



PROPOSED STRATEGIC DIRECTION FOR THE PUBLIC EDUCATION FUND OF CHARLOTTESVILLE-ALBEMARLE

The Public Education Fund of Charlottesville-Albemarle (PEF) submits this proposal to the boards of the Charlottesville City Schools and Albemarle County Public Schools to share briefly PEF's history, introduce a potential restructure, and highlight the benefits of collaboration.

PEF: History and Accomplishments

Founded in 2004, at the request of the Charlottesville and Albemarle County school boards, The Public Education Fund of Charlottesville-Albemarle is a community-based, non-profit organization dedicated to enhancing the quality of teaching and learning in our public schools. With a focus on programs that provide systemic impact and go beyond the scope of current public resources, PEF has supported or initiated projects such as "Odyssey: 2025 for Math and Science," after-school intervention programs for at-risk elementary school students, high-school guidance and college advisory program, and a senior volunteer program.

PEF: Future as a Focused, High-Impact Fund

Committed to evolving into a focused, high-impact fund, PEF acknowledges the need for direct donations to each school division to support programs and initiatives unique to each school division. The PEF Board of Directors proposes a restructure resulting in a Fund/Foundation that would best serve the unique needs of both divisions and encourage innovative collaboration between the City and County schools. PEF is uniquely positioned to spearhead this joint effort with a board of directors that include state officials, representatives from school divisions' governance and leadership, business community leaders, University of Virginia educators, and local advocates for the advancement of public education.

2011–2012 PEF Board of Directors

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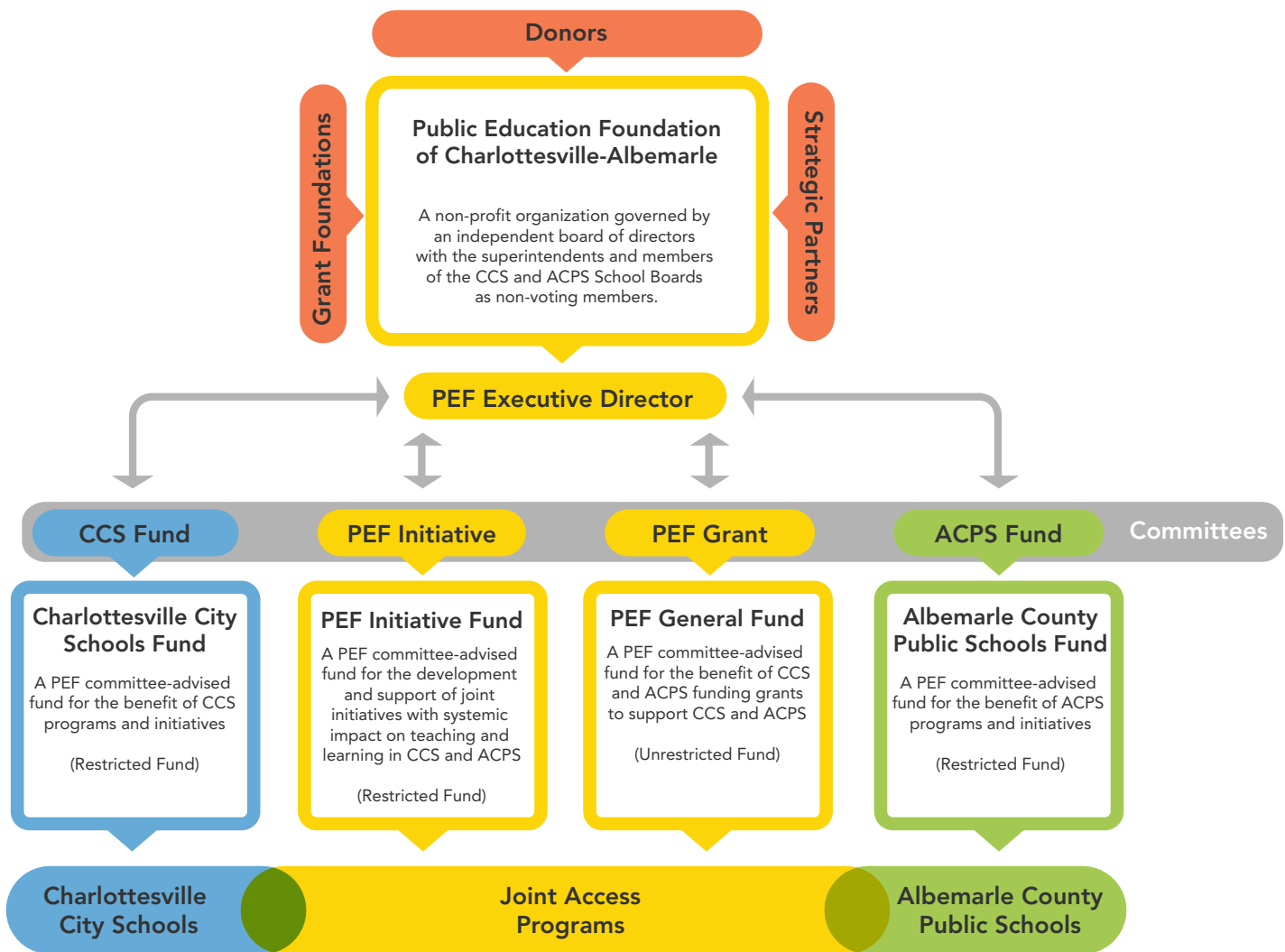
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Professor, Mechanical and Aerospace Engineering, UVA

Honorable David J. Toscano
Virginia House of Delegates 57th District

Peggy VanYahres
President, VanYahres Associates

PROPOSED PEF ORGANIZATIONAL STRUCTURE

Under the proposed structure, PEF would be led by an expanded board of directors to include individuals representing the interests of the CCS and ACPS school divisions. An executive director would have operational responsibility for a portfolio of four committee-advised funds. Two funds would be dedicated, respectively, to each school division. The school divisions' funds, governed by separate committees, would be empowered to receive and allocate private donations and grants on behalf of each division. The other two committees would receive and allocate funds donated to the PEF Initiative Fund or the PEF General Fund.



Benefits of Philanthropic Collaboration Among Two Divisions

A collaborative effort to support the school divisions offers significant benefits.

- 1) Simplicity and Convenience:** A single foundation that serves two divisions allows citizens to demonstrate easily and conveniently their broad support for both divisions or targeted support of an individual division or program. The most successful funds are those that make it very simple for citizens to support the schools.
- 2) Financial:** In an era of constrained resources, supporting a single foundation, instead of two independent organizations, is more efficient to operate and promote—a point that donors will certainly note.
- 3) Messaging:** An organization that serves two divisions demonstrates a rare spirit of cooperation in a government and education environment that is often polarized. Donors would find this point attractive as well.

The Public Education Fund of Charlottesville-Albemarle is excited to pursue a new direction that it believes will make a significant impact on the daily lives of thousands of teachers and students across the region. PEF is confident that the proposed structure will create conditions for long-term success.