



PENINSULA SCHOOLS  
**education** ★  
FOUNDATION

# ANNUAL REPORT 2024

Prepared by:  
JESSICA PIXIE ALFRED

phone  
206-427-1953

PENINSULA SCHOOLS  
EDUCATION FOUNDATION

[www.psefd.org](http://www.psefd.org)



Our mission is to connect people, resources and ideas to fund diverse and exceptional enrichment opportunities for all Peninsula School District Students.

Our vision is for every student to have access to experiences that spark curiosity, expand horizons, and inspire them to achieve their full potential.

# From Our New Executive Director



## Jessica Pixie Alfred

Jessye comes to the foundation with a masters degree in Organizational Leadership and nearly two decades of experience program managing for both nonprofit and corporate organizations.

She and her daughter moved to Snohomish county 17 years ago from Juneau, Alaska. In 2022, she married Gig Harbor native Matt Alfred (GHHS, Class of '03). The trio returned to the Key Peninsula last winter, setting up their new home in Wauna.

I am deeply excited to have joined PSEF at this inspiring time in its nearly 30-year history. Last fall's strategic planning process brought with it a clear pathway to steady growth and increased community impact. I bring the leadership, energy, and focus required to kick the implementation process into high gear.

In the short six months that I've been with the foundation, we have taken that strategic plan and hit the ground running! We have already achieved a number of our planned objectives—paid staff support has been hired, a new committee structure has been established, and our board has already grown by three members! We have beefed-up marketing efforts, expanded donor outreach, and started coordinating fundraising events for 2025. We are steadily increasing our capacity to “inspire educators and supercharge learning!”

There is electricity in the air and a huge amount of momentum is building! Big things are in the works, and we are thrilled to have the ongoing support of our Gig Harbor and Key Peninsula communities. We are building on our inspiring past to create an incredible future for P-12 students in our exceptional district.

Our children deserve fun and exciting educational experiences beyond the limits of public funding, and our educators need support to be creative, try new things, and foster the unique learning needs of each student they inspire. Enrichment makes learning *thrilling*. Higher levels of engagement boost motivation, increase attendance, and boost academic achievement. Your generosity today will ensure that our local kids get the most engaging and inspiring education we can give them.

With Gratitude,

*Jessye*

# The 2024-2026 Strategic Plan

PSEF is uniquely positioned to be the primary philanthropic support organization for the Peninsula School District. We work district-wide, across all schools, raising awareness, building relationships, and securing community resources that benefit every student.

Our strategic plan is not just a roadmap; it is a testament to the collective power of our community.

It embodies our dreams and aspirations for a brighter, more equitable educational experience for all students in the Peninsula School District.

Together, we will continue to build bridges, inspire change, and create lasting positive outcomes.



1

## The Team

- Hire Exec. Director
- Hire marketing pro
- Hire grant writer
- Engage 15-18 board members
- Build effective committees

2

## Fundraise

- Raise \$500K/year
- New \$\$ streams
- Legacy program
- Corporate partners
- Alumni outreach program
- District partnership

3

## Support Students

- Establish PSEF's signature programs
- PSEF Ambassadors in schools
- Create program/non-profit partners

# The Future of the Foundation



## A PRIMARY DISTRICT SUPPORT

PSEF has enhanced hundreds of classrooms, benefiting thousands of students right here in our home community. The Peninsula School District is already exceptional; with our ongoing support, P-12 learning in Gig Harbor and the Key Peninsula will be extraordinary!



## DISTRICT-ALIGNED PROGRAMS

PSEF is dedicated to our district! All of our funding stays within our community and benefits local kids. PSEF's thriving partnership with the Peninsula School District is based on a deep understanding of the District's needs. We constantly find new ways to support each other's goals.



## A LARGE AND DIVERSE BOARD

Our board of directors are community leaders that deeply care about public education—from district parents, to retired teachers, to past and present school board members. We also have experts in fundraising and resource development, marketing, and non-profit governance.



## DEDICATED, PROFESSIONAL STAFF

After 29 years as an all-volunteer organization, PSEF will be adding three paid staff positions focused on leadership, marketing, and resource development. These individuals will bring personal dedication and professionalism to the foundation as we grow!



## LARGER AWARDS, MORE RECIPIENTS

To date, PSEF has generated nearly \$600,000 toward its mission to provide innovative classroom enrichment to our local students. As the foundation generates more revenue, we will support an even greater number of classrooms with grant awards for teachers with great ideas!

# PSEF Enrichment Grant Programs

## 1 Educator Grants

Our Education Innovation grant program focuses on supporting teachers with great ideas! We are enhancing student learning in each of our 17 schools and making enrichment activities more accessible across the entire district. All Peninsula School District teachers and staff are eligible to apply for funding toward innovative and creative enrichment activities for their classrooms.

## 2 Partner Grants

Our mission is to connect people, resources, and ideas to fund innovative, diverse and exceptional enrichment activities for all Peninsula School District students. We create partnerships with other local organizations serving PSD students by providing grant awards to non-profit programs that create, support or expand student enrichment opportunities in our district.





1



**2024  
GRANT AWARDS  
SPOTLIGHT**

THE EDUCATION FOUNDATION'S ENRICHMENT SPOTLIGHT

# National History Day

National History Day is a nonprofit education organization dedicated to improving the teaching and learning of history. NHD's core program is its competition in which students ranging from 6th to 12th grade choose a topic and dive deeply into the past by conducting research in libraries, archives, and museums. They then present their conclusions and evidence through papers, exhibits, performances, documentaries, or websites, moving through a series of contest levels where they are evaluated by professional historians and educators (learn more at [www.nhd.org](http://www.nhd.org)).



Since the exhibit category remains the most popular format for National History Day, grant funding from PSEF provided Kopachuck Middle School teacher Kayla Frank the money needed to purchase over 70 exhibit boards, ensuring that every 7th and 8th grader could participate without barriers. The grant was also used to purchase NHD guidebooks for each middle school in our district with the hope that it will encourage more teachers to feel prepared to join this meaningful program in the near future.

70 ADVANCED TO REGIONAL  
IN KENT, WA

13 ADVANCED TO STATE  
IN OLYMPIA, WA

2 REACHED THE NATIONAL  
COMPETITION IN  
WASHINGTON, DC!



THE EDUCATION FOUNDATION'S ENRICHMENT SPOTLIGHT

# Communicating Without Words

Using a grant from PSEF, thirty pictorial communication boards were designed and displayed across every elementary school playground in our district (3 per school, beginning at Harbor Heights).

The foam-core weatherproof signs contain a series of simple images that children can point to in order to communicate with both adults and peers. For example, a student might point to a series of five images to say "I-want-friend-play-ball," among hundreds of other possible combinations.



Originally intended for non-speaking special needs students, these boards have been remarkable for students who are learning English, students who are upset, and shy students, as well!

Following Harbor Heights' impressive lead, the other 9 elementary schools are now training teachers and playground staff to effectively communicate with any student using these boards. The students themselves have even provided their own feedback regarding the boards, suggesting that some be moved so that they are easier for them to access during active play.

As Ali Shepard, our district's Assistant Director of Special Education summarizes, *"Inclusion rocks!!"*

THE EDUCATION FOUNDATION'S ENRICHMENT SPOTLIGHT

# Planting Seeds

Using a grant award from PSEF, Options teacher Kari Hyatt was able to purchase an indoor greenhouse to facilitate hands-on horticulture learning in her Goodman Middle School classroom!

The lessons from the indoor greenhouse led to a very successful Plant Extravaganza Sale over the 23-24 holiday season. The students themselves then used the money earned from their sales to purchase additional greenhouse supplies including an aquaponic and hydroponic station, as well as several more shelves and grow lights. The class was able to grow even more fresh flowers to sell at their Spring Bazaar!

Following the program's roaring success, Ms. Hyatt and her class are eager to dive back into horticulture studies again, creating even more opportunities for students to share their knowledge and love of plant care.



THE EDUCATION FOUNDATION'S ENRICHMENT SPOTLIGHT

# Peninsula Hands-On Art

We're excited to share an update from one of our amazing partner non-profits, Peninsula Hands On Art. This well-established local non-profit offers students quality artistic experiences, with each project designed by a local Pacific Northwest artist. Four unique projects are brought into our district's elementary classrooms each year.



This past year, PSEF provided a grant to purchase supplies for the Matisse Collagraph Printmaking project, designed and taught by local artist Vanessa Lanza. Students designed a nature-inspired collage art piece on a printing plate using a variety of textures, then used water-based block printing ink to transfer their image to paper using artist quality printmaking rollers.



PSEF is proud to support the work of Peninsula Hands-On Art and we are looking forward to many more years of working together to provide exceptional enrichment opportunities to Peninsula School District Students!

# Your Call to Action

Peninsula Schools Education Foundation is dedicated to providing grant support directly to educators in the Peninsula School District, covering the costs associated with innovative enrichment opportunities for the over 9,000 P-12 students in our local classrooms.

"Enrichment" encompasses a wide range of activities, programs, and resources designed to supplement and enhance the learning experience of students. The word "enrichment" casts a wide net... there are hundreds of existing programs and countless creative teaching ideas yet-to-be-explored. That is what makes our work so exciting. We already have one of the most successful school districts in Washington State; with continued community support, PSEF's programming can keep our local schools on the cutting edge of creative education.

Our ask today is for you to add Peninsula Schools Education Foundation to your annual giving plan. PSEF is dedicated to serving only the 17 schools in the Peninsula School District (all of Gig Harbor plus the Key Peninsula). If you are focused on supporting your community, a gift to PSEF is a fantastic way of keeping your donation dollars 100% local.

Our district. Our teachers. Our kids.



# OUR DONORS

## EMPOWER

\$2500 AND UP

GALAXY THEATRES  
GREENE GASAWAY  
ARCHITECTS  
KRISHNADASAN FAMILY  
PAIGE SCHULTE,  
WINDERMERE PRO  
PARTNERS  
PENINSULA LIGHT COMPANY  
TCF ARCHITECTURE  
UPTOWN GIG HARBOR

## INSPIRE

\$1,000 AND UP

BRIAN TOVEY  
DAN & MARCIE SMITH  
DR. CLAUDIA THOMPSON  
COLUMBIA RIVER ADVISORS  
E&L CIVIL ENGINEERING  
GIG HARBOR FIREFIGHTERS  
INTEGRUS ARCHITECTURE  
JENNIFER BUTLER & MARK BURCAR  
JOHN MCGRAW  
KENT CASHMAN, STATE FARM  
KP SCHOOL BUS CONNECTS  
MARCIA HARRIS  
MICHELE HENERY  
MOHAMED AIT ALLAOUA  
ROBIN CALLAHAN

## ENERGIZE

\$500 AND UP

AMERICAN ASSOCIATION OF  
UNIVERSITY WOMEN  
ANN MONNET  
ANONYMOUS  
BARB & TONY TROTTER  
BILL FIERST  
BRETT ALLEN  
CALVIN GASAWAY  
COSTLESS PHARMACY  
DENNIS & MARGARET NUGENT  
DR. ART JARVIS  
EMMA CONWAY  
ESM CONSULTING ENGINEERS  
HERITAGE DISTILLING COMPANY

JEFF KLEIN  
JEREMY UNDERWOOD  
KAREN ANDERSEN  
KEY PENINSULA BUSINESS ASSOCIATION  
KEY PENINSULA FIREFIGHTERS  
MARGARET & DENNIS NUGENT  
MARK THOMAS  
MARTA O'NEILL  
NORTH HARBOR DENTISTRY  
PENINSULA EDUCATION ASSOCIATION  
PENINSULA PRINCIPALS ASSOCIATION  
SODEXO  
TICKLED PINK



# BOOST

UP TO \$500

AIMEE GORDON  
ANDREW FROST  
ANNESSA ANDERSON  
ANNIE BELL  
ANGIE KEEFE  
AMBER PANGBURN  
BARB SCHMIT  
BRADY BELL  
BRIAN HO  
BRIAN PHAIR  
CAROLINE ANTHOLT  
CARRIE HOLDEN  
CATHERINE RICH  
CHRISTY GARNER  
CLARK SNYDER  
COLLEEN SPEER  
COSTLESS PHARMACY  
COURTNEY MARSHALL  
DAN GREGORY  
DANIELLE O'LEARY  
DAVID BROOKS  
DAVID NASON  
DELONNA HALLIDAY  
DJ THOMPSON  
EDWIN & CATHERINE KETEL  
EHS INTERNATIONAL  
EILEEN MARR  
ELIZABETH DUFFEY  
ERIC NORLAND  
GINA CABIDDU  
HUGH MAXWELL  
HUGH MCMILLAN  
JAFAR TAGHAVI  
JEFF GREENE  
JAMES CANTONWINE  
JANE OSTERICHER

JANUS MCMILLAN  
JENI WOOCK  
JERI GOEBEL  
JOAN WELSH  
JOE POTTS  
JOHN HELLWICH  
JOHN YELLOWLEES  
JOHNNY HONG  
JOSE CRUZ  
JOSHUA STECKER  
JOY GIOVANINI  
JUD MORRIS  
JUDY CROMETT  
JUDY WILLIAMSON  
JUSTIN WATERS  
KATIE HENDRICKSON  
KATIE WALTERS  
KARLA EPPERSON  
KARRA LANTZ  
KAREN DRUM  
KATRINA ELLIS  
KELLI & CHRIS MAHARRY  
KIMBERLEY FEEHAN  
KIT KUHN  
KRIS HAGEL  
KRISTEN NORDQUIST  
KRISTI RIVERA  
KURT MERRIMAN  
LARRY SEAQUIST  
LAUREL SCHULTZ  
LESLIE HARBAUGH  
LESLIE NITABACH  
LISA FAILING  
LISA KLEIN  
LORI GLOVER  
MAC STANTON

MANDY MASON  
MARILYN WILSON  
MARIA LAINIER  
MARLA MORGAN  
MARSHA WILLIAMS  
MARTHA SHELLENBERGER  
MEGAN HIGGS  
MELISSA ANDREWS  
MELISSA WISNER  
MICHELE WILLIAMS  
NANCY MUZATKO  
NANCY WILLIAMS  
NATALIE OOTKIN  
NATALIE WIMBERLEY  
PAUL ALVESTAD  
PETE GONZALES  
PETER & SHANA NASH  
RACHEL SLEETER  
RAND WILHELMSSEN  
ROBERT ANDERSON  
ROSE JEAGER  
ROXANN TALLMAN  
RYAN BUYS  
SARAH SINGLETON  
SARA THOMPSON  
SAMI & SHAWN JENSEN  
SCOTT GALLACHER  
STEPHANIE HUTCHINSON  
STEPHANIE OBRIEN-FORS  
STEPHANIE STRADER  
THOMAS LEACY  
TIM HANSEN  
TIM OGDEN  
TODD & KIM ROSENBAACH  
ZACH LENNIN



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