

*Vista
del Mar
Foundation*

*Strategic
Plan*



Version 0.1

May 1, 2009

Presented by:

Vista del Mar Foundation Board of Directors



Strategic Plan

Vision

A non-profit organization dedicated solely to the betterment of education at Vista De Las Cruces School

Mission

Augment the financial resources of the Vista Del Mar Union School District to support co- and extra-curricular activities

Goals

The Foundation's goals are segregated into short term and long term. Short term goals are items that, due to the nature of the item or an item's cost, can be obtained within a single year's fundraising activities. Long term goals are items that will require multi-year fundraising to obtain.



Goals for this Strategic Plan:

Though we have developed an initial set of important goals for the Foundation, we expect our goals to change as circumstances at Vista de Las Cruces warrant a change in emphasis. We anticipate the aging infrastructure at the school to need increasing levels of upkeep and a corresponding increasing level of district funds. We intend to limit the impacts of aging infrastructure while aiding the district in enhancing educational opportunities for the children attending the school.

Our initial goals are as follows:

Short Term:

*Annual Eighth Grade
Washington DC Trip*

Athletic Uniforms

Music Instruments

Teacher Materials

Long Term:

Upgrade ventilation systems

Upgrade computer equipment

Upgrade audio/visual equipment



Short-term Goals...

1. Eighth Grade Washington DC Trip: \$12,000 per year

What is this?: Annual week-long field trip for eighth grade class to Washington DC as part of US Government curriculum.

Need: Transportation, lodging, and meals for entire class and chaperones

Methods:

- *Proceeds from major fundraising events (e.g., art show, auction)*
- *Airline vouchers from airlines providing service between Santa Barbara or Los Angeles and Washington D.C.*
- *Lodging vouchers/gift cards from major hotel chains*
- *Meal vouchers/gift cards from major restaurant chains*

2. Athletic Uniforms: \$1,000 per year

What is this?: Provide new uniforms to Vista's athletic teams.

Need: Girl and boy uniforms for soccer and basketball. Girl uniforms for volleyball.

Methods:

- *Proceeds from fundraising events.*
- *Proceeds from grants related to physical fitness*



3. Musical Instruments: \$2,000 per year

What is this?: Replacement of worn instruments used by students as part of their music curriculum.

Need: Violins, clarinets, trumpets

Methods:

- Proceeds from major fundraising events
- Proceeds from Arts related grants

4. Teacher Materials: \$1,800 per year

What is this?: Reimburse teachers for costs for materials

Need: \$200 per teacher per year for materials (i.e., craft paper, pens, markers, etc.)

Methods:

- Proceeds from fundraising events
- Proceeds from Arts related grants



Our Long-term Goals

1. *Upgrade Ventilation System: \$75,000 (\$13,000 annually)*

What is this?: *Provide air-conditioning in select rooms (e.g., computer lab, library)*

Need: *Ventilation system to provide comfortable atmosphere for learning during extreme heat (outdoor temperature above 80).*

Method: *Proceeds from major fundraising events*

2. *Upgrade Computer Equipment: \$3,000 annually*

What is this?: *Provide computer systems for students that can efficiently perform using latest operating systems and Internet security*

Need: *Refresh 25% of school computers annually so that all computers are no more than 4 years old*

Methods:

- *Proceeds from science and technology grants*
- *Proceeds from major fundraising events*

3. *Upgrade Audio/Visual Equipment: \$25,000*

What is this?: *Acquire multiple modern projection and sound systems for use in auditorium and classrooms.*



Need: Quality projection systems for labs, classrooms and auditorium. Auditorium system would be permanently installed. Classroom systems would be portable.

Methods:

- Proceeds from science and technology grants*
- Proceeds from major fundraising events*
- Collect funds over a five year period*



Summary of Goals

Goals and associated fundraising required per year:

<i>Goal</i>	<i>Amount per Year</i>
<i>Annual DC Trip</i>	<i>\$12,000</i>
<i>Athletic Uniforms</i>	<i>\$1,000</i>
<i>Musical Instruments</i>	<i>\$2,000</i>
<i>Teaching Materials</i>	<i>\$1,800</i>
<i>Ventilation System</i>	<i>\$13,000</i>
<i>Computer Equipment</i>	<i>\$3,000</i>
<i>Audio/Visual Equipment</i>	<i>\$5,000</i>
<i>Total</i>	<i>\$37,800</i>



Financial Plan

The Foundation will earn revenue utilizing numerous fundraising mechanisms. The table below defines how funds will be obligated for short and long term goals.

<i>Resource</i>	<i>Role</i>	<i>Estimated Work Hours</i>
<i>Art Show</i>	<i>Provide 25% of funding required for short-term goals</i>	<i>120</i>
<i>Silent Auction</i>	<i>Provide 50% of funding required for short-term goals and 25% of funding required for long-term goals</i>	<i>120</i>
<i>Grants</i>	<i>Provide 75% of funding required for long-term goals</i>	<i>40</i>
<i>Miscellaneous Projects</i>	<i>Provide 25% of funding required for short-term goals</i>	<i>40</i>

The Chief Financial Officer will maintain the budget using line items as described in the table below.

<i>Debits</i>	<i>Credits</i>
<i>Supplies</i>	<i>Grant</i>
<i>Operation Fees</i>	<i>Donation</i>
<i>Investment</i>	<i>Event Gross Income</i>

(Operation Fees, not including costs related to a fundraising event, are expected to be approximately \$150 per year).



Fundraising Plan

1. Develop list of prospective donors
2. Develop list of prospective volunteers
 - a. Event Coordinators
 - b. Grant preparations
3. Develop marketing plans for major events (e.g., art auction)
4. DO NOT OVER EXTEND THE FOUNDATION AT ITS INCEPTION!

Fundraising Goals

1. Increase revenues from auction and art show by 200% by 2012 over the 2005-2009 average
2. Solicit grants and endowments from over 30 organizations per year by 2010
 - a. Research available opportunities for best fits with the Foundation
 - b. Establish committees to address high potential opportunities



Metrics and Expectations

The Foundation will publish its annual operating budget, indicating amount of fundraising, and allocation of funds towards short and long term goals.

The Foundation has set as its fundraising goal to meet the annual funding level need by the year 2014.