

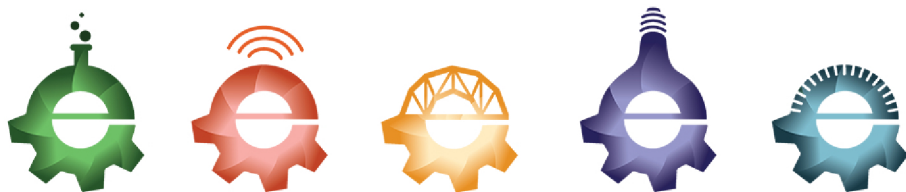


EPSD

Education Foundation

2019
Annual Report

Our mission is to enrich, extend, and deepen the educational experiences of East Penn School District students in **Science, Technology, Engineering, Arts, and Math**, the five pillars of critical thinking, creativity, innovation, and problem solving.



A Positive Impact for the Future



Dear Friends:

On behalf of the East Penn School District Education Foundation, thank you for your support of our School District. The gifts you've made in 2019 and beyond do make an immediate positive impact in our schools and will continue to do so well into the future. Your contributions have provided the fuel and momentum for both our students and Teachers in their quests to advance the education of our young students.

With each and every visit to one of our schools, I have witnessed the dedication and passion of our Teachers and the administration. It is this passion that drives the foundation and the reason we exist. The Foundation believes that great teachers change lives and improve learning. The most effective way to harness great teachers is to support them in their desire to excel in their fields. The direct recipients of great teachers are the students

How do we accomplish our goals? We can't do it alone. Through several collaboration efforts with the District, we have found new ways to link our students to resources and learning experiences that will forever change their lives. With events like the Career Exploration Fair, we continue to try to connect local businesses and community leaders with the Foundation and more importantly the students to develop opportunities that benefit everyone.

We are pooling our resources together to better serve our students. Whether it is sharing exciting learning opportunities, connect students with mentors or providing financial support where it is needed, our community leaders, partners and supporter have stepped up to the plate and made our efforts possible.

Everything that has been accomplishment by this Foundation is made possible by the dedicated members of the Board of Directors and the generosity of our faithful supporters. We are grateful and humbled by the generous spirit of our supporters.

To our Teachers, we say keep up the great work. To our supporters we ask that you continue to push us, work with us and help us make a difference in the lives of our most precious assets, our children.

Salvatore B. Verraastro
EPSP - Education Foundation President



Moving Forward at Full STEAM

Committee Members:

Joshua Levinson

Denise Brosky

Michael Mauro

For 2019, the STEAM Outreach Team promoted the mission of the EPSD Education Foundation through engagement with the community and by enhancing the relationship between STEAM professionals and educators within the East Penn School District. The team changed its name this year (i.e., from Community Outreach Committee) to better reflect its focus on fostering STEAM-related outreach between the community and the members the District.

The most significant accomplishment this year is the development and launch of the STEAM Outreach Team landing page on the Foundation website. The purpose of this page is to explain and to manage the primary objective of the Team—i.e., to connect STEAM professionals with classrooms who have similar interests and who want to foster STEAM education (e.g., through vetted ideas that include career speakers, STEAM-related topical talks/presentations, ask-a-scientist/virtual-in-residence inventors/scientists/engineers activities, invention/innovation talks, technology demonstrations, etc.). Sign-up forms for both community members and educators are accessible via Google form links on the page, and these forms collect the basic information required depending on the person's role. All information from community members is subsequently gathered and reviewed by the Team and is shared, with permission, with teachers who are seeking specific professionals with expertise in a particular area. The teachers and professionals then coordinate their schedules and plan how to best facilitate the learning.

In addition to the website landing page, the STEAM Outreach Team maintained its presence and participation in a number of Foundation and District events so as to promote the Foundation and to solicit community and educator participation. This most notably included assisting with the planning and execution of the 2019 Career Exploration Fair, which exposed a wide array of local professionals to the mission of bringing STEAM learning opportunities to our students.

Moving forward, the STEAM Outreach Team will be seeking to build upon the successes of 2019. It intends to further focus on soliciting community member sign-ups and on encouraging educators to make requests for local professionals to visit and/or to interact with their classrooms. Furthermore, the Team plans to continue to bring the message of the Foundation to the community through its participation in District events and Foundation-sponsored activities.

Donations Make a Difference

Committee Members:

Chris DeFrain – Chair
Dustin Grim
Bryce Ruggieri
Avery Smith
Salvatore Verrastro
John Zayaitz

Educational Improvement Tax Credit Program (EITC) Funding:

The committee thanks Embassy Bank and Peoples Security Bank and Trust for their continued support of the foundation through their yearly EITC contributions. In 2019, New Tripoli Bank and American Bank also began supporting the foundation with EITC contributions. EITC funding is a great way for local businesses that pay Pennsylvania income taxes to use some of those tax dollars to fund STEAM education. Please contact a member of the Board of Directors if you would like to learn more about this tax credit.

Event Sponsorship:

Your company can sponsor one of our great yearly events that we hold. Your company can be the exclusive event sponsor of our Grant Gala, Career Exploration Fair, District Teacher's Day or our Chamber Foundation Partnered event. Our Grant Gala and Career Exploration Fair continue to be well attended events that we hope to grow in 2020.

Project Sponsor:

The committee, along with the school district, helped develop a Prototyping Lab Wish List for STEAM initiatives. Do you want to fund a specific project that closely matches what your business specializes in? Do you want to fund specific STEAM initiatives that match your personal educational values? If so, visit our website to see the project opportunities that exist. We thank Snyder Hoffman Associates, Inc and Mack Trucks, Inc for supporting these projects in 2019.

Supporting Sponsor:

The foundation has annual sponsorship opportunities that range from \$250 to \$25,000. These sponsors allow us fund many of our events, STEAM programs and other ongoing costs of running a foundation. We are thankful for all those that supported us in 2019. Please see our annual sponsorship opportunities at the end of this article.

Social Media Funding Opportunities:

Did you know you could support the foundation by choosing us as your supporting organization on Facebook? Create your own Facebook fundraiser campaign and ask your friends and family to support local education. It is quick and easy to do. You can also support the foundation by choosing us as your charitable organization on Amazon Smile. 0.5% of all your eligible purchases go to support the charitable organization of your choice. Please see our website for more information about supporting us through Amazon Smile.

Please visit our website at <https://www.epsdeducationfoundation.org> to learn more about these sponsorship opportunities.



Expanding Our Reach

Committee Members:
Stanley K. Landis – Chair
Dustin Grim
Rodd Luckenbill

Three new members were recruited for election to the Foundation Board of Directors in 2019.

Jena Beky, a teacher representative, and Brian Leader, a community representative, were both elected to the Board. Jena Beky in January and Brian Leader in May. Jane Ervin, a community representative was elected to the Board in November and will begin her tenure as a Board member in January, 2020.

An existing Board member whose first term will expire in December, 2019 is Chris DeFrain. He is seeking a second three year term to begin in January, 2020. Additionally, the Foundation Board's school board representative, Dr. Ken Bacher, is being replaced by Joshua Levinson. Dr. Bacher is leaving the Foundation Board but maintaining his seat on the school board.

As of this writing the Board has two vacancies – a community representative and a teacher representative. The Nominations Committee will pursue filling these vacancies early in 2020.



STEAM Innovator Grants

Committee Chair - Heather Slatoff

The East Penn Education Foundation 2019 - 2020 STEAM Innovator Grant Program awarded seventeen grants to the teachers of the East Penn School District. They funded STEAM (Science, Technology, Engineering, Art and Mathematics) focused programs in district classrooms K - 12. The grant expenditure was \$15,000. The program names, winners, and grades are listed in the table below.

2019-2020 Grant Program Awards

| Grant Title | Amount | Leader/School |
|---|--------|---------------------------|
| Building with Bloxels: Storytelling for the 21st Century | \$500 | Megan Schuek/Wescosville |
| East Penn Outdoor School: Let's Go Fishing | \$500 | Rachel Collier/Eyer |
| East Penn Outdoor School | \$500 | Susan Bauer/Eyer |
| East Penn Outdoor School: Up the Creek | \$500 | Katelyn Berndt/Eyer |
| EPSD Live Weather Cam | \$500 | Zachary LaBar/EHS |
| Exploration of Fish in the Kindergarten Classroom | \$500 | Kathleen Farrell/Macungie |
| Illustration Stellar Death by Black Hole | \$500 | Lexi Soboleski/EHS |
| Innovating to Honor Veterans | \$500 | Justin Phillips/Shoemaker |
| Specdrums for Musical Investigation | \$500 | Allison Lewis/Wescosville |
| Student Activities Mural | \$500 | Heather West/LMMS |
| Coding Enrichment & Fun with Sphero Robots | \$1000 | Rett Fisher/LMMS |
| East Penn Outdoor School Needles in a Haystack | \$1000 | Kelly Stellato/Eyer |
| First Lego League | \$1000 | Lusignea & Bealer/Eyer |
| Incorporating STEAM for Special Needs | \$1000 | Crystal Husser/Shoemaker |
| Inspiration Genius Wall | \$1000 | Katie Pfenninger/EHS |
| Promoting Digital Literacy with Coding & Microcontrollers | \$1000 | Dylan Peters/EPSP |
| A Scientific Approach to Emotional Support | \$1000 | Molly Griffith/EHS |
| Greenhouse for Growing Great Science Students | \$3000 | Patrick Campbell/LMMS |

Grants were announced on June 30, 2019 to the East Penn School District staff. Applications were accepted through September 30, 2019. Thirty-three (33) applications were submitted and received a blind reading and evaluation by twelve (12) members of the EPSD Education Foundation.

Seventeen grants, totaling \$15,000 were awarded on October 21, 2019. Grant implementation will run from October 2019 through May 31, 2020. Beginning with foundation members visiting the winning teacher's classrooms with a "big check" and balloons.

The grant award winners will contribute pictures and complete a final report that will be due on or before May 31, 2020. One hundred percent of the money awarded will be spent on the budgets proposed at the time of the initial applications and will be reported on the final grant reports. All items purchased with the grants (non-consumable) will be used in the classrooms again in following years. The East Penn School District Education Foundation Innovator Grants reached over 1,275 students in kindergarten through grade twelve.

Annual Tiered Sponsorships

| Opportunities | Brass \$250 | Copper \$500 | Bronze \$1,000 | Silver \$5,000 | Gold \$10,000 | Platinum \$25,000 |
|---|-----------------|-----------------|-----------------|---|-----------------------------|--|
| Recognition in Annual Report | Logo | Logo | Logo | Logo | Prominent Logo | 1 Page Article + Prominent Logo |
| Foundation Website Recognition (projected 20,000 page views per year) | Website Listing | Website Listing | Website Listing | Website Logo | Home Page Logo | Prominent Home Page Logo |
| Recognition in EHS Fall & Spring Theater Production Play Bills (9,000 printed per year) | N/A | N/A | 1/8 Page Ad | 1/4 Page Ad | 1/2 Page Ad | Full Page Ad |
| Logo on "Big Check" Presentations | N/A | N/A | N/A | Logo | Logo | Prominent Logo |
| Recognition at Foundation Community Outreach Events | N/A | N/A | N/A | Logo on Banner | | Company Banner Displayed (3' x 6' max) |
| Coordinated Publicity | N/A | N/A | N/A | Press Release with "Big Check" Photo-Op | | |
| Foundation Gala Event | N/A | N/A | N/A | N/A | 4 Tickets + Program Listing | 8 Tickets + Program Listing + Banner |
| Foundation Career Fair | N/A | N/A | N/A | N/A | VIP Table | Prime VIP Table + Program Listing + Banner |
| Teacher Innovation Grants | N/A | N/A | N/A | N/A | N/A | Logo on All Literature |
| Social Media | N/A | N/A | N/A | N/A | N/A | Pinned Position on All Social Media Pages |
| EPSD District Day Event | N/A | N/A | N/A | N/A | N/A | Co-Branding of Logo on Promotional Item |





We would like to thank the following organizations who's generosity made this past year possible:

3Seed Marketing
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Stanley Landis
The Erie Community Foundation
The Leukemia & Lymphoma Society
The Mix Bartending School
Trifecta Technologies
United Employment Associates LLC
United Way
Vienna Lodge 847 IOOF
Welding Training and Testing Institute
Wildlands Conservancy
Your Cause (AT&T)



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Campbell, Rappold & Yurasits**

**Dustin Grim - Vice President
EPSD Faculty**

**Chris DeFrain—Secretary
Red Robin - Lehigh Valley Restaurant Group**

**John Hemak —Treasurer
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Retired**

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Above and Beyond



www.epsdeducationfoundation.org



**Put
Learning
in Motion**