion

This strategic plan was devised to help the Crimson Tide Foundation use its values to maintain its focus on its stated mission and vision. With periodic review of this plan the Foundation will build on past successes and maintain them well into the future.