



## **AVID National Conference 2011**

# **Funding AVID**

**Laura Piening and Stacie Valdez**



- Understand how to create a strong funding base
- Define funding sources
- Explore how to develop relationships and outreach to build support for AVID

Goals of Presentation



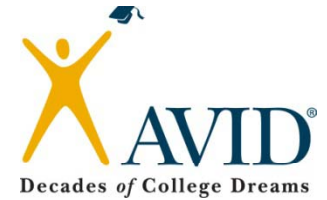
# Build Relationships

# Cultivate Community



**It's all DEVELOPMENT!**

*Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever does.* Margaret Mead

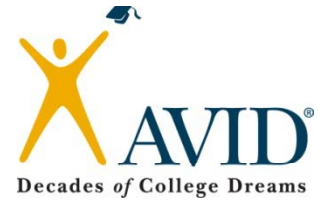


A grassroots movement is one driven by the constituents of a community.

The creation of activities is natural and spontaneous, flowing from the constituents.

It is the role of the leader to connect and facilitate the goals of the constituent - **consistent with a common vision.**

Grassroots & Collective Impact



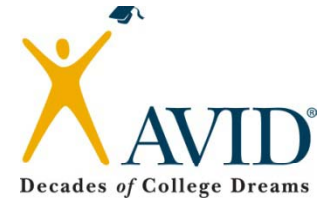
*Collective Impact – the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.*

John Kania & Mark Kramer, STANFORD SOCIAL INNOVATION REVIEW, 2011

Five conditions that produce true alignment and lead to powerful results:

- Common Agenda
- Shared Measurement Systems
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Support Organizations

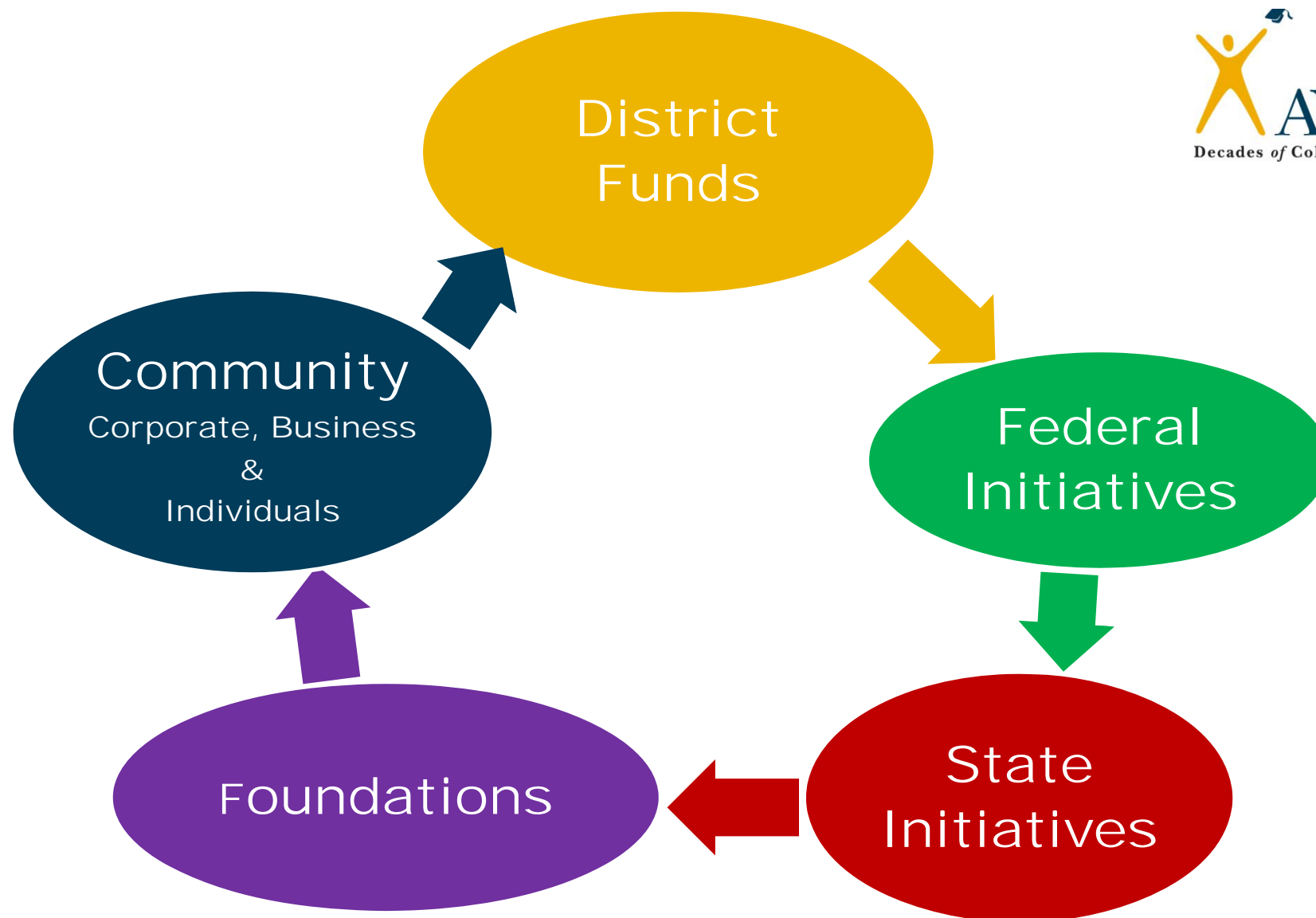
Grassroots & Collective Impact



What are the major obstacles you face for funding AVID in your district?

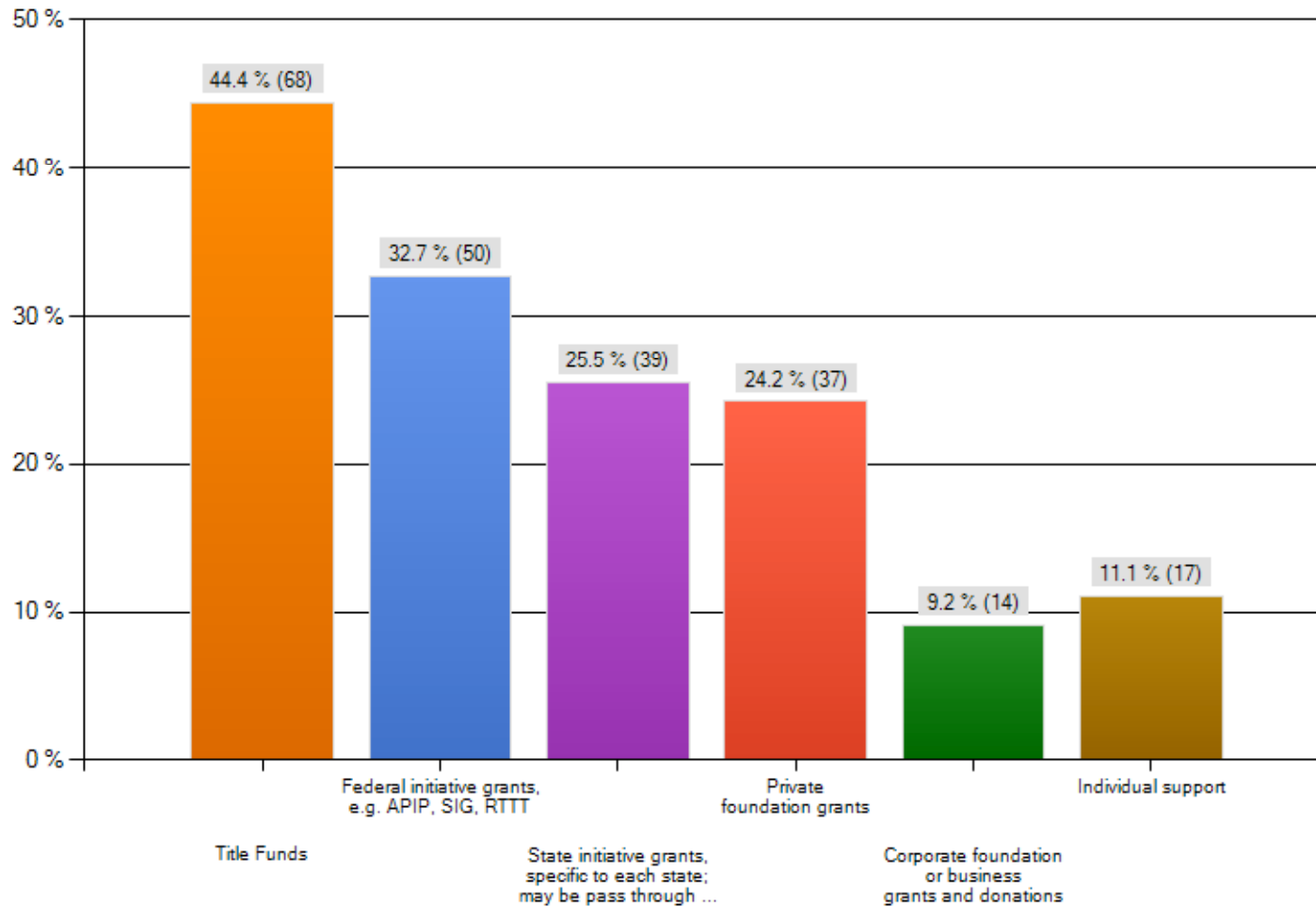
Share your responses with a partner sitting next to you.

Think – Pair – Share



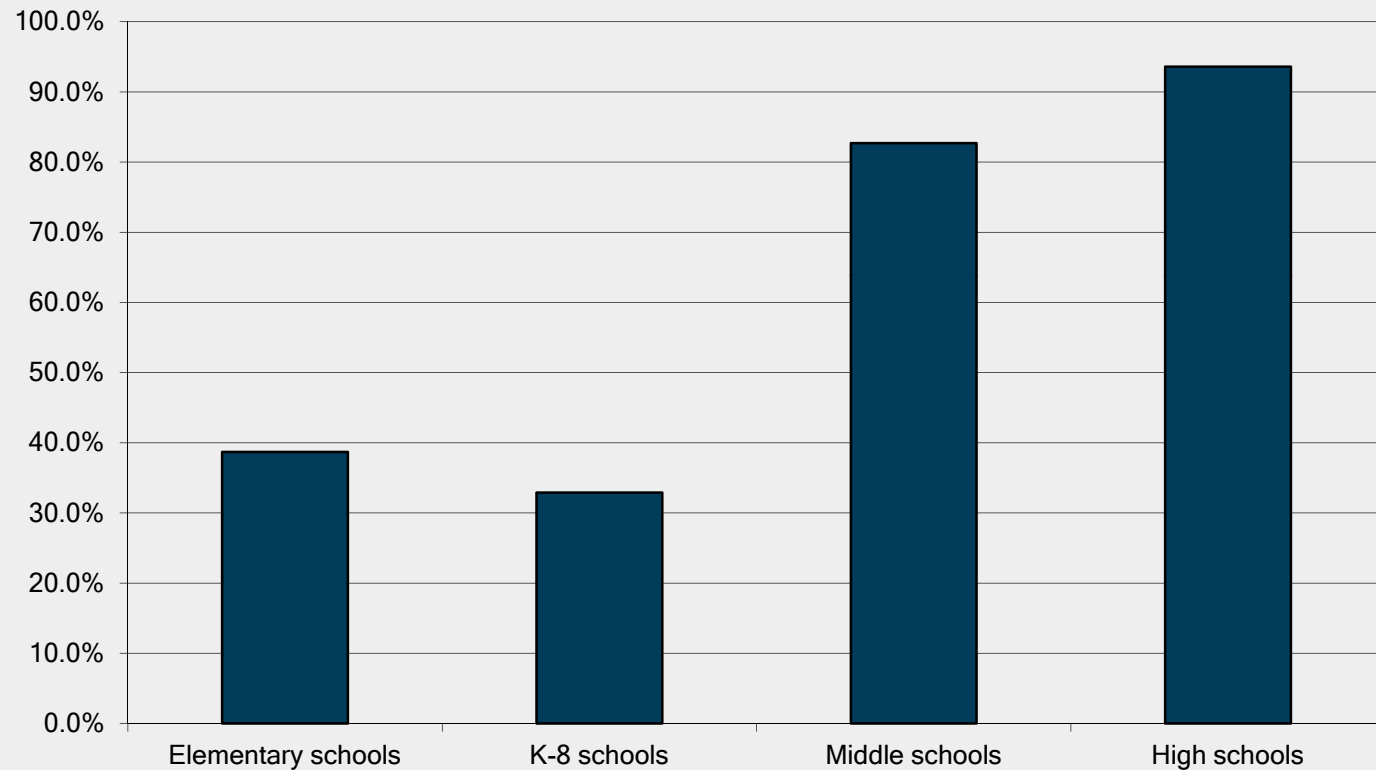
**Diversified Funding Base**

**Does your district use any or all of the following sources to pay for AVID in your schools?**



# AVID Funding Survey Results

How many schools in your district have AVID?

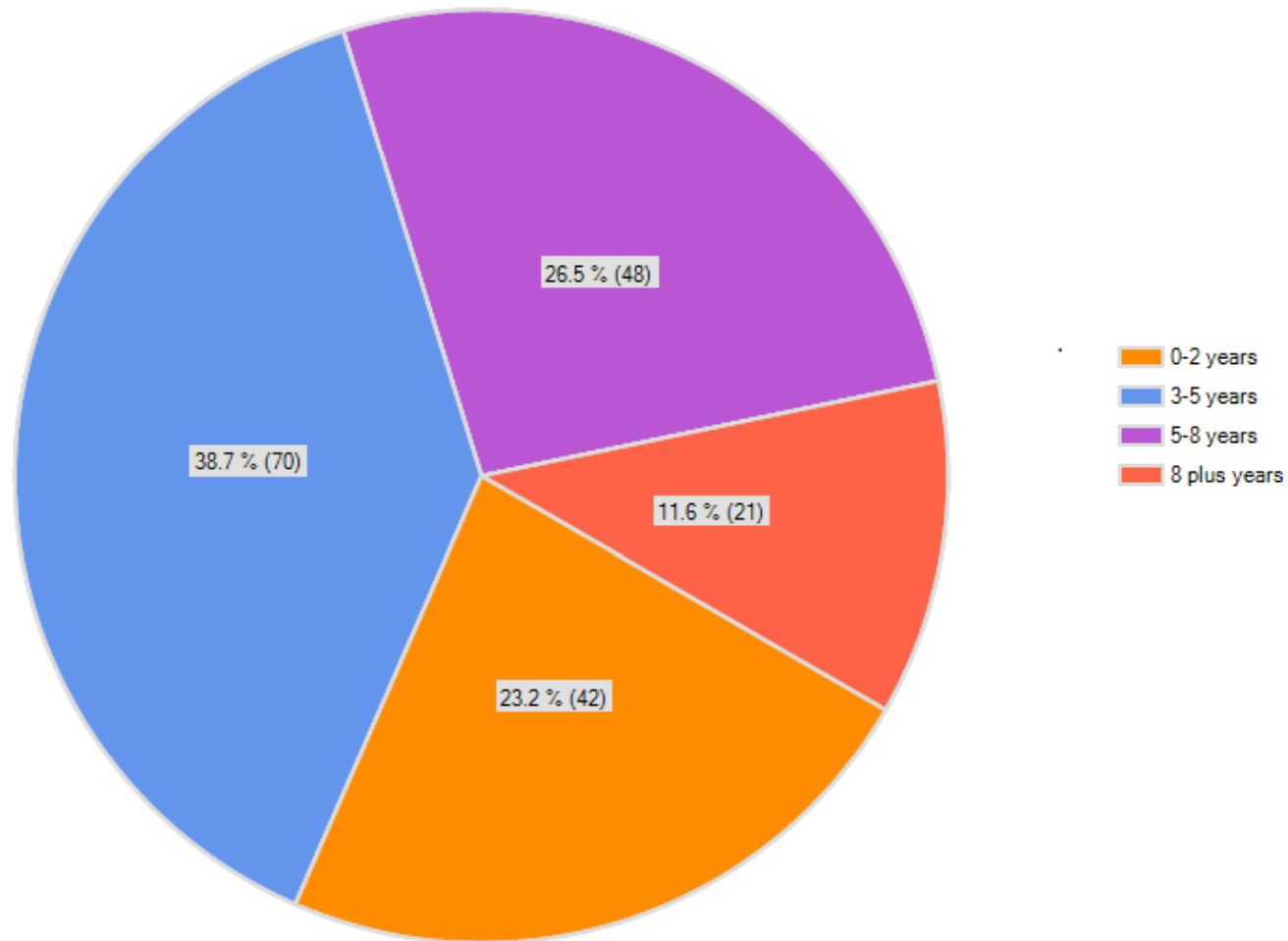


**AVID Funding Survey Participants**



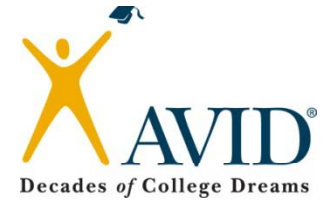
**AVID**<sup>®</sup>  
College Dreams

How many years has your district had the AVID College Readiness System in its schools?



Participants' Years With AVID

# The Key is Relationships.



Title funds and federal and state initiatives are managed at state and district levels.

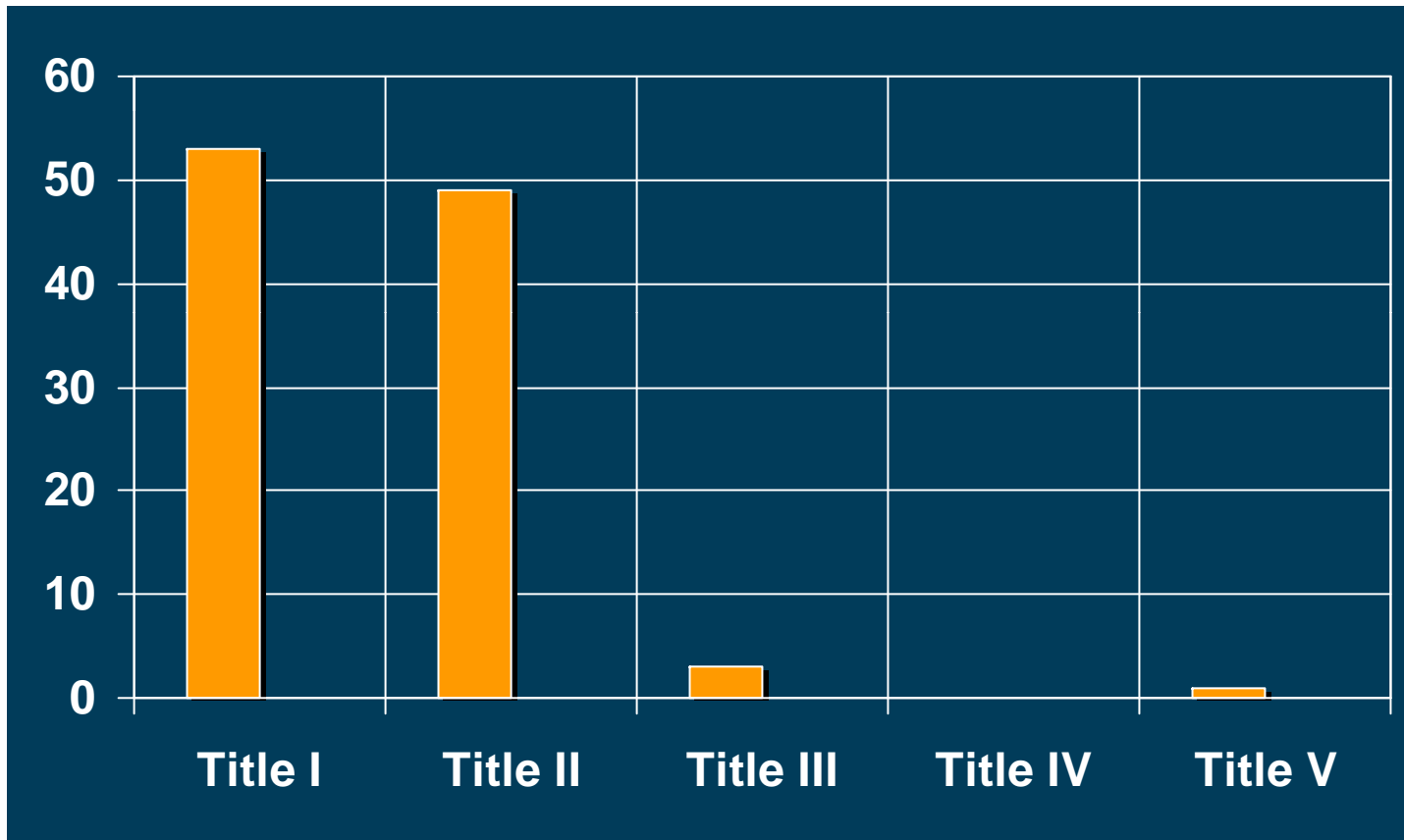


Who are the key players and decision-makers?

- District grant writer
- State grants administrator

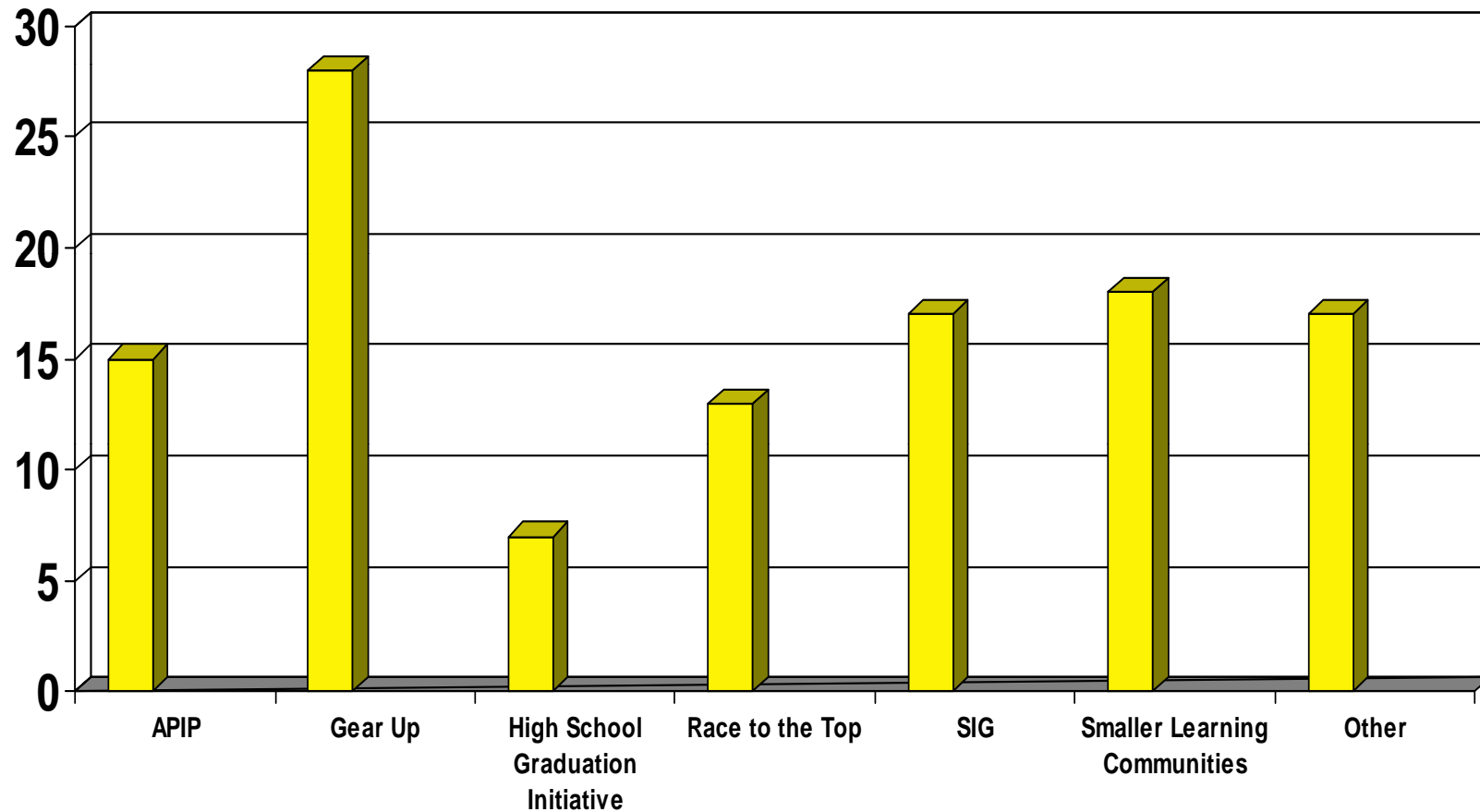
Help them understand the value of AVID; how AVID aligns with the initiatives; and what is eligible for which Title/initiative/grant funds.

**District & State DOE Relationships**

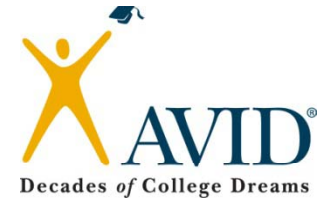


**Title Funding for AVID**

## District usage of funding initiatives by percentage



**Federal Funding Initiatives**



## Foundations

### Private

Michael & Susan Dell Foundation

Bill & Melinda Gates Foundation

Family Foundations – small and local

### Corporate

Dell Foundation

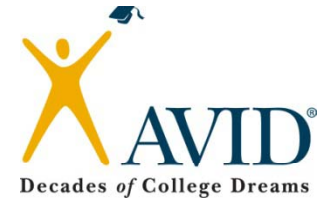
Microsoft Foundation

## Corporations & Local Businesses

Marketing/Outreach Pool of Funds

## Individuals

Connecting Community – Private Sector



## Research

Who funds locally?

Online – individual foundations & database collections  
Foundation Center Cooperating Collections

Carefully review their websites

Determine if you fit and how to design the proposal to meet their criteria

Follow their instructions – do exactly as they ask

Call if you have questions; request a meeting; follow up

Foundations

## Marketing

- Local newspaper press releases
- Showcase AVID students' achievements
- District website and newsletters
- University partnerships

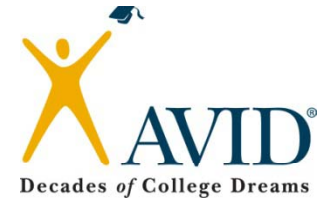
## Presentations

- Board of Education meetings
- Bi-monthly Family and Civic Engagement meetings
- Civic organization
- Local businesses and corporations

## Events

- Decades of College Dreams
- AVID Awareness Fairs
  - Community service
  - Service Clubs, such as Rotary & Soroptimists
  - Parent & Community tailgate parties

Initiating the Community Relationship



## **Small suburban city, New York Metro area**

3-5 years with AVID; 1 High School; 70 students

Funds Used: Title 3 for tutors, travel & tuition for SI

Additional Funding Sources: (Name of City) Educational Alliance grants

Outreach: Invite local donors to AVID events; encourage them to bring friends, who also may support AVID

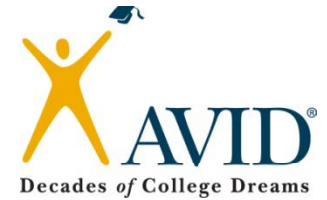
Other Ideas:

Trying to partner with Dept. of Education at local universities to offer tutors (ed majors) field observation credits

Involve local media, have faculty and students “advertise” successes

**Connecting Community Profiles**

## Suburban community outside Kansas City, KS



8+ years AVID, 4 middle & 4 high schools, 550 students

Funds Used: State Grants

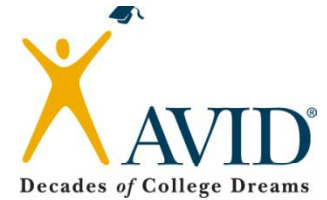
Additional Funding Sources: Grants from public school foundation; foundation executive solicits funding

Receive flow-through money from dual enrollment with local community college

Outreach: “Market” and publicize accomplishments and activities of AVID students

Other Ideas: AP money may be available

Connecting Community Profiles



## County school district in Florida

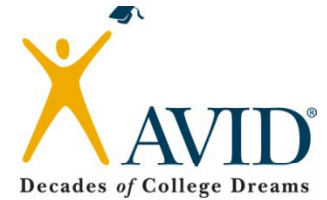
8+ years AVID, 14 middle & 16 high schools, 2,500 students

Funds Used: Funded by APIP

Supplemental: Title 1; SIG; Smaller Learning Communities

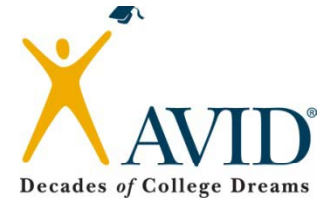
Additional Funding Sources: Individual Schools solicit donations from local businesses, “typically due to personal relationships”. Ceridian gave \$9000 last year due to this type of development.

Connecting Community Profiles



- Host asks guiding question.
- All participants discuss; ask clarifying questions; write, doodle, chart, and draw key points on table chart.
- After 5 minutes, the facilitator calls for time.
- At the conclusion of each round, participants rotate to a new topic.
- A new host will remain.
- Repeat the Café conversation process 3 more times.

World Café Process



## Marketing:

What are some successful ways to publicize our AVID program?

## Corporations:

How do I approach local corporations to set up presentations and submit applications? What might be an obstacle and how do I overcome it?

## Grant Writing:

How can I set up a system to know about available grants and to get them written?

Questions for World Café



# Capture New Ideas

Gallery Walk

3

- things you learned

2

- people you can contact

1

- question you still have

Reflection

# Presenters

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THANK YOU

