

GUNNISON VALLEY  
**EDUCATION FOUNDATION**

enriching education for everyone



## 2021-2025 Strategic Plan

**Adopted November 2021**



# GVEF Strategic Plan

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## About our Strategic Plan

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The Gunnison Valley Education Foundation (GVEF) has its origins in Kids Kount, a community-based initiative established in 2003. The Teacher Innovation Grant Program was adopted in the 2013-2014 academic year. Gunnison Valley Education Foundation (GVEF) has raised funds and granted them to the Gunnison Valley Watershed School District (GWSD) to guide the future success and effectiveness of our mission, the Foundation has participated in the Community Foundation of the Gunnison Valley's STEP program to create this Strategic Plan as a roadmap.

The ensuing Strategic Plan is the work of a committee to review and revise our Vision, Mission and Core Beliefs, and identify priority goals. All board members, the school district superintendent, a WSU education professor, and a local parent, participated in the summer (2021) planning sessions, facilitated by Janice Welborn of CFGV. The two primary areas identified for improvement by the group were: 1. Developing community partnerships and 2. Creating a fundraising plan. The plan spans three school years but will be reviewed periodically, at least twice a year.

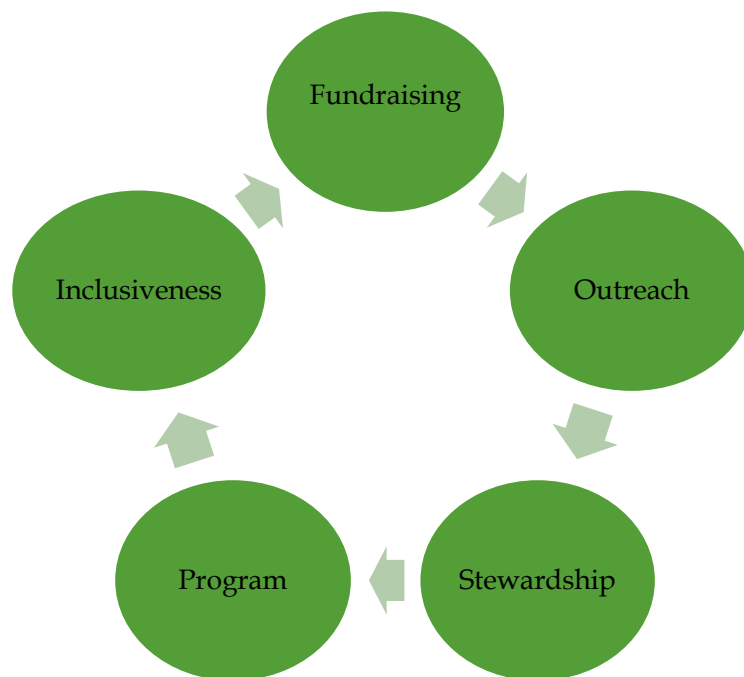
This plan was adopted on November 4, 2021, by a unanimous vote of the GVEF Board.



## Objectives

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- 1) Fundraising: Sustain and grow endowment/donations to GVEF.
- 2) Outreach: Improve communication of and awareness of GVEF.
- 3) Stewardship: Cultivate and nurture donor relationships.
- 4) Program: Balance district priorities and donor interests to enhance innovative instruction and learning in the GWSD.
- 5) Inclusiveness: Develop partnerships and expand efforts to be inclusive of our entire community.



## GVEF VISION

### Motto

Enriching Education for  
Everyone

Our Vision –  
*The future we seek to create*

Through partnerships with the community and exemplary district leadership, every student has the opportunity to capitalize on his/her gifts and talents; every teacher has the resources to implement innovative learning projects; and students recognize the infinite possibilities of learning in order to achieve in the world. GVEF is recognized as an integral and essential part of the Gunnison Valley which expands educational opportunities and increases funding annually.

## GVEF MISSION

**Our Mission –**  
*Our Purpose*

The mission of the Gunnison Valley Education Foundation is to ignite the power of innovation in teaching and learning for students in the Gunnison Watershed School District



Core Beliefs:

Empowered  
learners own their  
learning

Innovation in  
education paramount

Partnerships build a  
connected community  
enabling and achieving  
continuous  
improvement in  
educational programs

The Foundation is a  
strategic partner and  
valued member of  
GWSD

## INDENTIFIED AREAS OF GROWTH

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As the Foundation considers future growth and the importance of supporting GWSD initiatives, it is important that the Foundation galvanize the partnerships with the community, supporting best practices and initiatives that align with the district. The Foundation realizes its need to increase awareness of the Foundation and acknowledges that emphasis on brand marketing must be ongoing, current, and relative to trends that have a strong communication impact. In addition, the Foundation recognizes the positive benefits of developing partnerships. It is understood that revenue sources will not be increased without clear messaging of the value GVEF provides to GWSD. Fundraising must be sustained, and all board members must be engaged in new fundraising initiatives. There is also a desire to develop a board which reflects the



### GOAL 1 COMMUNITY PARTNERSHIPS

Develop a public relations program to increase awareness of the GVEF, its accomplishments and goals (past and present), as well as increase partnerships.

#### Objectives

- 1) Outreach: Improve communications and awareness of GVEF.
- 2) Inclusiveness: Develop partnerships and expand efforts to be inclusive of our entire community.

#### Strategies and Activities

1. Increase the number of board members from five to seven to include representation of parents of students, businesses, higher education, inclusive of: both genders, multi-ethnicity, both ends of the valley.
2. Create a marketing plan that reflects outreach goals and outlines actions.
  - 2.1. Incorporate social media



## GOAL 2: FUNDRAISING

Develop a fundraising plan to increase impact of grants, district collaborations, and donor management.

### Objectives

- 1) Fundraising: Sustain and grow endowment and donations to GVEF.
- 2) Stewardship: Cultivate and nurture donor relationships.
- 3) Program: Balance district priorities and donor interests to enhance innovative instruction and learning in the GWSD.

### Strategies and Activities

3. Design a fund-raising plan with a calendar of events.
  - 3.1. See Appendix A: Fundraising Plan
4. Acknowledge donors through frequent communication and updates.
  - 4.1. Thank you notes, social media posts, personal contact, emails, and letters
5. Create a marketing plan that reflects outreach goals and outlines actions.

## GRANTS

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Grants offered by GVEF focus on Teacher Innovation Grants which support the enrichment of educational excellence in the Gunnison Watershed School District (GWSD). This funding supplements innovative instructional programs not currently supported by traditional tax-based revenues. The Education Foundation generates financial resources for granting through donations, fundraisers, and interest from its endowment, to encourage exploration of new and creative learning opportunities. We typically receive 9-15 proposals and fund \$10 - \$15,000 annually. Since the inception of the grant program GVEF has funded over \$100,000 in innovation grants.




### Grant Making Guidelines

- Teacher Innovation Grant awards are available to any Gunnison Watershed School District certificated (non-management) employee.
- Grants of up to \$500 are offered to each teacher-applicant to innovatively explore ways of helping students learn. Teachers are encouraged to work cooperatively on grant projects to increase their total award for the project.
- If a grant has been awarded for the same fundamental project for three consecutive years, that project must sit out one year before requesting a grant again.
- Grant proposals are submitted annually in the spring, and reviewed by a committee consisting of GVEF board members and Gunnison community members.
- The review committee recommends awards to the GVEF Board for approval. The GVEF Board subsequently recommends awards to the board of the Gunnison Valley Community Foundation for their final approval.



# Appendix A

## Gunnison Valley Education Foundation (GVEF) - Annual Fundraising Plan

Date/Time of Year	Activity
September October	<ul style="list-style-type: none"> <li>● Fall Gathering of Donors, Potential Donors, and Grant Awardees – Where? – Could also be in November or another month this year ☺</li> <li>● All board members make contributions – Thank you so much!</li> </ul>
November December    GVEF QR Donation Code	<ul style="list-style-type: none"> <li>● Fundraising Letters to Businesses – Annual Business Sponsorships – Logos on website and at all events</li> <li>● Phone Calls and Emails to Past Donors and potential donors</li> <li>● Give in the Honor of a Special Individual in Your Life – Season of Giving               <ul style="list-style-type: none"> <li>○ Sugar Plum Festival – Gunnison – Fred Field Center                   <ul style="list-style-type: none"> <li>▪ Helpers - Dates and Times - TBD annually</li> </ul> </li> <li>○ Crested Butte Holiday Bazaar - TBD annually</li> <li>○ Table at each event</li> <li>○ Season of Giving – Show your appreciation for our teachers! Give a Gift in the honor of a special teacher or person in your life OR donate to GVEF for Teacher Innovation Grants</li> <li>○ Make a donation using our donation cards or online (computer at table) – or QR code on their phone</li> <li>○ They write message to person on note while at table or we write message to person and mail or deliver to teachers’ mail boxes at school</li> <li>○ Need: Donation cards, In the Honor Cards, hearts, candy canes, pens, clip boards, table covering, display board w QR code, photos and info posters, computer, list of current grant awardees, slips to visit our table and QR code, cash box and change, other</li> <li>○ Create an Event on FB – Twitter – Instagram</li> <li>○ Other:</li> </ul> </li> </ul>
January February March April	<ul style="list-style-type: none"> <li>● GVEF Friday – Ask different restaurants (1 in CB and 1 in Gunnison) to donate 10% of their proceeds for 1,2,3 or 4? Fridays to GVEF. GVEF could promote the restaurants for GVEF Fridays and really get families to support these restaurants on GVEF Fridays. Could also be on another day of the week, but GVEF Friday sounds best 🍷</li> </ul>
May	<ul style="list-style-type: none"> <li>● Spring Gathering of Donors, Potential Donors, and Grant Awardees – Garlic Mikes – Coal Creek Connection Play (This was being planned before COVID – Garlic Mikes and Coal Creek Connection were ready to go!)</li> </ul>

## Other Ideas-

- Website updated w new strategic plan info (check all Donation links)
- Media Articles and Promotions (if possible, include how to donate info)
  - Like us on Facebook - GVEF4Kids
  - Share our Posts
  - [DONATE](#) (hot link directly to donation page at CFGV)
  - Donate at [www.gunnisonvalleyeducationfoundation.org](http://www.gunnisonvalleyeducationfoundation.org)



- Donate using our QR Code
- Encourage friends and family to Donate
- Contact us for more information:
  - [www.gunnisonvalleyeducationfoundation.org](http://www.gunnisonvalleyeducationfoundation.org)  
P.O. Box 7057 Gunnison, CO 81230
  - 970-641-8837
  - [gvef4kids@gmail.com](mailto:gvef4kids@gmail.com)  
(GVEF is a Component Fund of the Community Foundation of the Gunnison Valley)
- Other:

## Appendix B



### **What are Teacher Innovation Grants?**

Gunnison Valley Education Foundation (GVEF) provides grants for teachers in the Gunnison Watershed School District (GWSD) of up to \$500 each to innovatively explore ways of helping students learn.

You may apply to:

- Develop an original teaching idea or new program for use in your classroom which others can adapt and will enrich your core curriculum (may include funds to visit model programs, hire consultants).
- Experiment with ways to solve specific instructional challenges in your classroom.
- Develop a project involving cooperation between you and one or more GWSD teachers. Each teacher in such a cooperative effort is eligible for up to \$500.
- Develop a project that encourages parent and/or community partnerships.
- Develop a project that enhances the school's facility (e.g. visual art, recreation) and benefits students educationally.
- Replicate a proven strategy not yet implemented in the applicant's classroom.

### **Who is eligible to apply?**

Any GWSD certificated (non-management) employee may apply. If you have been awarded a grant for the same fundamental project for three consecutive years, you must sit out one year before requesting a grant for the same project again.

**GVEF will not fund:**

- Projects that have already been completed.
- Projects specifically for marketing and public relations.
- Projects that espouse political or religious views.
- Projects that target specific individuals.
- Projects that are not directly related to classroom curriculum.

**Application Instructions:**

The Teacher Innovation Grant application can be accessed and submitted online at [GVEF Teacher Innovation Grant Application](#). The application requires a detailed project description, goals, timeline, budget and a letter of support from a supervising administrator. **Applications are due by midnight on Monday, April 11, 2022. Late or incomplete applications will not be considered.**

**Please be prepared to answer the following questions:** It is recommended that you prepare your responses in a Word document where you can easily edit and get an accurate word count. Then cut-and-paste your responses into the appropriate fields in the online application. Special formatting such as bold text, underlines, numbering or bullet points may not appear the same once they've been pasted into the online application.

**Basic Project Information:**

- Project Title
- Grade Level(s)
- Number of students impacted by project
- Project Summary (max 50 words)

**Detailed Project Information:**

- Project Description:
  - Identify the issue or challenge you are trying to address. (max 75 words)
  - Describe your student population including the number of students impacted and any special needs they might have. (max 75 words)
  - List and describe the goals and intended outcomes of the project. (max 75 words)
  - Summarize the project activities and your anticipated timeline. (max 75 words)
- Innovativeness of Proposal: (max 250 words)
  - How is this project an innovative or creative way to address the challenge you identified in the previous question?
- Method of Project Evaluation: (max 200 words)
  - How will you assess whether this project effectively met its goals and intended outcomes?

**Required Attachments:**

- Project Budget - Please identify all sources of income for this project (including this grant) and all expenses.
- An Administrative Reference - a form signed by a school principal or supervisor

**If funded, what are my responsibilities?**

If your application is funded, you are required to submit a **Grant Report** within 30 days of completion of the project, or no later than **March 31, 2023** if it is a full-year project. This report can be accessed and submitted online at [GVEF Teacher Innovation Grant Application](#) and must include digital photos. *Failure to submit a final report will automatically disqualify you from applying for the Teacher Innovation grant the following year.*

Please note, all capital purchases made possible by GVEF funds will be considered property of the Gunnison Watershed School District.

**2022-2023 Teacher Innovation Grant recipients will be notified of awards by May 15, 2022.**

## Grant Policies

The mission of the Gunnison Valley Education Foundation (GVEF) is to support and advance the Gunnison Watershed School District by raising funds to provide students with an exceptional education that empowers all students to succeed at learning and at life.

As a Designated Fund at the Community Foundation of the Gunnison Valley (the Foundation), GVEF can receive donations according to the Gift Acceptance policy of the Foundation including cash and publicly traded securities. Gifts to GVEF may be Unrestricted, allowing the Foundation Board to determine areas of need or designate funds to specific schools, activities, instructional supplies or special programs.

GVEF uses current best practices in seeking applications for grants in the grant review process and in awarding grants. Complete grant applications must be received electronically at [GVEF Teacher Innovation Grant Application](#) by the posted deadline date. Late or incomplete applications will not be considered by the Grant Selection Committee.

The Grant Selection Committee consists of two GVEF Board Members and three members of the community. This committee is responsible for submitting recommendations to GVEF's Board of Directors for preliminary approval. Through an impartial process, the committee will determine the merits of the request; any committee member connected in any way to the requesting

program or with a child in a class of a teacher making a request, will be excused from participation in discussions or recommendations concerning that particular request. The Foundation Board of Directors will review the recommendations of the GVEF Board of Directors and make the final decision on the recommendations.

All awarded monies will be paid to the Gunnison Watershed School District for distribution to grant recipients.

All grant recipients must report on the expenditure of grant funds and results of the project upon completion, and in no case, later than the application deadline for the next grant cycle. A report form is available at [GVEF Teacher Innovation Grant Application](#). Without reports on prior grants, applicants will be ineligible for future grant cycles. Any funds not spent for the specific purpose of the awarded grant must be returned to GVEF and cannot be diverted to other uses without the express approval of the Foundation's Board of Directors.

The Gunnison Valley Education Foundation will prioritize the funding of Teacher Innovation Grants based upon the applicant's ability to develop, implement and share creative teaching strategies that benefit students. The Grant Selection Committee will consider applications that either generate new ideas or replicate proven strategies. The primary criterion for funding decisions will always be that which most benefits students.