

Aloha,

In the 2012 Legislature, Senator Tokuda introduced [Senate Concurrent Resolution 77](#) which urged the Department of Education and the Board of Education to encourage all schools or complexes to develop fundraising foundations to support the efforts and initiatives of the administrators, teachers and students. A few public schools have already benefited from such well-functioning support organizations, in particular Farrington, Kahuku, Hilo and McKinley High Schools, which have each raised over \$1M over the years.

Senator Tokuda's office took the lead in assisting the DOE and BOE in this effort. This website is a result of that work. It will serve as a resource to any school interested in pursuing the creation of a foundation. We thank the representatives of the aforementioned foundations for generously volunteering their time and their expertise in helping with SCR77 and with being opened to further volunteering any future assistance to those who will do the actual work to bring about new foundation organizations.

While there is no one or best way to fundraise, many of the early and intermediary steps to be taken are fairly standard. What will follow is a brief summary of the background to those successful foundations and then information and documents that have proven useful to those organizations in their own development.

### **GETTING STARTED (FAQs and where to find the answers)**

The following is a listing of topics that have frequently been raised by schools wanting to start a foundation. Each is followed by the name(s) of the schools with established foundations that might have the most useful information. Following this section is a brief description of those foundations with contact information.

#### Applying for 501 (c)(3) status

All foundations must do this. Contact any of the schools,

#### Developing an effective Board of Directors

All successful foundations must do this. This may be one of the most critical steps in developing a sustainable foundation. Contact any of the schools,

#### Writing up By-Laws and Charters

Examples are provided by Farrington, Kahuku, and McKinley in the following section.

#### Costs involved

Legal assistance is advised for the nonprofit application and for reviewing the charter and by-laws. Audits are required when funds of any substantial amount begins to be raised. Having legal and financial advisors on the Board can be of great assistance. Kahuku.org has one part-time staffer to run its merchandise outlet. Contact any of the schools.

#### Applying for Grants

Kahuku has been especially successful at this. See HINTS FOR WRITING A GOOD GRANT PROPOSAL.

### Fundraising through alumni giving

Farrington, Hilo, and McKinley have all raised over \$1M.

### Special events fund-raising

See Hilo's Centennial and Farrington's Hall of Fame Dinner.

### Selecting and Supporting school programs

Kahuku's and Hilo's Foundations have primarily poured funds back into the school to support innovative programs to enhance student learning.

### Sustaining an endowment

Hilo and McKinley have investment programs to grow endowments. McKinley's foundation provides scholarships mostly through interest-earned on its endowment (some donations are directly earmarked for scholarships).

### Supporting students with scholarships

Farrington and McKinley focus their efforts on providing scholarships.

### Entrepreneurial approach to fund-raising

Kahuku.org support student entrepreneurs with a venue to plan, design, produce and sell school-related merchandise.

### Details, details, details!!!

Farrington has suggestions for conducting meetings and sustaining membership giving. All foundations can provide awareness of all the minutiae involved in developing and sustaining a foundation with what is usually an all-volunteer staff. Contact any of the schools for question you might have (email addresses are provided and the foundation reps listed are all open to phone calls).

### **QUESTIONS and ANSWERS**

This website will post questions anyone submits to us and answers provided by any of the foundation reps. As more and more of these come in, it will hopefully grow to become a vital resource to any and all wishing to undergo the process in the future. So ask away!! You'll be helping everyone that comes after you.

### **ESTABLISHED MODEL FOUNDATIONS**

The following is a brief description of well-established public school foundations. All have surpassed \$1M in fundraising. Each is followed by contact information. The foundation contacts have all expressed generous willingness to help others get to where they are. Use them!!

#### **[Farrington Alumni and Community Foundation \(FACF\)](#)**

FACF was initiated by the effort of Dr Kellet Min (FHS '54) in 1976 who gathered fellow alums into an organization that charged members \$10 per year or \$100 for life. That year the all-volunteer staff gave two scholarships of \$250 to deserving FHS graduates. Now, the 20 member board meets monthly to oversee a foundation balance sheet presently over \$800K much of it expended through nearly \$100K in yearly scholarships and \$50K to the principal. They have also sponsored Hall of Fame dinners (to recognize outstanding alums—nets approx \$50K). And besides responding to yearly solicitations, alumni have inserted codicils in life insurance policies and bequests in wills. Morgan

Stanley investments are a small part of the funds. The largest single donation has been \$250K. The organization pays no staff but expenses include postage, printing, legal and financial expertise and costs to put on the Hall of Fame dinners.

Helpful Hints:

- Get the support of the principal first
- Send out thank you notes or phone calls (to large donors) within one week of the donation
- Put out a newsletter
- Tap alumni for legal, financial assistance (pro bono or at discount)
- Start your meetings on time even if you don't have quorum
- Find a permanent meeting location and a consistent meeting date and time
- Robert Rules of Order helps meetings be efficient (David is willing to assist in this—see contact)

Unique Aspect:

- Each year FACH honors graduates of 50 and 60 years ago with gold (50 yr) and diamond (60 yr) "diplomas"—"It encourages giving!"

Contact:

- David Jeong ('53), President FACH
- [djeong1@yahoo.com](mailto:djeong1@yahoo.com) (522-8778)

Website:

- <http://gogovs.com/>

**[Kahuku Education Alliance Corporation \(KEAC\) and Kahuku.org](#)**

KEAC was founded in 1996 by Kahuku High and Intermediate School principal Lea Albert through School-to-Work funds. Its purpose was to develop programs to engage students in real work experiences. Classes led by actual businessmen and entrepreneurs taught students the process from creating business plans to implementation of production, marketing and sales. Kahuku.org, a programmatic arm of KEAC, sells apparel (Kahuku logo cap, t-shirts, jackets, etc. including PE uniforms) designed, produced, and marketed by students with online sales reaching a global market. KEAC primarily seeks grants and Kahuku.org annually earns upwards of \$100K. The profits are shared by KEAC programs and participating school programs. While the school is located in a largely agricultural area with few nearby businesses, the Board of 15 members includes many with expertise and connections that extend the scope and reach of the student programs it sponsors.

Helpful Hints:

- See documents (Filing for Tax-Exempt Status under IRS Code, Section 501(C)(3); Hints for Writing a Good Grant Proposal)
- Select Board members based on their expertise and background to fit the foundation's purpose
- Apply for the Weinberg Fellows Program
- Market your school; at least design, produce and sell PE uniforms or school t-shirts

Unique Aspect:

- Takes an entrepreneurial approach to fundraising; the foundation is focused on teaching students through real-life business experiences

Contact:

MaryAnne Long, former President KEAC  
[malong@hawaii.rr.com](mailto:malong@hawaii.rr.com)

Website

<http://keac.info/>

<http://www.kahuku.biz/> (kahuku.org)

### **Hilo High School Foundation**

Hilo High School Foundation was founded in 1990 to create an endowment fund to assist the school's programs and activities. The all-volunteer staff and board include alumni, business and community partners and the principal of the school. A tiered membership starts with \$25 and goes up to \$10K. Given that the Foundation only uses the interest earned on its principal, the total of over \$150K for Hilo High faculty-initiated innovative programs is quite impressive. As an example, funding supported the creation of *Project Ho'olokahi*, a program that integrates math, science, history and cultural studies through actual sailing experience aboard the Hawaiian voyaging canoe Makali'i. Other support has gone to intramurals, foreign language courses, photography and environmental programs.

Helpful Hints:

Unique Aspect:

- As an endowment fund, the principal continues to grow with the donations that come in annually and only interest income is expended

Contact:

Newton Chu

[NJC@torkildson.com](mailto:NJC@torkildson.com)

Website:

<http://www.hilohighfoundation.org/>

Financial Report:

<http://www.hilohighfoundation.org/financial.php>

Centennial Celebration:

<http://www.hilohighfoundation.org/centennial.php>

### **McKinley High School Foundation**

In 1989, during the 125th anniversary of McKinley High School, a number of the school's alumni established the McKinley High School Foundation. Their goal was simple - to provide additional funds to enhance educational opportunities at McKinley. Since its inception, the Foundation has raised nearly \$1 million dedicated to scholarships to over 650 McKinley graduates. The members of the Board of Directors work hard to ensure that the Foundation's mission is fulfilled, and that the endowment will be substantial enough to perpetuate scholarships for future McKinley "Tigers".

Helpful Hints:

- Principal and staff support, especially from the counselors, is critical
- Have a clear focus: While the Foundation has provided funds from time to time for worthy activities such as robotics and faculty professional development, the Foundation's primary goal is to provide scholarships in order to encourage and enable McKinley graduates to pursue and realize their dreams
- Get students in the school to know about and support the goals of the Foundation: At McKinley, a great "tradition" has been developed where the graduating class raises money to give to the Foundation to provide a scholarship for a student from the next graduating class

- If the foundation decides on endowment support (spending only the interest on principal), it should get professional money management
- The initial members of the Board should be committed to staying on for 3-5 years to get the foundation going on firm ground

Unique Aspect:

- While we mourned the loss of one of our most distinguished graduates, U.S. Senator Daniel K. Inouye ('42), we also celebrated the election of another distinguished graduate, Tammy Duckworth ('85), to the U.S. Congress representing Illinois' 8th congressional district.

Contact:

Carl Takamura

[ctakamura@aol.com](mailto:ctakamura@aol.com)

Website:

<http://mckinleyfoundation.org/>

## **APPENDIX**

SCR 77

## **QUESTIONS AND ANSWERS POSTED**

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Etc.